



## How to Use the MN ASHP Messaging Guides and Resources

Welcome to the MN Air Source Heat Pump (ASHP) Collaborative's Messaging Guides and Resources! These tools are designed to make customer engagement easier, help you effectively promote air source heat pumps (ASHPs), and ensure that customers across Minnesota receive consistent, clear, and research-backed information.

By using these resources, you'll join a statewide effort to increase awareness and adoption of heat pumps, support the transition to energy efficient heating and cooling, and enhance your business's success in this growing market.

### What's Included

You'll find a suite of tools to support your marketing and outreach efforts:

- **Messaging Guides:** Research-backed messaging to make your life easier as you reach out to customers, audiences, and MN communities.
- **Supplemental Resources:** Editable and non-editable templates for emails, blogs, social media posts, and more.

### Best Practices for Leveraging These Resources

1. **Be Consistent:** Use the provided messaging as-is wherever possible to ensure alignment with best practices and research-backed insights. Consistency strengthens trust in ASHP technology and helps grow the market.
2. **Customize Strategically:** Some resources, such as email templates and blogs, can be tailored to fit your tone and audience. These templates are clearly marked as "Editable."
3. **Coordinate with Others:** As part of Minnesota's ASHP community, aligning your messaging with other contractors, utilities, and organizations amplifies our shared voice and impact.
4. **We're here to help!** The MN ASHP Collaborative is dedicated to making sure you not only have available resources and tools, but the hands to help implement them. Reach out to Katie LeBlanc to learn how she and the MN ASHP Collaborative team can make your marketing lives easier.

### Ready to Dive In?

Start by reviewing the Messaging Guide for foundational information. Then, explore the supplemental resources and integrate them into your outreach strategies. If you have questions or need assistance, the MN ASHP Collaborative is here to help. You can reach out to Katie LeBlanc at [katie@mncee.org](mailto:katie@mncee.org).

Let's work together to expand awareness of air source heat pumps and build a more energy efficient Minnesota!

## Messaging Guide

### **Purpose:**

This toolkit is designed to help contractors confidently communicate the benefits of air source heat pumps (ASHPs) to customers. Inside, you'll find key talking points, customer engagement best practices, and valuable resources to help customers make informed decisions about ASHP installations. Consistent messaging is essential: when customers hear a unified story about heat pumps from multiple sources — whether through marketing, contractors, or industry leaders — it builds trust and reinforces key benefits. By using this guide, contractors can align their messaging with broader efforts to promote ASHPs, enhancing customer confidence, driving sales, and contributing to the widespread adoption of this energy efficient technology.

### **1. Introduction**

You are already championing ASHPs across Minnesota — we're just here to make it easier. ASHPs are gaining momentum as the future of heating and cooling in Minnesota. As a contractor, you play a crucial role in guiding homeowners through the decision-making process. The following message guide leverages research-backed messaging combined with white-label resources to support you with the tools and resources customers need to make the switch to heat pumps.

### **2. Key Research Findings**

- 1) Low awareness: 79% of respondents knew little to nothing about heat pumps.
- 2) Cost Priority: Installation and operating costs are the primary factors in purchasing decisions.
- 3) Message Testing: Different message framing showed similar effectiveness across segments.
- 4) Trusted Sources: Most trusted information sources are
  1. Friends and family
  2. Energy provider/utility websites
  3. Contractors
- 5) Visual Preference: Real-life photos of heat pumps outperform illustrations or generic HVAC imagery.

### **Key messages**

#### *Core Takeaways*

- **Broad Education:** Given low awareness, prioritize basic product information and overall benefits.
- **Address Cost First:** Highlight rebates and potential operating cost benefits when applicable.
- **Use Real Images:** Show actual product photos to build familiarity.
- **Leverage Trust:** Utilize your position as a trusted info source to speak to the value of ASHPs.
- **Emphasize Minnesota Success:** Highlight local installations and climate suitability.

#### *Most Effective Messages*

These recommended messages highlight the key themes that piqued customer interest to learn more.

1. "Air source heat pumps are a **highly efficient technology** to heat and cool your home."
2. "New incentives, low-cost financing, and **rebates for heat pumps are available** to offset installation costs."
3. "Heat pumps can provide heating and **fully replace your air conditioner.**"



## Air Source Heat Pump Customer Education Resources for Contractors

### 2. Heat Pump Incentives for Homeowners

- Depending on a homeowner's current heating system, customers could experience a range of savings and efficiency benefits. Help homeowners to understand their specific cost savings potential.
- New rebates and incentives are available to make the technology more affordable to customers.
- Year-Round Comfort: ASHPs provide both heating and cooling, delivering consistent comfort throughout all seasons, even in Minnesota's cold climate.
- Environmentally Friendly: ASHPs reduce carbon emissions, making them an eco-friendly choice for homeowners who want to reduce their environmental impact. In fact, aside from transportation, installing a heat pump is the most impactful method of reducing emissions in the home.

