

Contractor Messaging Guide:

Communicating about Heat Pumps to Build Customer Confidence

Purpose & Audience

This messaging guide equips HVAC contractors across the Midwest with concise, research-backed talking points and best practices to promote heat pumps. Consistent messaging from distributors, manufacturers, utilities, and contractors reinforces customer trust, accelerates adoption, and drives profitable growth for your business.

Heat pumps are gaining momentum as the future of heating and cooling across the Midwest. Contractors play a crucial role in guiding homeowners through the decision-making process.

The following message guide leverages research findings specific to the Midwest to authentically engage with customers about heat pumps. .

Key Research Findings

1. **Awareness Gap:** 4 in 5 midwestern homeowners know little or nothing about heat pumps.
2. **Cost Comes First:** Installation price and monthly bills are the top decision criteria.
3. **Trusted Voices:** Homeowners look to you, their contractor, second only to friends/family.
4. **Show the Real Thing:** Photos of installed units outperform stock HVAC graphics.

Core Messaging Takeaways

Broad Education: Given low awareness, prioritize basic product information and 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: Use your position as a trusted info source to speak to the value of ASHPs.

Ready-to-Use Phrases When Communicating with Homeowners

- “Air source heat pumps are a highly efficient technology to heat and cool your home.”
- “New incentives, low-cost financing, and rebates for heat pumps are available to offset installation costs.”
- “Heat pumps can provide heating and fully replace your air conditioner.”
- By moving heat instead of generating it, they use significantly less energy than traditional systems.
- With today’s expanded rebates, tax credits, and financing options, now is a smart and affordable time to upgrade.

Core Message to Deliver to Homeowners: Communicating Benefits

Heat pumps provide both heating and cooling in one reliable system, keeping homes comfortable year-round while using significantly less energy than traditional systems. By moving heat instead of generating it, heat pumps can deliver more energy than they consume, making them one of the most efficient technologies available. With more rebates, tax credits, incentives, availability of low-cost electric rates, and low-cost financing options than ever before, heat pumps offer an affordable way to avoid costly repairs, future-proof your home, and make a smart investment in long-term comfort, no matter when you make the switch.



**MIDWEST
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Business Growth Opportunities and Best Practices

Contractors have a major opportunity to grow their business by becoming trusted champions of heat pump technology. Homeowners are increasingly relying on contractor recommendations to make their HVAC decisions, especially when it comes to heat pumps. To stand out, contractors should drive conversations that emphasize comfort, reliability, and efficiency savings, while also highlighting available incentives.

Below is some guidance that can be helpful when meeting with homeowners and converting them from a skeptic, to a believer.

Dos & Don'ts for Consistent Messaging

Do

Lead with comfort, efficiency savings, and incentives.

Use real installation photos from midwestern homes.

Quote local rebate figures and utility programs.

Emphasize compatibility with existing ductwork/equipment.

Share Midwest cold climate success stories.

Provide clear next steps (site visit, quote, rebate paperwork help).

Don't

Overwhelm with jargon (HSPF, COP, etc.) before benefits are clear.

Rely on generic stock art or imagery.

Generalize incentives without confirming eligibility.

Promise the system will always meet peak heat load without backup in extreme lows — set proper expectations.

Reference unverified performance claims pulled from non-Midwest climates.

Leave customers to navigate incentives alone.