TRI-COUNTY
REGIONAL ENERGY NETWORK
SAN LUIS OBISPO • SANTA BARBARA • VENTURA



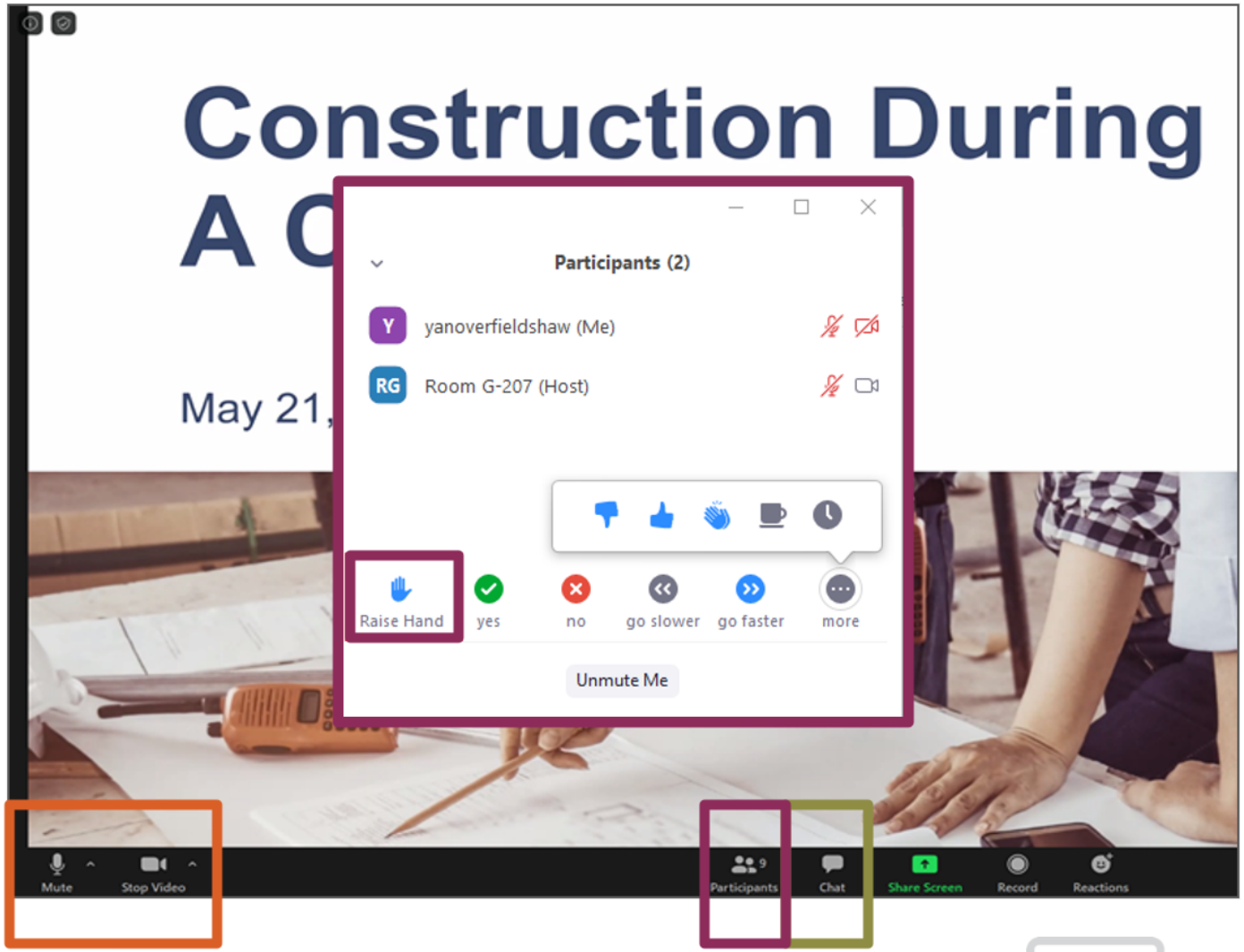
# Ask The Experts: Stump the Chump – Bring Your Heat Pump Sales Objections

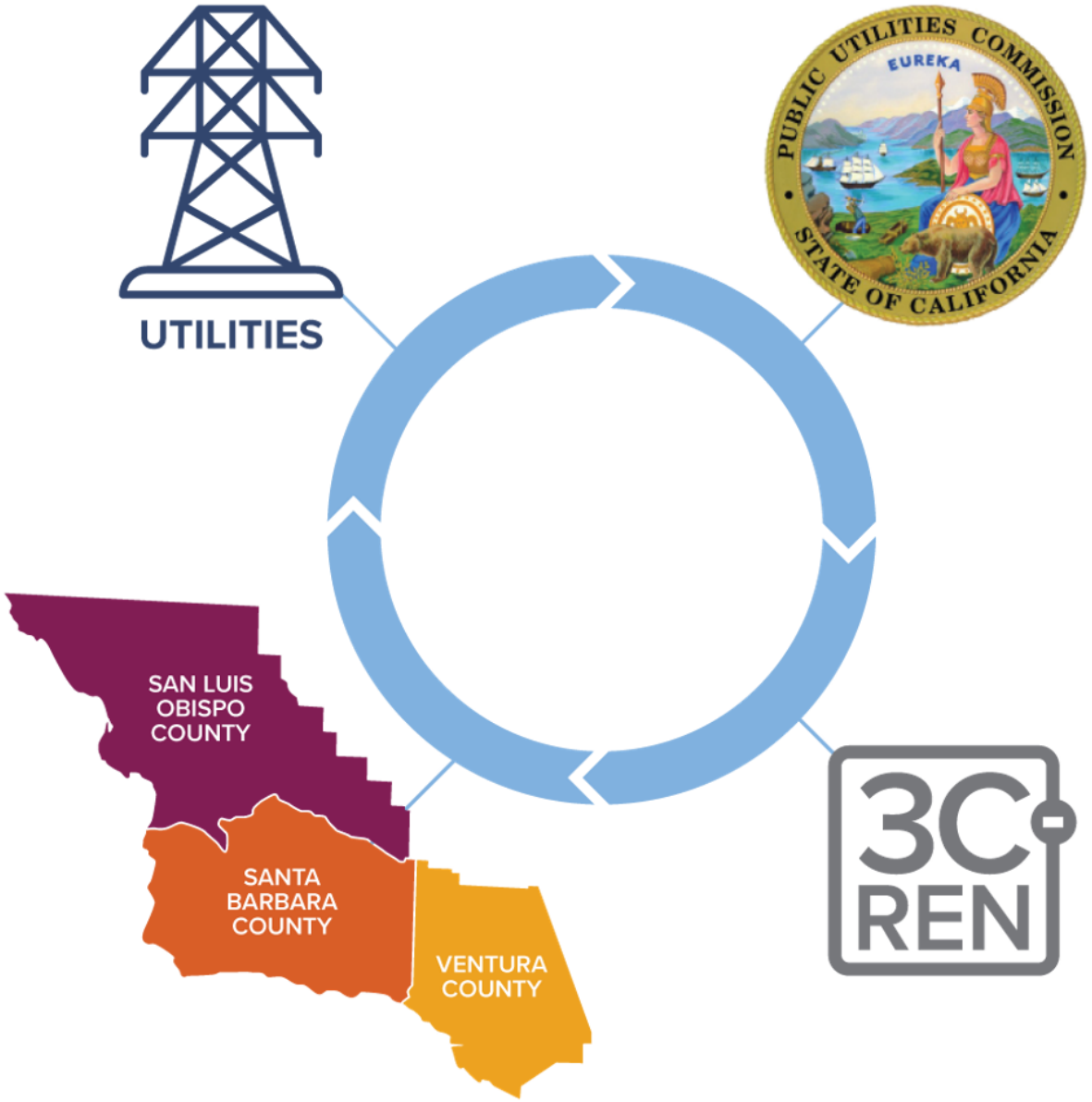
*Larry Waters – Electrify My Home*

Thursday, October 8, 2026

# Before We Begin

- Add an **introduction** in the chat.
- **This is an interactive session. Cameras on, participation welcome!**
- Did you call in? Please **share** full name to confirm attendance.
- Please **mute** upon joining.
- Use the "**Chat**" to share questions or comments
- Session may be **recorded** and posted to 3C-REN's on-demand page
- 3C-REN does **not** allow **AI notetakers**, unless used to accommodate a disability.






