Watts Up with Residential Electrification?

**Purpose**
Electrify My Home, an innovative HVAC contractor has built a business around replacing dirty gas appliances with clean electric heat pumps. They’ve come to us seeking tools and guidance for ways to simplify a customer’s electrification journey.

**Methodology**
Surveys were used to understand what prior knowledge an average homeowner may have on residential electrification to identify knowledge gaps and what communication styles would be most effective. Google Forms was used to send questionnaires, and was limited to homeowners in Northern California.

Conducting research in the electrification process, best sales approaches, and psychology of potential customers gave a basic framework for the team to base the deliverables on.

**Deliverables:** Roadmap visualizing home electrification with an accompanying manual addressing the knowledge gaps customers may have.

**Available Technologies**
- Heat Pump Water Heater: $1,200 - $1,500
- Induction Cooktop: $2,000 - $4,000
- Heat Pump: $10,000
- Rooftop Solar Panels: $16,000
- Battery Storage: $16,000
- Electric Dryer: $1,000 - $3,000

**Results**

**CONCLUSION**
Expanding manual to include holistic methods to promote energy efficiency such as HVAC sealing, switching out light bulbs, and smart control devices.

**References**

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