

# Jump into Savings: New Opportunities for ENERGY STAR Certified Pool Pumps



By Rosemarie Stephens-Booker, EPA ENERGY STAR

Presented on September 13, 2018



## Background: ENERGY STAR Certified Pool Pumps

- Pool pumps are home’s second largest energy use
- ENERGY STAR Certified Pool Pumps:
  - Use up to **70%** less energy than standard pool pumps
  - Save you **\$290 - \$350** per year in energy bills
  - Run quieter and prolong the life of your pool’s filtering system
- ENERGY STAR Version 1.0 Pool Pump Specification
  - Effective 2013
  - Targeted largest market – **in-ground, standard-sized** residential pool pumps with huge saving opportunity



ENERGY STAR Certified Pool Pump Savings






Type of Pool Pump	Annual Savings (\$)	Annual Savings (kWh)	Lifetime Savings (\$)	Payback (years)
Variable Speed	\$350	2,800	\$2,900	1.6
Two Speed	\$290	2,300	\$2,400	0.8



## ENERGY STAR Certified Standard-Sized Inground Pool Pump Incentives

- ENERGY STAR partners have included standard-sized, inground pool pumps as part of their incentive programs
  - 50 provide incentives for VS
  - 18 provide incentives for 2S
- Find pool pump rebate programs at:
  - <https://www.energystar.gov/rebate-finder>

ENERGY STAR Certified Pool Pump Rebates

State	Utility	Incentive
HI	 Hawaii Energy YOUR CONSERVATION & EFFICIENCY PROGRAM	\$125
IL	 ComEd. An Exelon Company	\$275
MD	 BGE	\$150-\$400
NC	 DUKE ENERGY.	\$300
NY	 PSEG LONG ISLAND We make things work for you.	\$150-\$350
PA	 ppl	\$350
TX	 AUSTIN ENERGY	\$300

## New Version 2.0 ENERGY STAR Pool Pump Spec Expands Scope!

- Goes into effect January 1, 2019
- Uses new DOE pool pump test procedure
- More stringent spec for standard-sized inground pool pumps
- Expands the options for ENERGY STAR certification to include:
  - Above-ground pool pumps (see below)
  - **Small** in-ground pool pumps
  - Booster pumps used for pressure cleaning applications





## Savings/Paybacks for Different Types of Pool Pumps will Vary

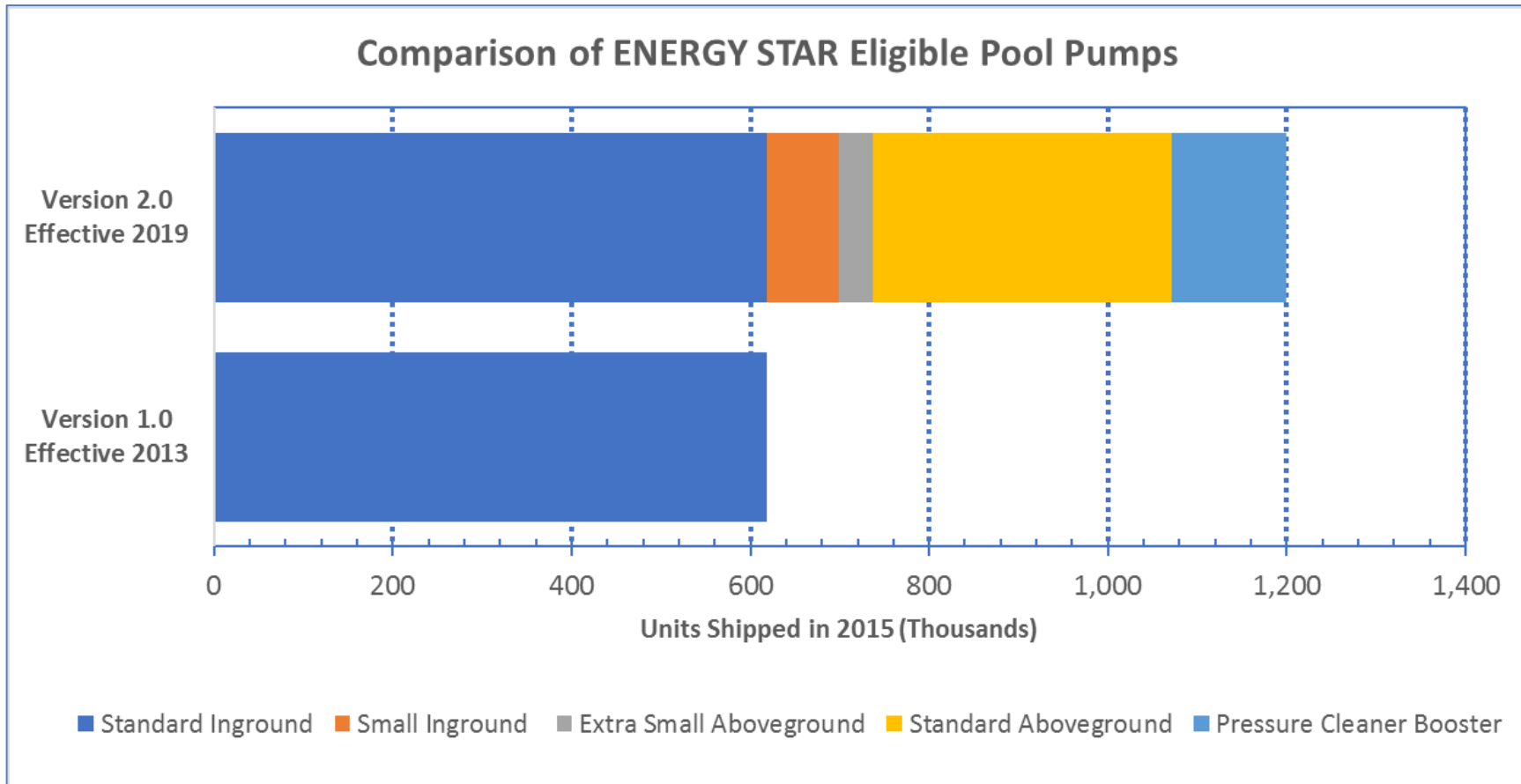
### Version 2.0 ENERGY STAR Certified Pool Pump Savings