# Tri-County Regional Energy Network

3C-REN is a collaboration between the tri-counties

Our programs reduce energy use for a more sustainable, equitable and economically vibrant Central Coast

Our free services are funded via the CPUC, bringing ratepayer dollars back to the region

# Our Services

## Incentives

### HOME ENERGY SAVINGS

**3c-ren.org/for-residents**
**3c-ren.org/multifamily**

### COMMERCIAL ENERGY SAVINGS

**3c-ren.org/commercial**

Contractors can enroll at
**3c-ren.org/contractors**

## Training

### BUILDING PERFORMANCE TRAINING

**3c-ren.org/events**
**3c-ren.org/building**

### ENERGY CODE CONNECT

**3c-ren.org/code**

View past trainings at
**3c-ren.org/on-demand**

## Technical Assistance

### AGRICULTURE ENERGY SOLUTIONS

**3c-ren.org/agriculture**

### ENERGY ASSURANCE SERVICES

**3c-ren.org/assurance**

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## Questions from George:

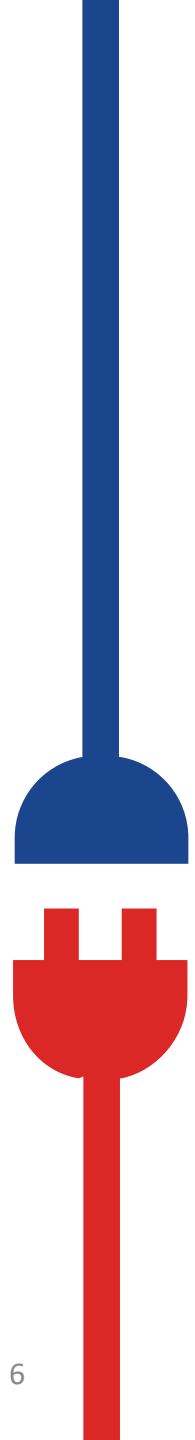
- “If we install the fan box on the outer wall of a bedroom, is it going to **make too much noise**?”

- “How can the amount of **noise be decreased**?”

- “If Juana Maria survived living alone on San Nicholas Island for 18 years, why is it so **necessary to spend $18,000+** on a heat pump in mainland California? How does our desire for thermal comfort trump our responsibility for taking care of our planet and other priorities?”

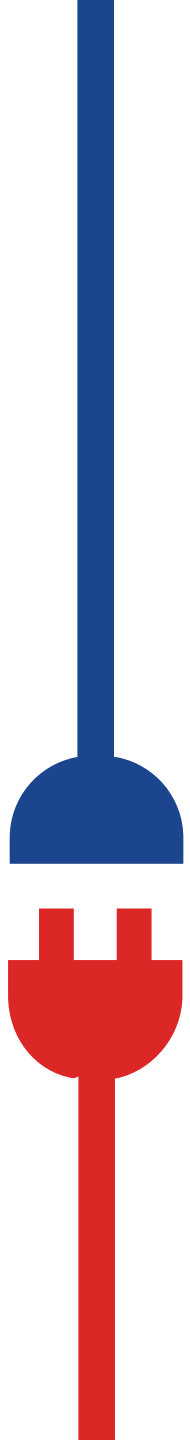
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"If installing a heat pump requires electrical-panel upgrades, new ductwork, remediation, or other expensive work, **at what point does the efficiency argument stop making financial sense**? How do you honestly make the case to someone whose real installed cost is dramatically higher than the advertised cost of the equipment?"



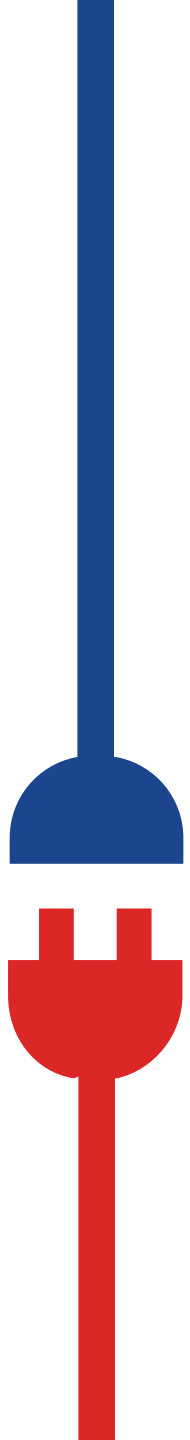
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“People are often told that heat pumps are cheaper to operate, but **electricity rates** in California are already **very high**. If a customer currently has relatively inexpensive natural gas, can you really **promise them lower utility bills** — and if not, what exactly are we selling them on?”



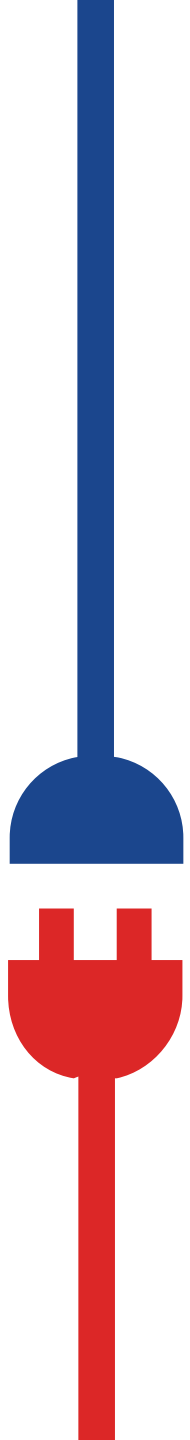
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“If everyone is being encouraged to electrify space heating at the same time, aren’t we simply shif**ting enormous winter heating demand** onto the electric grid? How do you respond to someone who says widespread heat-pump adoption could **create new peak-demand and reliability problems** rather than solve them?”



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“Heat pumps are marketed as a **climate solution**, but they still use **refrigerants** with global-warming potential, and leaks do happen. **How much refrigerant leakage** would it take before some of the climate benefit of switching from gas begins to disappear, and **how should a contractor respond** when a customer raises that concern?”



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“Why should someone replace a **perfectly functional furnace** with a heat pump today instead of simply using the furnace until the end of its useful life? From a cost, carbon, and resource perspective, **couldn’t premature replacement sometimes be the less sustainable choice**?”

