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## **Connecticut Resident Discovers the Energy Efficient Benefits of Installing a Heat Pump Water Heater**

*Reduce energy bills and receive a \$400 instant discount and \$300 tax credit with install*



**Rainer Schrom**

**New Britain, Conn. (Nov. 16, 2016)** – Connecticut resident and energy conscious Architect Rainer Schrom prides himself on living an energy efficient lifestyle. Energy-efficient advancements such as an [ENERGY STAR®-certified heat pump water heater](#) presents an opportunity for consumers like Schrom to make smart choices to reduce their electric bills when purchasing appliances and equipment for their homes.

Most recently, Schrom built his own home in Fairfield where he chose the proper equipment to further help his family reduce their energy bills. Based on his experience, Schrom advises consumers to do their homework before choosing equipment for their home. As a professional architect and builder, Schrom believes that a heat pump water heater is an ideal example of an affordable product that can help homeowners save money immediately.

“As part of our work in designing sustainable, energy efficient and low-maintenance modern homes we conduct a lot of research and analysis of building materials, assemblies and equipment,” said Schrom. “When building my new home, one of the things I knew I wanted to incorporate was a heat pump water heater to lower my energy use and the overall impact on the environment.”

Many homeowners typically view heat pumps as a method to heat and cool their homes. However, these pumps can help significantly reduce costs by heating water in an energy efficient manner, while simultaneously operating as a dehumidifier. Heat pump water heaters use electricity to move heat from one place to another. Furthermore, heat pump water heaters can be two to three times more energy efficient than conventional electric resistance water heaters.

“There is no difference in the installation effort between a traditional water heater and a heat pump water heater,” explained Schrom. “It is actually easier, compared to an oil fired water heater, since there is no need to connect to an oil source, with only an electrical connection being required.”

United Illuminating, a subsidiary of AVANGRID, Inc., and Eversource provide rebates and incentives for Connecticut residents through the [Energize Connecticut initiative](#). An instant discount of up to \$400 offered through this initiative makes it affordable to upgrade to an ENERGY STAR-certified heat pump water heater. Whether replacing an old water heater, or installing one in a new home, homeowners can benefit from these immediate savings. In addition to the instant discount, Connecticut residents have the ability to get a \$300 tax credit for electric heat pump water heaters effective through Dec. 31, 2016.

“These rebates and incentives are important drivers of consumer choice. The process was very easy for me and I recommend it for others, especially since the rebate was applied already at the point of sale, with no requirement to submit additional paperwork and proof of purchase,” said Schrom. “These incentives, together with federal tax credits, make it possible for me to live the energy efficient lifestyle that my family desires.”

Schrom explained how new technologies, such as heat pump water heaters, can pay back the additional investment within months and continue saving money for years to come. One also helps reduce effects of fossil fuels on climate change and improves air quality and the environment from the minute the equipment is installed.

“In conjunction with the rebate programs, in my opinion, installing a heat pump water heater is a good example of a so-called ‘no-brainer’,” said Schrom. “I look forward to seeing the annual savings that will be associated with the installation of the heat pump water heater and other energy efficient equipment in my home.”

To find ENERGY STAR-certified heat pump water heater units talk to a licensed contractor or visit the [ENERGY STAR website](#). For more information on energy-saving programs and services provided through the Energize Connecticut initiative, call 1-877-WISE-USE or visit [EnergizeCT.com](#).

### ***About Energize Connecticut***

Energize Connecticut helps you save money and use clean energy. It is an initiative of the Energy Efficiency Fund, the Connecticut Green Bank, the State, and your local electric and gas utilities, with funding from a charge on customer energy bills. Information on energy-saving programs can be found at [EnergizeCT.com](#) or by calling 1.877.WISE.USE.

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