Type of Pool Pump	Annual Savings	Payback (years)	% Market
Small In-Ground	\$84	1.2	7%
Standard In-Ground	\$310 - \$445	1.2	52%
Extra Small Above-Ground	\$7	2.7	3%
Standard Above-Ground	\$28	1.0	28%
Pressure Cleaner Booster	\$13	3.2	11%

- Depending on pump types, makers meet ENERGY STAR standard by using efficient motors, advanced hydraulic designs, and/or 2S/VS capabilities.
- Up to \$445 in annual savings
- Paybacks from 1 to 3 years



## Doubles Number of Pool Pumps Eligible for ENERGY STAR Certification!







## Tie Your Pool Pump Incentive Program to Version 2.0

- Ensure pool pumps in your incentive program exceed 2021 federal standards.
- Use an API to link directly to the ENERGY STAR certified pool pump list.
- Expand the types of pool pumps to include small in-ground, above-ground, and pressure cleaner booster pool pumps.
- Co-brand free ENERGY STAR pool pump marketing materials: [www.energystar.gov/marketing/materials](http://www.energystar.gov/marketing/materials)





## Next Up....

- **Brian Wells, Leslie's Pool Supply**
  - Learn why Leslie's Pool Supply, the leading pool supply retailer, is looking to expand their groundbreaking instant rebate program to include the expanded scope of pool pumps.
- **Scott Petty, Hayward**
  - Hear how Hayward, one the largest makers of pool pumps, is certifying their inground, above ground and booster pumps NOW to qualify for ENERGY STAR 2.0 based incentives.
- **Bonnie Devlin, Lockheed Martin**
  - Hear about Mass Save's successful midstream incentive program and other utilities can pursue this opportunity.







# Variable Speed Pumps



# Topics

**Introduction**

**Market Overview**

**Instant POS Rebates**

**How Instant Works**

**AG and Booster Pumps**



# Market Overview

**5M+ In Ground Pools**

**100,000 / year VS Pumps**

**1 in 10 have Booster Pump**

**3M+ Above Ground Pools**

**IG and AG markets are growing each year**



# Instant Rebate Success



## Instant Rebate Programs @ Leslie's

- Centerpoint, PG&E, SCE, SMUD, TEP, PSO
- APS, SRP, NVE, SDGE

### 4X - Instant

- Better performance vs No program



### 2X – MIR

- Better performance vs No program



# Instant Rebate Success



**SAVE UP TO \$1,800/yr\***

IN ENERGY COSTS WITH AN ENERGY STAR® CERTIFIED VS PUMP

**FREE INSTALLATION**



48 HOUR PROFESSIONAL  
INSTALL GUARANTEED!\*\*



ASK ABOUT OUR **FREE**  
EXTENDED WARRANTIES!



