

Contractor Communications Toolkit:

Making the Case for Heat Pumps in the Midwest

Why **Heat Pumps Are Ideal** in the Upper and Lower Midwest

In regions like Kentucky, heat pumps are a smart, efficient option for both heating and cooling. With relatively mild winters and long, hot summers, heat pumps can meet most or all of a home's comfort needs, often at a lower cost than traditional systems.

Top Benefits for Homeowners:

- **Year-Round Comfort:** Heat pumps offer one system for both heating and cooling.
- **Energy Efficiency:** Heat pumps are especially effective in milder winters and hot summers.
- **Eligible for Incentives:** Federal tax credits and utility rebates can lower upfront costs.

Common Homeowner Questions (And Your Responses)

Q: Will a heat pump keep my house warm in the winter?

A: Yes, lower midwestern winters are well within the range of modern heat pump performance. Most homeowners don't need backup heat, but we can include it if needed.

Q: Does it work like an air conditioner?

A: Exactly, it's both a high-efficiency A/C and a heater all in one. In cooling mode, it performs just like the central air systems you're used to.

Q: Will it save me money?

A: Likely yes. Heat pumps are often cheaper to run than electric resistance heating or propane, and they cool just as efficiently as standard A/C systems.

Q: Are there rebates? Incentives?

A: Yes, federal tax credits cover up to 30% of installation costs, and many utilities offer local rebates. While your incentives will vary respective to location and utility, federal tax credits are still available through the 25C tax credit until December 31, 2025. To learn more about what is available in your state, you can visit the Database on State Incentives for Renewables and Efficiency, [DSIRE](https://www.dsire.us).

Growth Opportunities for Contractors

Contractors in the lower Midwest, especially in states like Kentucky, Missouri, and southern Indiana, are well-positioned to grow their business by promoting heat pumps. **The region's mild winters and hot, humid summers make it an ideal climate for all-in-one heat pump systems,** reducing the need for complex setups.

As federal tax credits and utility rebates lower barriers for homeowners, **contractors can capture new customers** looking for efficient, cost-saving upgrades. Heat pumps also open doors to additional revenue streams through maintenance plans, smart thermostat installations, and indoor air quality add-ons. By becoming a go-to expert in heat pump solutions, contractors can differentiate themselves in a competitive HVAC market and build long-term customer relationships.