### 3. Key Customer Talking Points

These talking points equip heat pump contractors with situational insights to address a homeowner's unique needs and concerns. Whether a homeowner is proactively replacing their system, facing an emergency, exploring eco-friendly options, or learning about heat pumps for the first time, these targeted responses highlight the benefits and practicality of heat pumps. By connecting to each homeowner's specific scenario, contractors can build trust and support informed, confident decisions.

#### Homeowner Unfamiliar with Heat Pumps

- **Basic Overview:** "A heat pump is a modern HVAC system that provides both heating and cooling. It's essentially an air conditioner that can run both ways (or reverse) to heat and cool a home; it is an all-in-one solution that's efficient in both summer and winter."
- **Comfort and Efficiency:** "Unlike traditional systems, heat pumps offer consistent comfort and use much less energy, which can translate to greater efficiency from your home overall."
- **Reliability in Cold Climates:** "Minnesota winters can be challenging; cold climate heat pumps are designed to handle our extreme cold weather when paired with a supplemental heating system such as a furnace or electric resistance plenum heat."
- **Available Incentives:** "There are attractive rebates, financing, and incentives available right now for heat pumps, making them an affordable option if you're considering an upgrade."

#### Proactive Replacement of HVAC with a Heat Pump

- **Incentives and Rebates:** "Now is a great time to switch — there are significant rebates and low-cost financing available that can offset installation costs, making it a cost-effective choice in the long run."
- **Reliability and Efficiency:** "Replacing your HVAC proactively with a heat pump can save you from unexpected breakdowns and costly repairs down the line. Heat pumps are highly efficient, providing both heating and cooling, which means you're getting two systems in one."



## Air Source Heat Pump Customer Education Resources for Contractors

### Emergency Replacement of HVAC

- **Fast and Efficient Heating/Cooling Solution:** "In emergencies like this, heat pumps are an efficient solution to get you back on your feet. They're versatile and can be installed quickly to restore comfort in your home."
- **Energy Cost Savings:** Depending on a homeowner's current heating system, customers could experience a range of savings and efficiency benefits.
- **Improved Indoor Air Quality:** An ASHP typically has longer runtimes, especially during shoulder seasons, than a traditional furnace, which can improve air quality through increased filtration.

### Environmentally Conscious Homeowner Curious About Heat Pumps

- **Lower Carbon Footprint:** "Heat pumps are one of the most environmentally friendly HVAC options available. By switching, you're reducing greenhouse gas emissions compared to traditional systems."

### 4. Overcoming Common Objections

*Objection:* "A heat pump won't work in Minnesota's cold winters."

- Response: Cold climate heat pumps are specifically designed to handle Minnesota's extreme temperatures. These systems extract heat even from cold air, and a thoughtfully designed system can provide efficient heating all winter.

*Objection:* "Heat pumps are too expensive to install."

- Response: With available rebates and incentives, the upfront cost of an ASHP can be significantly reduced.

*Objection:* "I've heard they don't last long."

- Response: ASHPs are durable and built to last. Many systems have warranties of 10–12 years, and with proper maintenance, they can last even longer.

*Objection:* "The grid cannot handle the additional load from ASHPs."

-Response: Dual fuel ASHPs rely on a fossil fuel system during the coldest months of the year, so do not add any undue stress to the electric grid during peak winter months. ASHPs efficiency standards for cooling are more stringent than ACs, and so they reduce summer peak on the electric grid. Moreover, utilities have additional tools besides generation such as demand flexibility programs that can reduce load in times of grid stress while maintaining reliable power.

*Objection:* "Heat pumps are loud."

- Response: Variable speed and cold climate ASHP units can operate more quietly than traditional ASHP systems. During the coldest times of the year, they can switch to a supplemental heating system, avoiding the highest speed of operation.

*Objection:* "Heat pumps deliver cooler supply air temperatures."

- Response: Heat pumps deliver air that is warm, but not quite as hot as a traditional furnace. However, if the ductwork is sized correctly, occupants may benefit from the fact that heat pumps run for longer, which can provide more even temperatures throughout a home when compared to traditional systems.



## Air Source Heat Pump Customer Education Resources for Contractors

*Objection:* “Ductwork cannot handle a heat pump.”

-Response: If the existing system has an AC and the heat pump is sized correctly, the ductwork can usually handle a heat pump. The critical first step is understanding if the existing/legacy system is delivering as expected. The problem may already exist, but can be overcome by reducing the load of the home (weatherization) or making minor improvements to the ductwork (larger filter sizes, fewer sharp turns in the ductwork, and increased return air drops and plenums).

### 5. Leveraging Incentives, Rates, and Financing

- **Utility Rebates:** Ensure customers are aware of and apply for rebates offered by their local utility. These can often be stacked with other savings programs, amounting to up to \$2,000 and above.
- **Federal Tax Credits:** Educate homeowners on the federal tax credit programs that apply to heat pumps, with tax credits available up to \$2000.
- **State and Local Incentives:** Some local governments are offering additional incentives to promote energy efficiency. Help your customers explore all options.