\*Ask a Leslie's Associate for details or visit [www.lesliespool.com](http://www.lesliespool.com) to use our Energy Savings calculator. Savings based on on \$0.32/kwh, 20,000 gallon pool, 8 hrs runtime daily, 2.0 hp single speed pump. Savings vary. Cannot be combined with any other offers. Residential only. Excludes booster pumps and above-ground equipment. Additional materials and trip charge will apply. Free install applies to Pentair® and Jacuzzi® pumps only. \*\*48 hour install on single speed and variable speed pumps only. 48 hour install guaranteed on in-stock equipment. Expires 9/29/2018.

**FREE INSTALL**  
ON ALL IN-GROUND JACUZZI®  
POOL EQUIPMENT\*

Pumps, Filters, Heaters,  
Heat Pumps & Salt Systems!

Call **1.800.LESLIES**  
to schedule or ask store  
for more details.

\*See back page for details.



PRO GRADE  
POOL EQUIPMENT

Strong  
Dependable  
Efficient

Exclusively at **LESLIE'S**

**INSTALLED\***  
Plus \$100 in Rewards  
**1139<sup>99</sup>**

after \$300 SCE Instant Energy Rebate  
and discount, plus tax

Jacuzzi® Variable  
Speed Pump,  
2.5 HP 4027 J-VSP250

Rewards issued after product installation.



**SAVE UP TO \$1800**  
**A YEAR ON YOUR ELECTRIC BILL.**  
Price includes energy rebate. If your utility company doesn't offer  
a rebate, your final price will be higher by \$200. Ask for details.





# Instant Rebate Success



Rebates over \$300 sell 5X more  
Success still at \$200 sell 3X more  
Rebates at \$100 or below aren't successful

Leslie's = **Free Professional Installation**  
VS Pump avg retail \$1,200  
SS Pump avg retail \$550



We embraced Instant because everyone loves immediate savings.  
We spent \$ on IT infrastructure to update our POS software to handle  
and hired a resource to track/report



# Instant Rebate Mechanics

## Requirements:

1. Trained/Certified installers @ Leslie's
2. Capture customers utility account number
3. Store scans a job aid at the POS to apply the instant rebate tender after verification of replacing a single speed, utility account, etc.
4. Report in an upload format each week store location, VS pump model, transaction amount, etc.

Success is to the residential homeowner. No one sees more customers or advertises more – millions of VS pump and Utility company impressions a year.

Trade programs not successful – mid-stream not near as successful



# AG and Booster Pumps



## AG Pools

Opportunity and for the right price customers would switch.

Replace the SS pump @ avg retail around \$300. The bridge is getting to a reasonably priced VS or dual speed pump. Dual speed pump avg retail is only about \$100 more.

## Booster pumps

Zodiac (Polaris) has the new booster pump that reduces energy and Leslie's sells thousands a year.





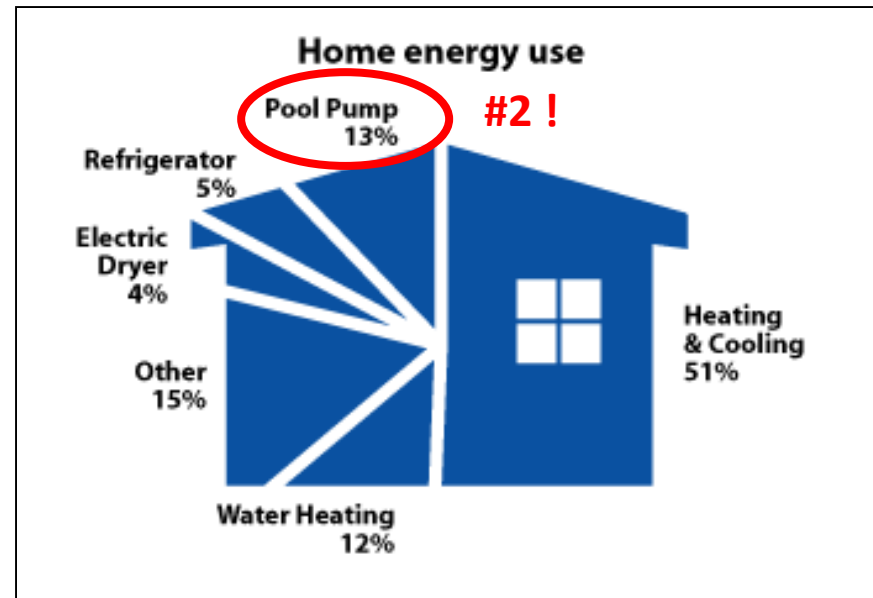
**Jump into Savings:  
New Opportunities for ENERGY STAR  
Certified Pool Pumps**