# Electrify My Home – Electrification Pioneers

## Our Mission:

*We provide the **most efficient** cost-effective solutions, practice responsible **electrical management**, and **train and influence** others to do the same.*

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# Agenda

- Consultative approaches to identifying needs & matching solutions
- Common objections to heat pumps and sample responses
- Closing and Wrap up

# Consultative Approaches to Identifying Needs & Matching Solutions

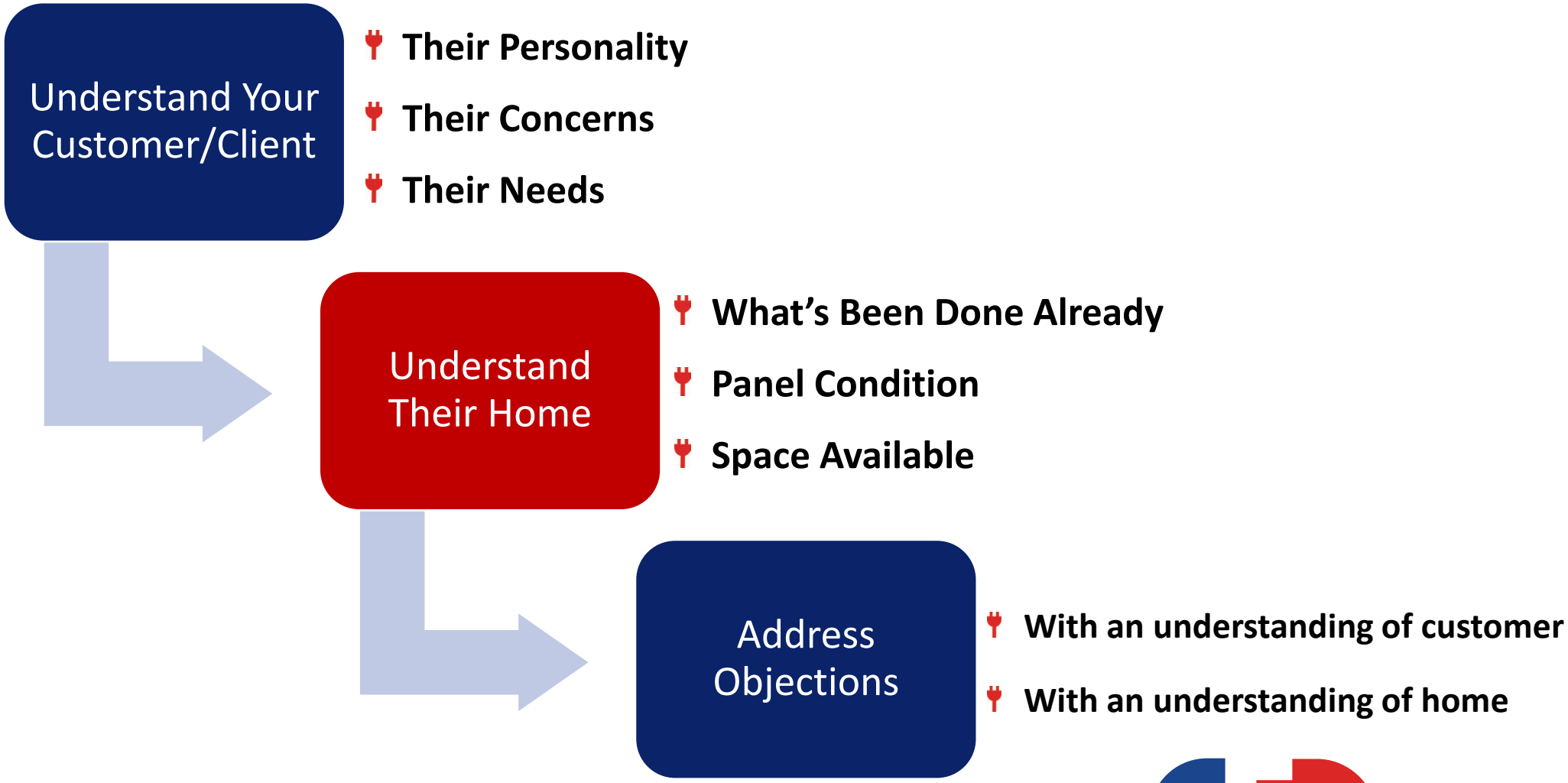


*6 steps to get started*



# The Best Way to Handle Objections is Foreseeing & Addressing Them Ahead of Time

# Before We Jump Into Addressing Objections…



# Determining Personality Type

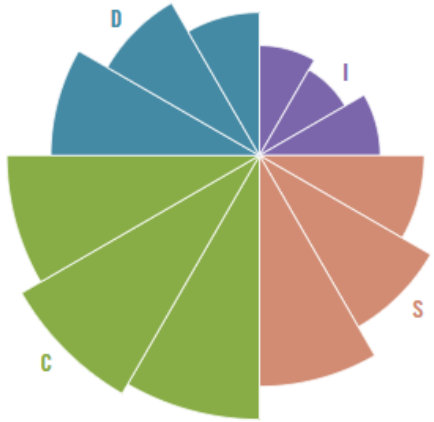
***Realizing your client's personality starts with knowing your own***

### DRIVE

Takes charge to get things done. Makes decisions and takes action.

### CLARITY

Works steadily within systems. Focuses on order, accuracy and precision.




### INFLUENCE

Engages others and shares enthusiasm. Inspires and persuades others.

### SUPPORT

Is helpful and shows care for others. Looks for ways to assist and serve.

SCAN ME

# #1 Come Prepared!

- Use content from #ElectrifyEfficiently training program to “Sharpen your saw”
- Get your facts straight
- Practice your opening question/statement
- Understand your products
- Have faith in your solutions backed by building science



# #2. Approach, Observe Your Environment









Step 1: Check out the house online before you go out. Redfin, Zillow or Trulia are good sources

Step 2: Be observant as you approach the customer's home; look for clues that could help guide you

- Electric or hybrid car?
- Solar panels?
- Modern home design?
- Drought-tolerant landscape?

# #3. Take Some Time to Chat, Build Rapport, and Gather Clues to Guide Your Approach



- **Listen for clues from your customer**
- **Be observant and complimentary of your customer's home**
- **Look for conversation starters**
- **Try to pinpoint personality type: Analytical, Empathetic, Influencer, Alpha, or Driver**