### 6. Resources and Support

The MN ASHP Collaborative’s Heat Pump Messaging Guides and Resources are here to help you promote ASHPs by providing access to research-backed messaging and tools that make it easy to successfully build awareness among customers. As trusted messengers for efficient technologies, we can align our key messaging to reach and influence customers in a more powerful way. With customizable templates for emails and blogs, as well as ready-to-use social media posts, these tools make it easy to engage customers and communities.

**Conclusion:** By following the guidelines and best practices in this toolkit, contractors can help homeowners make informed decisions about heat pumps while fostering trust and maximizing the benefits of these energy efficient systems. This approach will build a strong reputation and increase customer satisfaction, while driving future business.



## Contractor Reaching Out to Clients: Sample Email

**Subject Line:** Upgrade Your Home Comfort with Energy-Saving Heat Pumps

**Header:** One System for All Seasons

**Body:**

Looking for a smarter, more efficient way to keep your home comfortable year-round? Air source heat pumps deliver efficient heating and cooling, giving you the best of both worlds in one system.

As a trusted contractor, I'm here to help you make the most of this cutting-edge technology. Here's what you'll love about air source heat pumps:

- **Energy Efficiency:** Heat and cool your home while using significantly less energy.
- **Affordability:** With new incentives, rebates, and low-cost financing available, installation has never been more accessible.
- **Seamless Replacement:** An air source heat pump can replace both your furnace and air conditioner, simplifying your HVAC system.

Let's find the best solution for your home and help you save on energy costs. Ready to get started?

**[Schedule a Free Consultation Today] (Insert Link)**

Take advantage of the latest rebates and start enjoying efficient, reliable comfort in every season.

**[Learn More About Heat Pumps] (Insert Link)**



## Sample Blog

### **Title: The Smart Choice for Heating and Cooling: Air Source Heat Pumps**

At [COMPANY], we're always looking for solutions that bring value, comfort, and efficiency to our customers' homes. That's why we're excited about air source heat pumps (ASHPs). These systems are game changers, offering highly efficient heating and cooling in a single unit.

Unlike traditional systems, ASHPs transfer heat instead of generating it, making them one of the most energy-efficient technologies available. They fully replace your air conditioner and can also provide reliable heating, even during cold winters. For homeowners looking to simplify their HVAC systems and reduce energy use, an air source heat pump is an excellent choice.

What's even better? Installing an ASHP is more affordable than ever. Thanks to new **rebates, low-cost financing, and incentives**, upgrading to this cutting-edge technology is within reach for many homeowners.

Depending on your current heating system, you could see significant energy savings and improved efficiency. Whether you're transitioning from electric baseboards, an older furnace, or a traditional AC unit, your savings will vary based on your home's setup. That's why it's important to consult with a professional contractor to assess your unique cost-savings potential.

If you're ready to upgrade your home comfort and take advantage of these benefits, now's the time to explore air source heat pumps. Let's work together to find the perfect solution for your home and your budget.

**Reach out to us today to learn more about this efficient, affordable, and innovative technology!**

## **Social Media Posts: Promoting Air Source Heat Pumps**

### **Post 1 (Focus: Effectiveness in cold climates):**

Minnesota winters are tough — don't let an inefficient HVAC system make them even harder! ☁️

Upgrading to a cold climate air source heat pump can boost your home's energy efficiency even through the extreme cold. Reach out today to learn how a heat pump can keep your family comfortable through all seasons.

### **Post 2: (Focus: ASHPs as total AC replacement)**

Did you know? 💡 Air source heat pumps can fully replace your air conditioner AND provide efficient and effective heating for your home.

It's a simple, sustainable solution for year-round comfort, and rebates and financing options are available to help you make it a reality. Get in touch to learn how we can help you get started!

### **Post 3 (Focus: Proactive HVAC replacement)**

Is your current HVAC system on its last legs? 🗑️ Don't just bring in any replacement – take this opportunity to upgrade to an air source heat pump! ✅

Air source heat pumps are an all-in-one solution that heats and cools your home with greater energy efficiency than traditional systems. Want to learn more? Let's talk!

### **Post 4: (Focus: Rebates and incentives)**

Making your home more energy efficient doesn't have to be out of reach. 💰 With rebates and government incentives currently available, now is the time to upgrade your HVAC system to an air source heat pump.

An all-in-one heating and cooling solution, a heat pump works similarly to an AC unit — but in addition to pushing heat out in the summer, it can also pull heat in during the winter. Reach out today to learn how we can help you achieve big energy savings at a cost you can afford.

### **Post 5: (Focus: Consistent comfort)**

Is your home too hot in the summer and too cool in the winter? 🌡️🏠 It may be time to upgrade to an energy efficient air source heat pump!

Air source heat pumps pull in heat from outside your home in the winter and push it out in the summer, bringing you increased comfort while using less energy. Reach out today to learn how we can help you make the switch.