**2018**

**Scott Petty**  
**Global Product Manager, Pumps and Filters**

# Why Pool Pumps?

- Pool pumps can be the **#2** consumption of energy in the house!

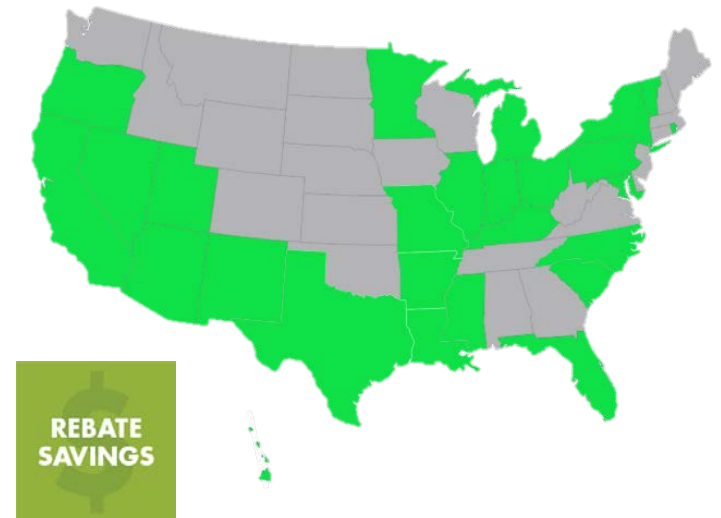


Source: SRP



# Utility Rebates

- **26** states with utility rebates for energy efficient pumps
- Not just California!
- **Rebates accelerate the adoption of energy efficient pumps!**







# Hayward In-Ground Pumps

<b>Hayward Family of Pumps</b>	<b>Single &amp; Two Speed</b> <ul style="list-style-type: none"> <li>Single speed still the most common type overall</li> <li>Two-speed models available (external switch typically required)</li> </ul>	<b>Variable Speed</b>  <ul style="list-style-type: none"> <li>Ultimate energy efficiency</li> <li>Advanced motor technology</li> <li>Match pump speed to pool's needs</li> </ul>	<b>VS Omni</b>  <ul style="list-style-type: none"> <li>Controls up to four pieces of equipment</li> <li>Easily installs in existing pools</li> </ul>
<b>High Performance</b> <ul style="list-style-type: none"> <li>Added performance for water features, etc.</li> </ul>	 <p>TriStar</p> <p>Super II</p>	 <p>TriStar VS (2.7 hp)</p> <p>TriStar VS (1.85 hp)</p>	 <p>TriStar VS 950 Omni</p> <p>TriStar VS 900 Omni</p>
<b>Medium Head</b> <ul style="list-style-type: none"> <li>Right-sized for many applications (esp. Eastern US)</li> </ul>	 <p>Super Pump</p> <p>MaxFlo XL</p>	 <p>Super Pump VS</p> <p>MaxFlo VS</p>	 <p>Super Pump VS 700 Omni</p> <p>MaxFlo VS 500 Omni</p>

# Hayward ENERGY STAR 1.0 Pumps



Pump Type	ENERGY STAR Approved	Examples of Hayward ENERGY STAR 1.0 Pumps
VS Omni	All VS Omni models	
Variable Speed	All Hayward VS models	
Two Speed	All two-speed models*	
Single Speed	Industry's only single speed	

\* Except Super Pump (manual switch)



U.S. DEPARTMENT OF  
**ENERGY**

Energy Efficiency &  
Renewable Energy

- **Federal mandatory** regulation for pool pumps
  - Impacts all pumps up to ~ 5 HP\*, both in-ground and above-ground
  - Enforcement starts **July 2021**