## Dominant/Drive

- Decisive
- Strong-Willed
- Results-Oriented
- Impatient
- Demanding

FAST

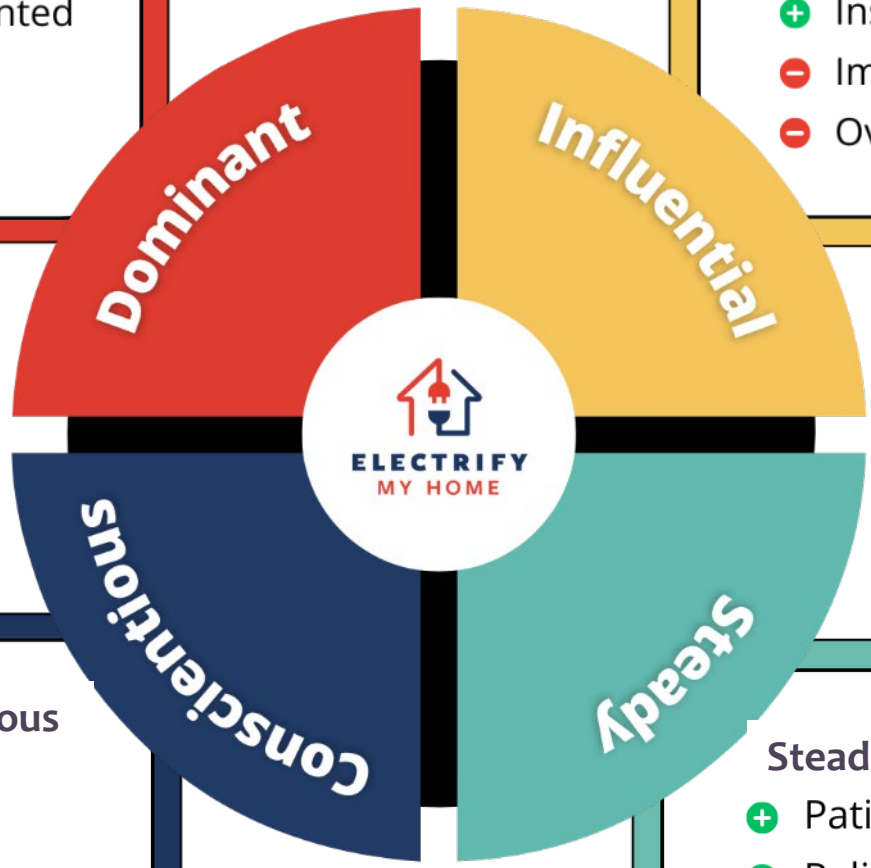
## Influence

- Charismatic
- Persuasive
- Inspirational
- Impulsive
- Overly Optimistic





TASK FOCUS




PEOPLE FOCUS

## Clarity/Conscientious

- Analytical
- Cautious
- Logical
- Critical
- Risk-averse

SLOW

## Steady/Support

- Patient
- Reliable
- Calm
- Passive
- Indecisive



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- The system must get the house warm fast
- I need it installed on a Saturday so I can supervise

- 2 outdoor units? I don't think that would look good w/ my landscaping.
- Does this have the quiet side fan feature?

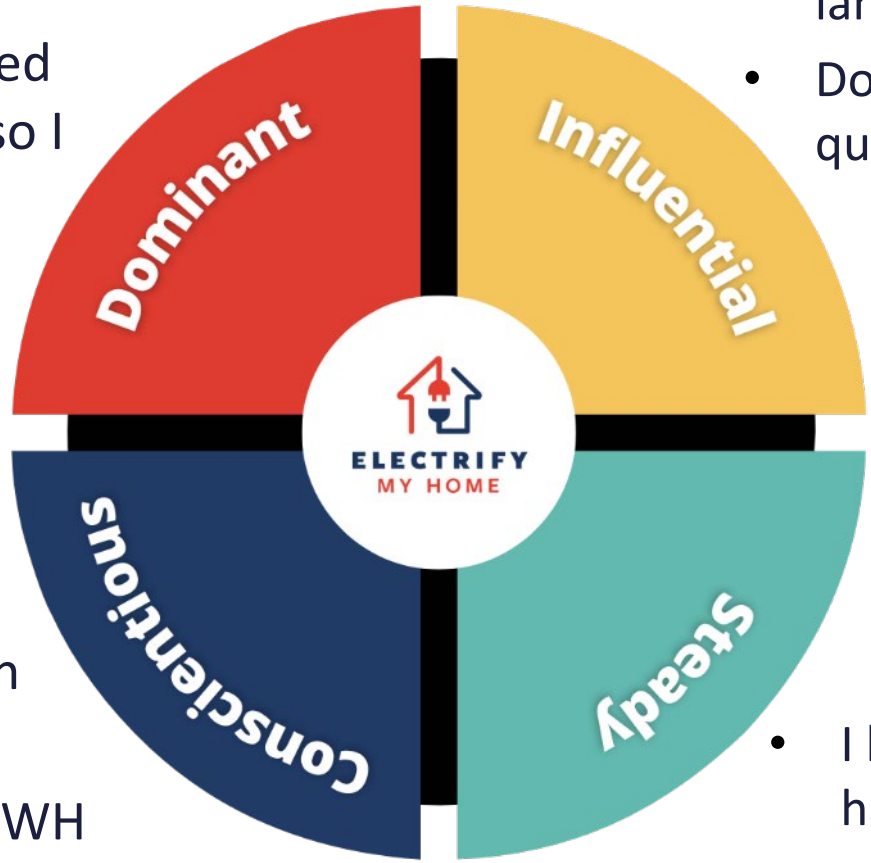


FAST

TASK FOCUS

PEOPLE FOCUS

SLOW






- How many kWh will I save?
- Can you set HPWH venting so I can capture the cooling?

- I hear refrigerants are harmful, is that true?
- Disruption during install worries me; how long will it take?



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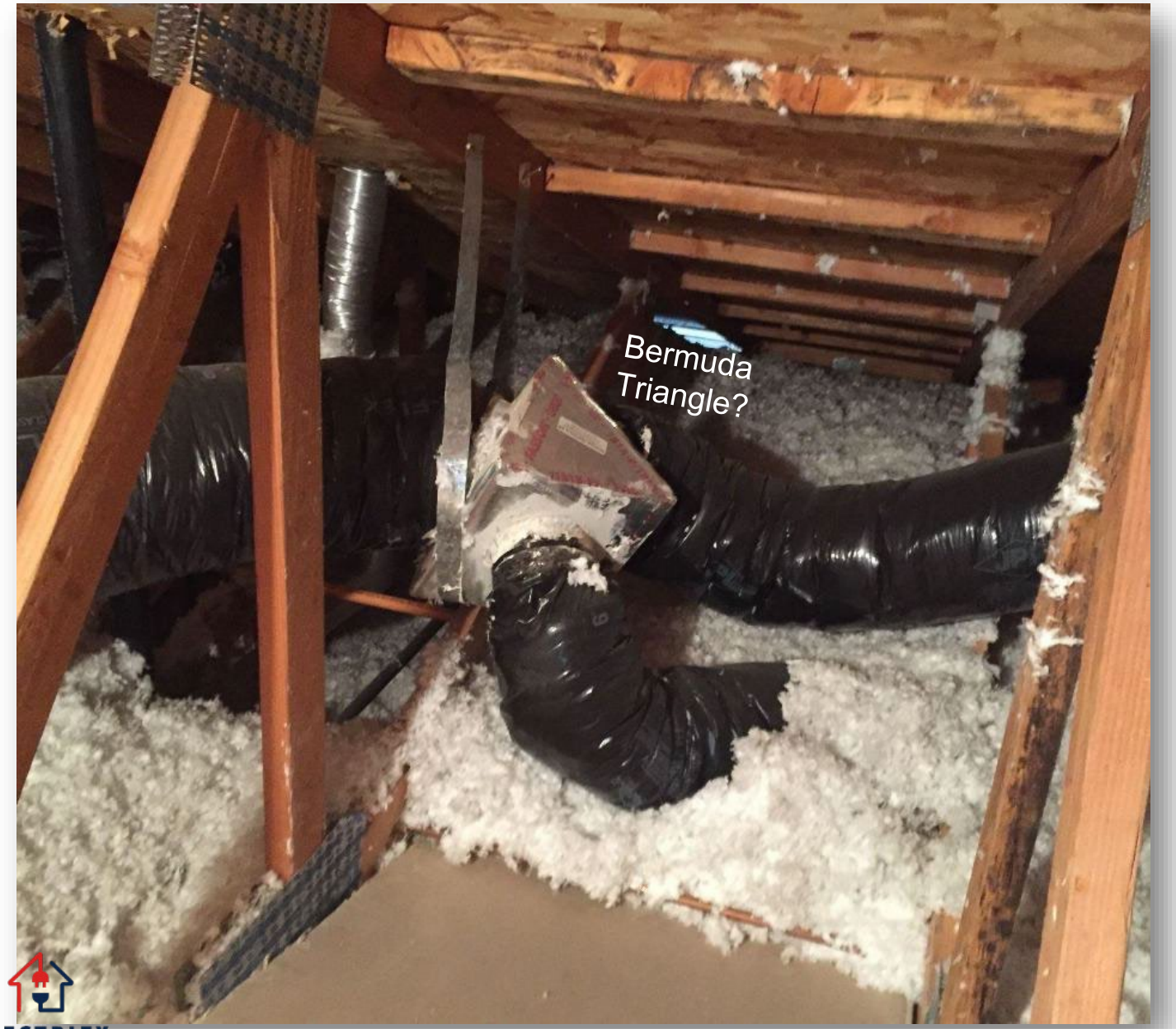
# #4 Understanding Your Customer's Needs



