



Department of Energy and Environmental Protection
Technical Meeting

May 16, 2024



FreeHeatPump.com

Who We Are

- Aggregator, focused on HEAR
 - “Eligible entity representative”
 - *Entity carrying out a qualified electrification project on behalf of an eligible entity for the HEAR Program. -DoE FAQ #15*
- We help
 - Disadvantaged homeowners maximize incentives
 - Contractors focus on what they do best
 - Provide for a greener future
- Serve all 50 states and territories
 - Located in Birmingham, AL



Background

- The IRA funds are intended for LMI households
 - Energy Burden (National Average)
 - Low-income: 6.7%
 - All others: 2%
- Historically, LMI markets have been underserved
- Market education and contractor support are needed
- Aggregators can help bridge this gap



Our Process

1. “Awareness advertising” to LMI households
2. Pre-qualify households for IRA, state, utility programs
3. Bundle households together to create value for contractors
 - a) Economy of scale to maximize rebate effectiveness
 - b) Consistent, scheduled replacement work
4. Qualified contractor(s) perform installations
5. We gather photos, invoices, documents, and process all paperwork
6. Contractor is paid by FreeHeatPump once state processes rebate



Program Considerations

- Design your program to allow aggregators to assist
 - Allow aggregators to apply for and receive funds directly
 - Aggregators then distribute funds to contractor(s)
- Stack existing incentives
 - Cold-climate heat pumps require larger investment
 - Apply existing EnergizeCT \$750/ton incentive towards HEAR funds
 - Ex: Minnesota – additional \$4,000 for ccASHP



Conclusion

- Aggregators add value to the process
 - Homeowners / Property Managers
 - Educate on available programs
 - Arrange all contractors
 - Maximize incentives
 - Contractors
 - Streamline the rebate process
 - Consistent “off-season” opportunities
 - Pre-qualified revenue stream
 - State / Implementer
 - Consistent applications
 - Fewer rejections
 - Better efficiency



Thank You

Questions / Comments:

[Hello@FreeHeatPump.com](mailto>Hello@FreeHeatPump.com)

Office: (205) 201-0088



Matt Long

Director of Operations

Matt@FreeHeatPump.com

Cell: (205) 905-9162