\* Actual limit is less than 2.5 hydraulic horsepower (HHP); HHP is proportional to pump flow

# ENERGY STAR 2.0

- Aligns with DOE by utilizing Equipment Classes vs. Application
  - For example, no longer “In-Ground” vs. “Above-Ground”
- Final Equipment classes for performance-based standards:



**1) Self-priming** (*mostly in-ground*)

**2) Non self-priming** (*mostly above-ground*)

**3) Pressure Cleaner Booster Pump (PCBP)**

**Expands the opportunity for  
ENERGY STAR pumps and  
utility rebates**






# Expanded Opportunity

- Approximately **3.5 million** above-ground pools in the US
  - Vast majority are **single speed** pumps
  - While often shorter seasons, many run **24 hours a day**
- **Great opportunity to promote new ENERGY STAR pumps**
- Analogous to in-ground market 10 years ago



# Hayward ENERGY STAR 2.0 Pumps



Category	Detail	# of Base Models	# of SKUs	Examples of Hayward ENERGY STAR 2.0 Pumps
Self-Priming ("In-Ground")	All variable speed and VS Omni models	6	29	
<b>NEW</b> Non Self-Priming ("Above-Ground")	Testing in process; completed by EOY	6	9+	
<b>NEW</b> Pressure Cleaner Booster Pump	In process	2	2	
<b>Total ENERGY STAR 2.0 Pumps</b>		<b>14</b>	<b>40+</b>	

# Go Forward

- **Strongly encourage to expand incentive programs to include newly eligible pumps**
- Rebates accelerate the adoption of energy efficient pumps!
- Can't just rely on having the product

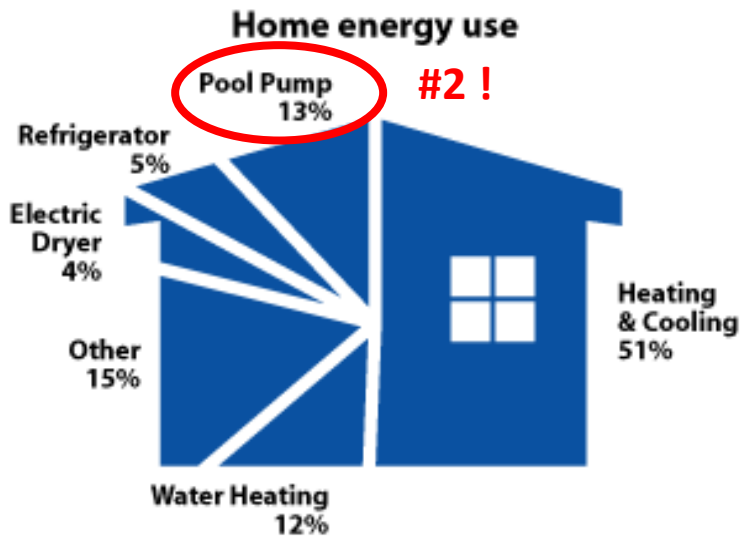


Myth #1: If you build it,  
they will come



# Sell the Benefits

Save energy...and money!



# Sell the Benefits

Save energy...and money!



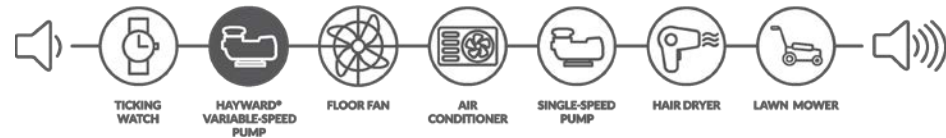


# But Wait, There's More!

- **Incredibly quiet operation**

- Better filtration
- Less stress lengthens equipment life
- Longer filter cycles keep chemicals in circulation longer

## HOW QUIET IS IT?



# Consumer Marketing

- Variety of **consumer marketing** materials from manufacturers, ENERGY STAR, utilities, etc.



Variable Speed Pumps  
Pool Pump  
Saves you money on energy costs  
Variable speed operation

WHAT IF YOU COULD OFFER CUSTOMERS AN  
**ENERGY SAVING  
VARIABLE SPEED PUMP**  
.....  
THAT ALSO PROVIDES AN  
**AUTOMATED  
SMART**  
POOL EXPERIENCE  
?