- We have two ears and one mouth; use them in that order
- Ask open-ended questions and listen to the whole answer
- Ask follow-up probing question
- Make notes regarding your customer’s most important needs



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# #5. Site Evaluation, Pre-Full Assessment

- Attic evaluation is very important
- Give special attention to the Ducts
- Inspect insulation: quality + R-value
- Looking for interstitial wall cavities air leaks and bald spots, light cans, bath fans
- Note all gas appliances
- Size up the floorplan, locations for appliances, count the registers
- Take lots of pictures

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# #6. Present Your Findings

- Presentation of discoveries
- Share the images to push impact
- Discuss the deficiencies and best methods of correction
- Share their electrification opportunities
- Inform them of future needs (e.g., battery, EV charger etc.)
- Solution for today's need

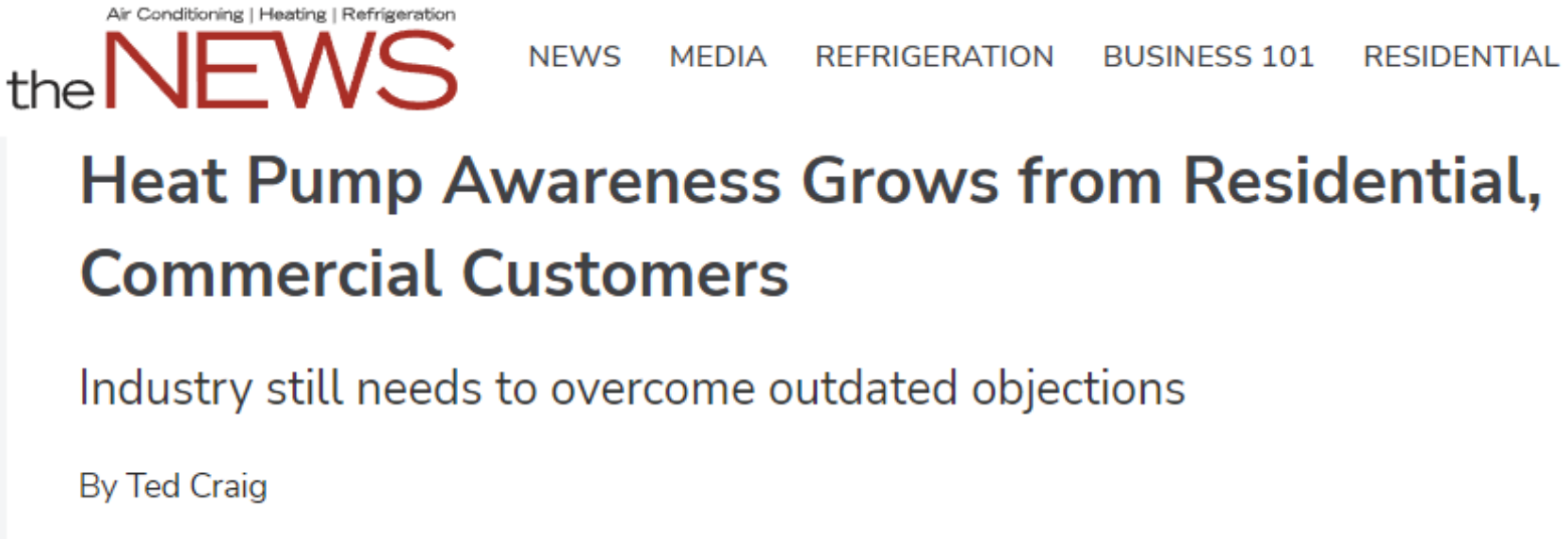


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# Common Objections to Heat Pumps

*How to Overcome Objections*

# Misconceptions & Lack of Training
# We Still Have a Lot To Learn About Heat Pumps



Air Conditioning | Heating | Refrigeration
the NEWS

NEWS MEDIA REFRIGERATION BUSINESS 101 RESIDENTIAL

## Heat Pump Awareness Grows from Residential, Commercial Customers

Industry still needs to overcome outdated objections

By Ted Craig

https://www.achrnews.com/articles/146156-heat-pump-awareness-grows-from-residential-commercial-customers

# Trust Your Product
# Right-sized Heat Pumps Bring BIG Benefits

1) Improved Comfort
2) Quieter Operation
3) Lower Carbon Emissions
4) Better Air Filtration



# When Objections Inevitably Arise

- **CLARIFY** the underlying concern by asking questions
- **ACKNOWLEDGE** that their concern is valid, even if it might not be
  - DO NOT DEBATE
- **COLLECT** any other objections before addressing the first
- **PRESENT** facts with confidence in a polite and informative way
- Ask for **FEEDBACK**: Let them open their own door by asking for feedback.
  - “Was I able to address your concern?”
  - “Is this the only thing holding you back?”



