

Midwest Collaborative Heat Pump Contractor Resources: How To Use

This resource package equips contractors across the Midwest with tools, knowledge, and ready-to-use materials to promote, sell, and successfully install high-efficiency heat pumps. These resources are designed to support consistent messaging, help contractors grow their businesses, and increase homeowner awareness and confidence in heat pump technology.

Why Heat Pumps Matter

Heat pumps provide year-round comfort, delivering efficient cooling in the summer and reliable heating in the winter, without the need for separate systems. For contractors, this represents an opportunity to meet growing demand, differentiate yourself in the market, and tap into new revenue streams fueled by rebates, tax credits, and financing options.

How to Use These Resources

These materials are meant to be plug-and-play. Use the messaging guide to align your outreach, train your staff with the conversation guides, share the homeowner tools to build trust, and deploy the marketing assets to generate leads. Pairing your outreach with information about available incentives to help homeowners make informed, confident decisions can be a game-changer for your business.

What's Included in the Resource Package

This resource package gives you everything you need to sell, install, and stand out.

- **Proven messaging** to win homeowner trust and keep your outreach consistent.
- **Conversation guides** to make every customer interaction count.
- **Marketing templates** you can customize and use right away.
- **Homeowner tools** to answer common questions and set them up for success.
- **Incentive details** so you can show customers how to save big.

The demand for heat pumps is only growing. With these tools, you can lead the way — building your reputation, growing your business, and delivering year-round comfort to your customers.

If you have questions, feel free to email info@mwcollab.org.

