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# HomeEnergySaver Program: New Heat Pump Incentives for Ontario

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# Presenters



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# Agenda

- 1 About the Program
- 2 Available Incentives
- 3 Eligibility
- 4 Application Process
- 5 ASHP Sizing and Selection Tool
- 6 Program Support
- 7 How to Register
- 8 HRAI Heat Pump Champions

# Background

The IESO is helping Ontarians in targeted resource-constrained areas manage their energy use more effectively.

The latest Save on Energy program, **HomeEnergySaver**, offers incentives for purchasing and installing heat pumps to Ontario homeowners with electrically heated homes in eligible areas.



# Why Register as a Contractor?



## Easy lead generation

Be listed as a program-verified on the HomeEnergySaver webpage.



## Competitive pricing

Offer the best prices to your customers with program incentives.



## Program support

Our team is ready to guide you through any questions you have about the program.



## Increase sales

Develop more opportunities to upsell with rebate offers.

# Available Incentives

Measures	Discount Amount
Mini-Split ccASHP* Equipment	\$2,500
Multi-Split ccASHP Equipment (2 heads)	\$2,500
Multi-Split ccASHP Equipment (3-4 heads)	\$5,000
Central ccASHP Full Equipment	\$5,000
Ground Source Heat Pump (GSHP)	\$10,000
Smart Thermostat**	\$75

\*A ccASHP model that is listed on the [NRCAN Eligible Product Lists for Air Source Heat Pumps and Cold Climate Heat Pumps](#) or a GSHP model that is listed on the [NRCAN Eligible Product Lists for Ground Source Heat Pumps](#).

\*\*only available with the verified installation of heat pump.

# Contractor Eligibility

An eligible contractor must:

- Hold a valid Ontario Residential Air Conditioning Systems Mechanic License 313D.
- Hold a valid Technical Standards and Safety Authority (TSSA) registration certificate.
- Hold a valid Ozone Depletion Prevention certificate.
- Have appropriate insurance coverage (general liability insurance).
- Have completed or will complete manufacturer's training (if applicable) on the heat pump that will be installed.

# Eligible Areas

Region	Forward Sortation Area (FSA)	Region	Forward Sortation Area (FSA)
Barrie/ Muskoka	L0M, L3V, L4M, L4N, P0A, P0B, P0C, P0E, P0G, P0K, P1H, P1L, P1P, P2A	Southern Huron Perth	N0K, N0L, N0M, N4X
Elmira	N0B, N3B	Waubauskene	L0K, L0L, L4R, L9M
Kenora	P0X, P9N	Windsor Essex	N0P, N0R, N8H, N8M, N8N, N8P, N8R, N8S, N8T, N8V, N8W, N8X, N8Y, N9A, N9B, N9C, N9E, N9G, N9H, N9J, N9K, N9V, N9Y
Kingston Area	K7G, K7K, K7L, K7M, K7N, K7P	Ottawa	K1A, K1B, K1C, K1E, K1G, K1H, K1J, K1K, K1L, K1M, K1N, K1P, K1R, K1S, K1T, K1V, K1W, K1X, K1Y, K1Z, K2A, K2B, K2C, K2E, K2G, K2H, K2J, K2K, K2L, K2M, K2P, K2R, K2S, K2T, K2V, K2W, K4A, K4B, K4M, K4P
Niagara Region	L0S, L2A, L2E, L2G, L2H, L2J, L2M, L2N, L2P, L2R, L2S, L2T, L2V, L2W, L3B, L3C, L3K, L3M, N1A, portions of L0R	Toronto	M5E, M5H, M5J, M5K, M5L, M5M, M5N, M5P, M5T, M5V, M6A, M6B, M6C, M6E, M6G, M6H, M6J, M6K, M6L, M6M, M6N, M6P, M6S, M8V, M8W, M8X, M8Y, M8Z, M9A, M9B, M9C, M1P, M4M, M4A, M4C, M1V, M2M, M1B, M1G, M4N, M4R, M9L, M4G, M1X, M2H, M3H, M1L, M5A, M5G, M9R, M9V, M9W, M4Y, M4V, M1C, M1E, M1H, M1J, M1K, M1M, M1N, M1R, M1S, M1T, M1W, M2J, M2K, M2L, M2N, M2P, M2R, M3A, M3B, M3C, M3J, M3K, M3L, M3M, M3N, M4B, M4E, M4H, M4J, M4K, M4L, M4P, M4S, M4T, M4W, M4X, M5B, M5C, M5R, M5S, M5W, M5X, M6R, M7A, M7Y, M9M, M9N, M9P
Pembroke Area	K8A, K8B, K8H	Mississauga/ Brampton	L5C, L5E, L6Z
Peterboroug/ Belleville	K0J, K0L, K0M, K8N, K8P, K8V	York Region	L3R, L3T, L4B, L4C, L4S, L6B, L6C, L6E, L3P, L4E, L7B, L4H, L4K, L0J, L4L, L4C, L7B, L6A, L3L, L4G, L4J, L6G





# Participant Eligibility

An eligible participant must:

- Be the individual responsible for paying for the purchase and installation of the heat pump.
- Own the residence where the heat pump will be installed.