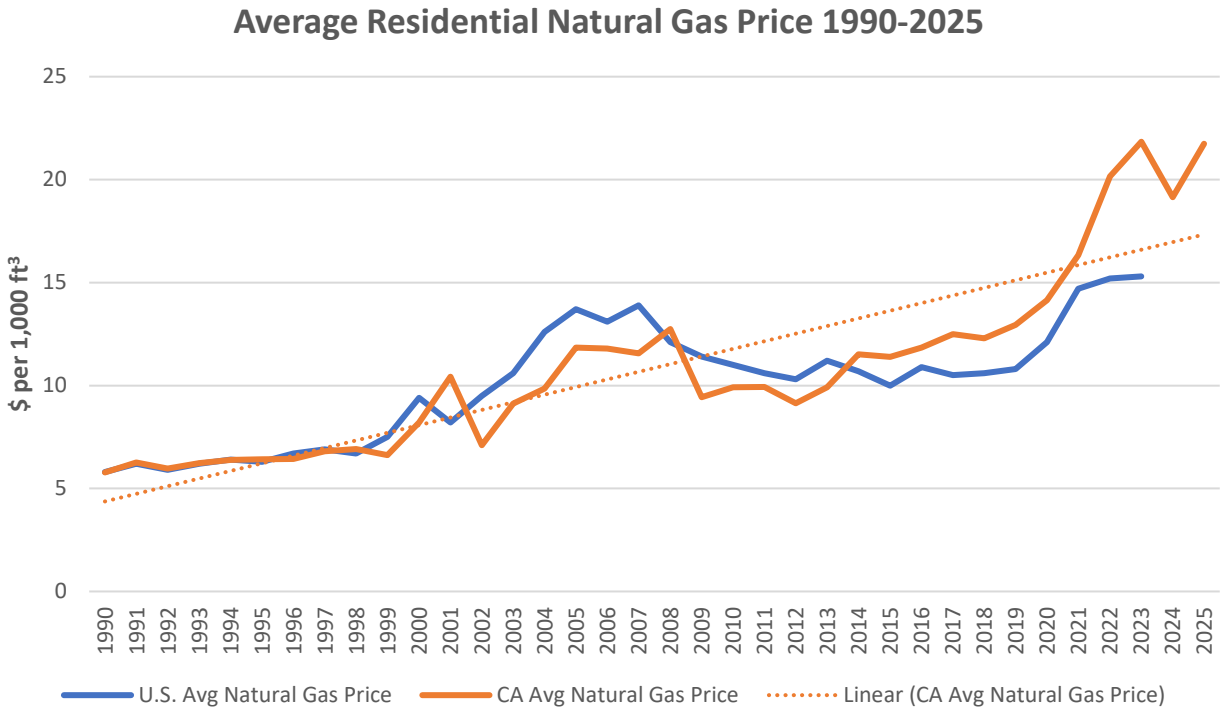


# Objection #1: It'll Cost Too Much

- Justify the *incremental cost* vs gas
- What's improved health, safety, comfort, productivity, and environmental benefits worth to you?
- Rebates/incentives are (or will be) at an all-time high
- Several financing options
- What was the ROI on your car? I-Pad?

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# Electricity Is More Expensive Than Gas




Source: Energy Information Administration (EIA), 2026



- Natural gas prices are on the rise
- Likely to continue as fewer pay to maintain infrastructure

- Solar + heat pumps = very attractive
- $0 marginal cost of operation for solar

# I Won’t Have Heat If The Power Goes Out

- Modern gas appliances use electric ignition
- Small inverter systems can be backed up on batteries or generators
- How often does power go out in winter vs summer?
- New technologies like battery-integrated appliances will help



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# The Grid Can't Handle More Electric Appliances



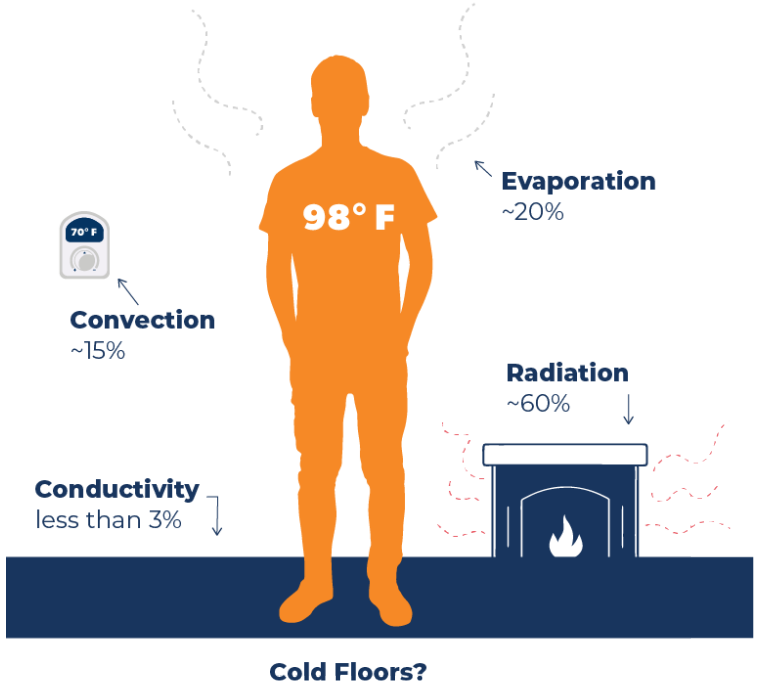
- The grid has a lot of capacity. We need to be more mindful about how we utilize our "new" electric appliances. AKA #ElectrifyEfficiently.
- Resiliency is top of mind for utilities and failures are a political nightmare. So, major investments in the grid will continue to be prioritized.
- Technologies that support time-based consumption are improving.

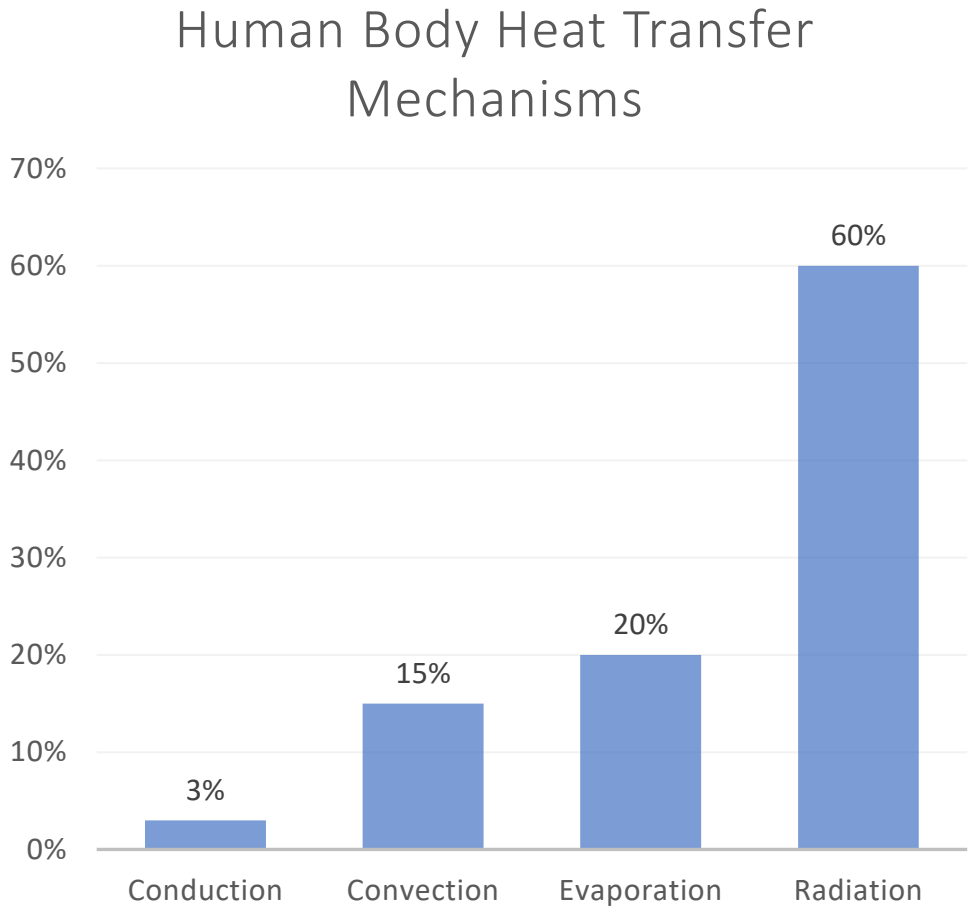
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# Heat Pumps Don’t Put Out Hot Air

