Contractor Intro to Heating
with Air Source Heat Pumps

ASHPs: a win-win for you and your customers

Air Source Heat Pumps (ASHPs) are now a proven energy-saving technology for heating, tested through years of practical application and multiple studies.

1. **Widespread adoption**
   A recent statewide study shows ASHPs as one of the primary ways Minnesota will reach its energy efficiency goals by 2029.

2. **Large market in Minnesota**
   ASHPs are a good fit for the 585,000 households heated with electricity and propane.

3. **Significant utility rebates**
   Most electric utilities offer rebates for ducted and ductless ASHPs—from $250-$2,000+.

4. **Quality installation**
   Trained and certified contractors will be best positioned to take advantage of this growing market.

Developed in partnership with:

- CERT®
- Clean Energy Resource Teams

**KEEPING UP WITH THE MARKET**

Pursue technical training and certification.

- MN-Specific Training: mnashp.org/training
- Contractor Training: hvacredu.net
- Contractor Certification: natex.org
- Equipment Certification: ahrinet.org

Some electric utilities and manufacturers may offer their own training. Some utilities require you become a qualified contractor to be eligible for rebates.
Provide customers with a proven energy-saving technology

**CONSUMER BENEFITS & SATISFACTION**

- **ASHPs offer cost-effective heating** for customers heating with electricity or propane.
- **Heat homes up to three times more efficiently** than forced air and electric resistance heating systems.
- **Works for homes with and without ductwork.**
- **Set it and forget it.** ASHPs operate most efficiently without thermostat setbacks.
- **Great option when adding or upgrading air conditioning.**

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**HEAT WITH COLD CLIMATE ASHPS**

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**CONSUMER BENEFITS & SATISFACTION**

There’s no question whether customers are going to reap the benefits—these units have proven their efficiency over electric baseboard and propane.

MITCH MINARDI, BRENT’S HEATING AND COOLING IN DULUTH, MN

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**HEAT WITH COLD CLIMATE ASHPS**

When a customer wants to use an ASHP as their primary heating system, install a cold-climate ASHP and ensure back-up heating is operational.

**What makes it a ccASHP?**

- Variable capacity (inverter) compressor
- Coefficient of performance (COP) at 5°F ≥ 1.75 at maximum capacity
- Heating season performance factor (HSPF) ≥ 9 (ductless) or ≥ 10 (ducted)
- Sized to meet 100% of the home’s heating load at outdoor temperatures ≤ 10°F

Source: Northwest Energy Efficiency Alliance and Center for Energy and Environment