

Heat Pump Campaign – Email Template

[SUBJECT]

Start Saving With Efficient Heat Pumps

[PREHEADER]

Upgrade to an energy-efficient heat pump and save up to $1,300.

[HEADLINE]

Heat, Cool, SAVE!

[BODY 1]

Dear <FIRST NAME>,

[UTILITY NAME] is pleased to work in partnership with FOCUS ON ENERGY® to bring you rebates on energy-efficient heating and cooling. Upgrade to an ultra-efficient heat pump and [save up to $1,300](https://focusonenergy.com/residential/heating-and-cooling).

**Why Heat Pumps?**

Heat pumps not only heat your home two to three times more efficiently than traditional systems, they provide cooling, too. To heat your home, a heat pump extracts heat from the outdoors and moves it inside. To cool your home in the summer, the process is reversed, and a heat pump expels heat from indoors to outside.

Because heat pumps move heat instead of generating it, they do not lose energy like a traditional furnace or boiler. Even when temperatures plummet, they are often well over 100% efficient.

Upgrading to a heat pump can help you boost your comfort and cut your energy costs year-round.

[CTA 1]

[LEARN MORE](https://focusonenergy.com/equipment/heat-pump)

[BODY 2]

**Signs It Might Be Time to Upgrade Your Heating and Cooling System:**

* Your energy bills have increased.
* Your home feels uncomfortable during high or low temperatures.
* Your current equipment is unreliable, inefficient, or over 15 years old.
* You have noticed excessive blower noises or sporadic pops, bangs, or rattles from your furnace.

Focus on Energy offers rebates on air source heat pumps, dual-fuel heat pumps, mini-splits, and more.

[CTA 2]

[EXPLORE REBATES](https://www.focusonenergy.com/residential/heating-and-cooling#rebate-info)

[BODY 3]

A Trade Ally contractor can help you find the right type of energy efficiency upgrade for your home. [Find a Trade Ally contractor](http://focusonenergy.com/trade-allies) today or call 800.762.7077 to get started.

[BODY 4]

**Other Energy-Saving Tips:**

When you replace or offset your propane furnace or boiler with a heat pump, you could save up to $1,300 per year (depending on the price of your propane fuel). You could also save yourself the headache of an empty propane tank or the cost of an expensive mid-season propane purchase.

If you own a vacation home, pair your heat pump with a smart thermostat to gain peace of mind. Even from a distance, you can control the temperature of your home and eliminate the surprise of frozen water pipes.