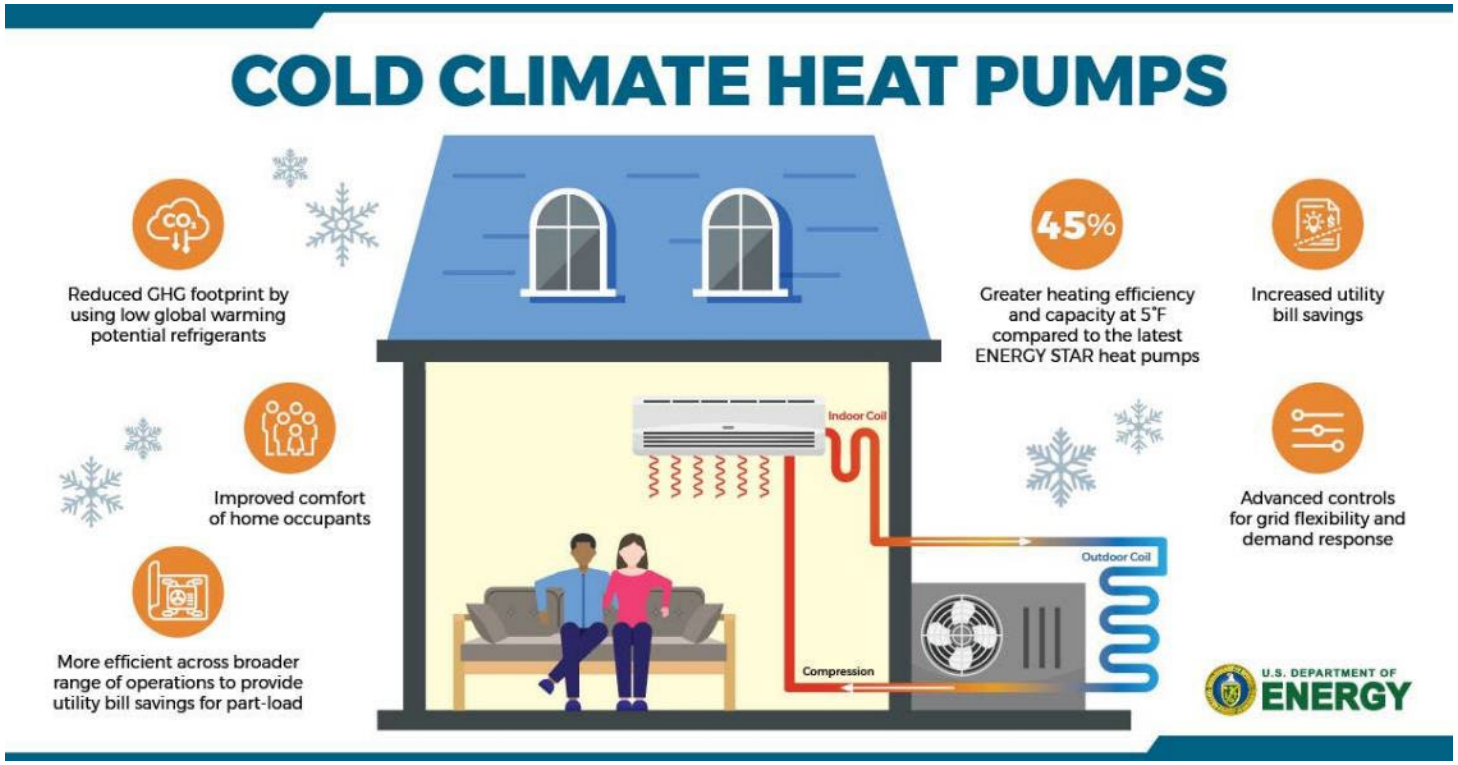
- **Correct, heat pumps work differently**
- **The goal is to keep your living spaces warm rather than blowing air on you**
- **Mean Radiant Temperature (MRT) accounts for more than half of comfort**




Source: https://hvacrschool.com/mean-radiant-temperature-what-it-is-and-why-we-should-care/

# Heat Pumps Don't Work In The Cold




- BTUs exist all around us
- Right-sized heat pumps work in all California Climate Zones
  - Key words = <u>right-sized</u>
- Yes, the system will work a little harder on coldest days of the year
- Cold Climate heat pumps provide heat down to subzero temps

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# There's No Way I'm Putting That On My Wall




**Designed covers**




**New Innovators**

**Ceiling-mounted cassettes**

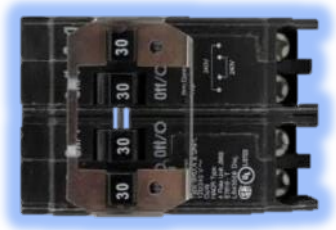



**Go ducted!**

# I'll Have To Upgrade My Electrical Panel

*Join Our Sep 22nd Webinar For More!*

**We can almost always find an alternative to a 200a panel upgrade**





**Space-savers**





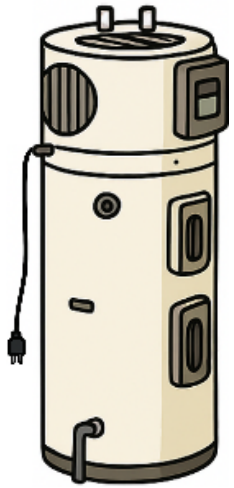


**Circuit Splitters & Pausers**




**Smart Panels**

**120v Appliances**





**Meter Socket Adapters**

**NEC220.87 Alternate Calcs**

HOMEintel

# I've Heated My Homes With Gas for 50 Years
# Why Change?

- **Reminder – what's their driver?**
- **Use analogies!**



Pollution



Safety Issues



Rising Costs



Clean



Zero gas leak or CO issues



Comfortable











# How Do I Know It Will Be Reliable?

- Despite being new in the US, heat pumps have been around for decades
- Most systems have 10-12 year warranties
- If installed properly, point to how your quality procedures better ensure longevity
- Discuss your maintenance program
- Discuss any extended warranty options



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# They're Too Loud

- Heat pumps are not all created equal
- Dozens of models that run far quieter than your existing A/C (if you have one)



