

# HOMES, HEAR, & IRA Tax Credits

What you need to know to be ready to engage

# Who am I?

- Owned Energy Auditing Company (sold after 6-years)
- Director of Operations (2-years post sale)
- Managed EE Contractor Network for Puget Sound Energy
- Managed Gas EE Portfolio for UGI Utilities
- Vice President of Program Service for PSD
- Currently Managing Consultant, GEEG

# Who is GEEG?

- Policy, Planning, Implementation Assistance, and Contractor Consultants
- Clients across the US and Canada
- Contractor Consulting
  - Operational Efficiency
  - Business Development
  - Business Growth

# HEAR

Ready, Set, Electrify! (insulate and air seal too, as long as you electrify something, it's a whole thing)

# HEAR – Knows & Don't Knows

## What we know

- There will be a sales component
- There will be a braiding component
- Whole home contractors will have a leg up
- Implementer proposals have been submitted

## What we don't know

- How will program braiding work
- Will low interest gap financing be available
- Who will be the program implementer
- What will the contractor network look like

# Things will start to move fast – Prep Now!

- Get your sales process ready – view sales and braiding as the same process (it is just lining up the funding, after all)
- Start forming partnerships (HVAC, Weatherization, Electrical)
- Keep your eyes open for the RFP award announcement and contact the successful bidder (get in the network)
- Develop qualification materials to address contractor network requirements

# HOMES

Fuel agnostic but only multi-family (to start, again, it's a whole thing)

# HOMES – Knows & Don't Knows

## What we know

- Multi-family eligibility only
- RFP releases in June for Program Implementer
- Program implementer will manage a contractor network
- Generous incentives
- Energy modeling will have to be completed (likely separate from install work)

## What we don't know

- What the contractor network will look like
- What the interaction with other programs will look like
- What the gap financing terms will be
- How disconnected will the scope of work be from the installer



# Things will start to move fast – Prep Now!

- Keep your eyes open for the RFP award announcement and contact the successful bidder (get in the network)
- Analyze your abilities and limitations
  - What size building fits your capabilities?
  - What measures for these buildings are you capable of installing?
  - Which crews are best suited to execute on this work?
- Develop qualification materials to address contractor network requirements

# IRA Tax Credits

No one is talking about the tax credits! It makes up most of the IRA funding!!

# What are the tax credits?

Category	Eligible Measures	Requirement	Tax Credit
Heat Pump Technology	Heat Pump, Heat Pump Water Heater	ENERGY STAR	30% project cost up to \$2,000
Building Envelope	Insulation, Windows, Doors	ENERGY STAR	30% project cost up to \$1,200
Non-HP Space Conditioning	Furnace, Boiler, Water Heater, Central A/C	ENERGY STAR	30% project cost up to \$1,200
Electrical	Electrical Panel Upgrade	200 amps or more	30% project cost up to \$1,200
Energy Audit	Home Energy Audit	Certified Auditor (BPI)	\$150

- Total tax credit up to \$3,200 for any combination of these items
- Energy Audit requires a report that includes potential energy savings and costs

# How to talk about the tax credits

- Make sure to note you are not a tax professional – but most are eligible
- Use it to sell! EV and Solar industry is taking off with this strategy

## Model Y

<b>320 mi</b> Range (est.)	<b>135 mph</b> Top Speed	<b>6.5 sec</b> 0-60 mph
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Cash

Lease

Finance

Include \$7,500 Federal Tax Credit and est. 5-year gas savings of \$6,000.

[Customize](#)



Long Range Rear-Wheel Drive

\$31,490

### 30% Federal Tax Credit

Solar and Powerwall orders qualify for a federal tax credit. [See Details](#)



### Powerwall Only

Energy backup for your home



### Solar Panels + Powerwall

Panels for your existing roof with backup protection

# Thank You!

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