# Residence Eligibility

The home must:

- Be located in an eligible postal code.
- Be built *before* February 26, 2024.
- Be connected to the local utility.
- Have an electric resistance heating system as the primary heating equipment.
- Be a single-family residence or a unit in a multi-unit residential building (MURB) of no more than three storeys.

# Equipment Eligibility: Heat Pumps

The heat pump must:

- Be on the qualified product list for [Cold Climate Air Source Heat Pumps](#) or [Ground Source Heat Pumps](#) on the NRCan website.
- Be properly sized to meet the building heat load requirements and comply with applicable laws, building codes and guidelines, and any additional permitting requirements. This includes any connected ductwork.
- Be capable of operating year-round.



## Equipment Eligibility: Smart Thermostats

To receive the smart thermostat incentive, the smart thermostat must:

- Be installed at the same time as the heat pump
- Be able to connect to WIFI and control the installed heat pump

# Application Process Overview

1. Complete the Pre-Installation form. This can be completed by the homeowner or contractor.
2. Purchase and install the heat pump.
3. Complete the Post-Installation form with the required documentation within 90 days of installation. Applications deemed incomplete will have an opportunity to make the necessary changes within ten (10) business days.





## Pre-Installation Form: Required Documentation

- Copy of the Participant Agreement signed by the homeowner
- Heat Pump AHRI number
- Heat Pump brand name and model number
- Copy of the Work Order
- A completed NRCAN ASHP Sizing and Selection Tool workbook
- If installing a smart thermostat: the smart thermostat make and model



## Post-Installation Form: Required Documentation

- Copies of the final invoices
- Photos of the installed heat pump system
- If applicable, photos of the installed smart thermostat

# Air-Source Heat Pump Sizing and Selection Tool

**AIR-SOURCE HEAT PUMP**  
sizing and selection tool

ASHP TPAIR **VAL**

VERSION 2.4, 2023-09-30

**LEGAL**

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[Click to download tool on NRCan website](#)



# Supporting your Customer

Contractors can submit the pre- and post-installation forms on behalf of their customers.

Our dedicated contact centre team is available to assist customers and their contractors through the application journey, from reviewing eligibility to walking them through each program step.





## Program Support for Contractors

- Contractors registered for the program will be listed on the HomeEnergySaver Pre-Installation form and on the Save on Energy website.
- The program team is developing marketing collateral (brochure, sell sheet, social media posts, newsletter blurb, etc.) that you can use to convert leads.
- Contractors can connect with the program delivery team directly.

# Next Steps

1. Submit a registration form:  
<https://forms.office.com/r/66Erc5aupD>
2. The HomeEnergySaver team will follow up via email to confirm eligibility.

Contractors can email the program team at  
[hespcontractors@summerhill.com](mailto:hespcontractors@summerhill.com)





Questions?



*HRAI*  
**HEAT PUMP**

C H A M P I O N  
A D V O C A T E



# Heat Pump Champion Advocate

The *Heat Pump Champion Advocate* is a searchable list of contractors who meet a pre-determined set of criteria confirming their commitment to selling, installing, and servicing heat pumps and verifying their competence with the technology.

HRAI has created this reliable and helpful mechanism through the Contractor Locator to help homeowners and building owners find qualified and enthusiastic HVAC contractors who understand the benefits of heat pumps and know how to install & service such systems.



# Heat Pump Champion Advocate

- Demand for heat pumps is escalating in all parts of the country due to heightened awareness, government and utility rebates and rising interest from end users in decarbonizing their homes and buildings.
- There is evidence that consumers & buyers find it challenging to know who to turn to as they seek out low-carbon solutions like ASHPs and GSHPs.
- There is further evidence that heat pump contractors will often *dissuade* clients from choosing a heat pump.
- As the market shifts, many contractors (and their employees in the field) are resisting the transition to a “heat pumps first” mentality because they are more comfortable sticking to what they know.
- Featuring HP contractors more prominently in the contractor locator should encourage contractors to do the needed preparation (securing supplies, training technicians and salespersons) to ensure they gain access to (or don’t lose out on) the business.
- HRAI has had many direct requests by agencies across the country (e.g. Ontario Clean Air Alliance, provincial utilities, municipal LDCs, The Atmospheric Fund (TAF), municipalities, NRCan, ECCC) to list uniquely qualified and willing contractors so that end users can source the products they need.
- Manufacturer members have indicated they will support this approach.



# The Criteria

## Training Criteria

• Proof of sufficient 313A/ 313D certificate holders available for each install/service	• 50% of technicians/apprentices (some exemptions apply)
• Proof of ECRA electrician on staff or subcontracted	• 1 minimum on staff
• Proof of IGSHPA Certification for geothermal installers/designers	• Certificate of completion

## Sales and Business Criteria

• Heat Pump Sales Criteria	• 30%+ of total business sales.
• Endorsement from at least one manufacturer.	• Present a carbon-free choice to every potential customer
• Endorsement from two customers.	• Letter of endorsement from Manufacturer
• HRAI HPCA Commitment	• Confirmation of sales
	• Submitted documents; fillable endorsement letter with signature & photos
	• Signed commitment letter

## Training Criteria

• HRAI Heat Pump Advantage	• Certificate of Completion
	OR
• Manufacturer Sales Training	• Certificate of completion
	AND
• Installation Training	• Certificate of completion or proof of competency





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# Thank You

[SaveOnEnergy.ca](http://SaveOnEnergy.ca)

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