74 dBA



54 dBA







# I Don’t Have Space For the Outdoor Unit!

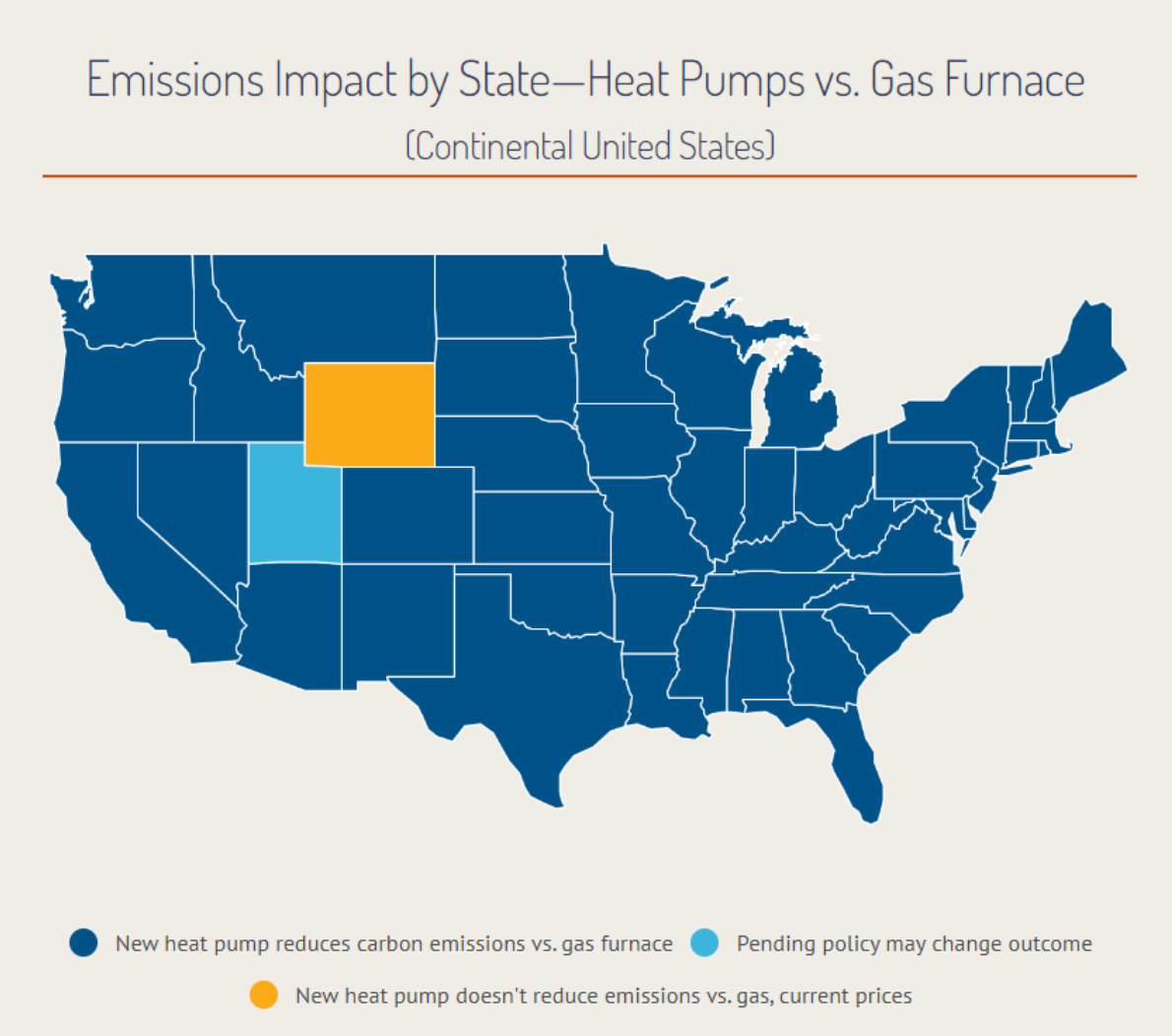
# I Heard Existing Ducts Won't Work With A Heat Pump

- Correct duct sizing is important for any HVAC system
- Furnaces are often oversized with undersized ductwork
- It's not always cut and dry
  - Some runs may be sized correctly but not others
  - If accessibility or situation is disadvantageous for replacement, relocation of ductwork or going ductless



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# It's Not Carbon Friendly Because Electricity Comes From Fossil Fuels




Source: Rocky Mountain Institute, 2020

**Did you know?**

**98%** of U.S. households would cut their carbon emissions by installing a heat pump today.

Source: Rewiring America study including fugitive gas emissions

# I Prefer To Sleep Cool But You Said to Keep the Thermostat The Same?

- Small tstat setbacks are ok, large setbacks must be done very carefully (or never)
  - Be mindful of cold snaps & heat waves
- Crack a window but keep rest of house tempered
- Add a zoned solution if warranted



# Adding An Outdoor Unit Will Increase Maintenance Costs

- **Heat Pumps require less maintenance than gas furnaces**
- **Fewer mechanical parts**
- **No combustion checks**
- **Adding a high efficiency filter decreases maintenance needs even further**



# Questions?



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**Bookmark For Future EMH Trainings**

**Larry Waters | 707-840-3411**
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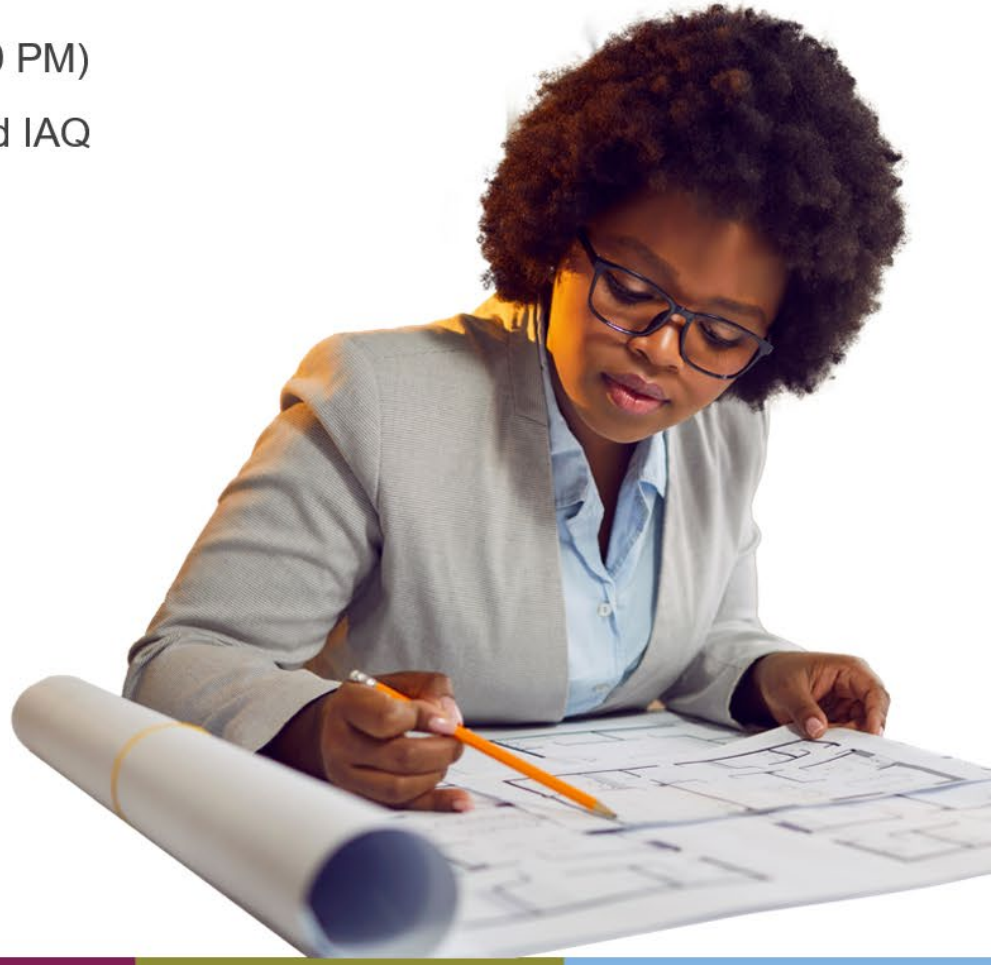


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# Thanks for coming!

## Upcoming Events and Trainings:

- Solar PV: Technology and Evaluation (Tuesday, October 13; 9:00 AM-12:00 PM)
- Energy Code Compliance Verification (Formerly HERS) – HVAC, DHW, and IAQ (Thursday, October 15; 9:30-11:00 AM)
- Carbon Free Homes: Features, Benefits, Valuation (Tuesday, October 20; 9:00 AM-12:00 PM)
- Carbon Smart Construction Happy Hour: Energy/Water Nexus (Thursday, October 22; 5:30-7:00 PM)
- High-Performance Homes: Valuation 2 (Monday, October 26; 9:00 AM-12:00 PM)



# Thank you!

More info: **3c-ren.org**

Questions: **info@3c-ren.org**

Email updates: **3c-ren.org/newsletter**



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