UP TO 4 CONTROLS TO PAGES OF EQUIPMENT



ENERGY STAR  
**MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP.**

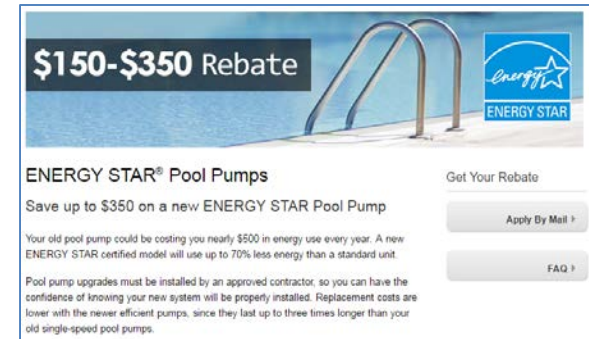
ENERGY STAR certified pool pumps save money, save energy, and protect the climate.

**PULL THE PLUG ON YOUR HOME'S NUMBER 2 ENERGY DRAIN**

Your pool pump could be your home's second largest energy user, adding about \$600 every year to your energy bills.

ENERGY STAR certified pool pumps use up to 70% less energy than standard pool pumps, costing up to \$350 less to run each and every year.

The big savings mean you'll see the payback on the investment in less than a year.



**\$150-\$350 Rebate**

ENERGY STAR® Pool Pumps

Get Your Rebate

Save up to \$350 on a new ENERGY STAR Pool Pump

Apply By Mail

FAQ

Your old pool pump could be costing you nearly \$500 in energy use every year. A new ENERGY STAR certified model will use up to 70% less energy than a standard unit.

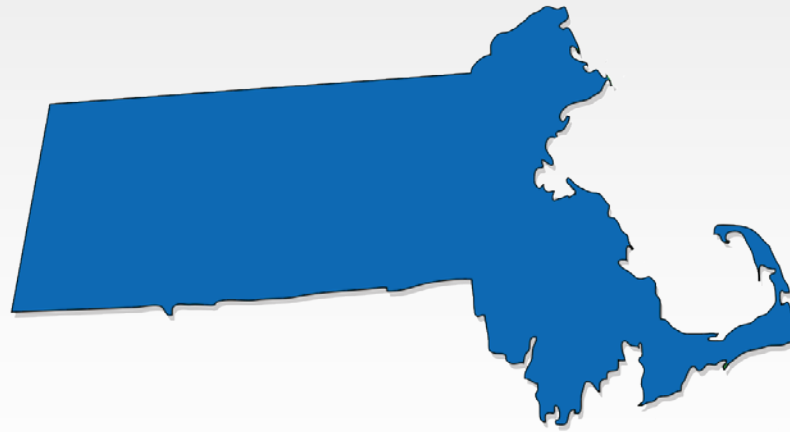
Pool pump upgrades must be installed by an approved contractor, so you can have the confidence of knowing your new system will be properly installed. Replacement costs are lower with the newer efficient pumps, since they last up to three times longer than your old single-speed pool pumps.

# Win-Win-Win





# ENERGY STAR® Certified Pool Pump Incentive Program



# What is Mass Save?



Mass Save is an initiative sponsored by Massachusetts' gas and electric utilities and energy efficiency service providers. The electric Sponsors of the Mass Save Lighting & Products Program are:



These Sponsors work closely with retailers, manufacturers, and distributors to provide a wide range of services, incentives, trainings, and information promoting energy efficiency that help consumers manage energy use and related costs.

Field services provided by Lockheed Martin:



# Mass Save Midstream Program

ENERGY STAR certified pool pumps installed in Mass Save Utility Sponsors' service territories are eligible for incentives.

2018 incentive amounts are as follows:

Qualified Products	Incentive per unit
ENERGY STAR certified variable-speed or variable-flow pump	Up to \$500*
ENERGY STAR certified multi-speed / two-speed pump	Up to \$200*
Other	Incentive per unit
Distributor Administrative Fee	\$50

\*Incentive not to exceed the dealer's purchase price of the pump from distributor.

Program began in 2015 - Original incentive amounts:

Qualified Products	Incentive per unit
ENERGY STAR certified variable-speed or variable-flow pump	Up to \$600*
ENERGY STAR certified multi-speed / two-speed pump	Up to \$250*
Other	Incentive per unit
Distributor Administrative Fee	\$50

\*Incentive not to exceed the purchase price of the pump



# Process



**Distributor signs with  
Mass Save**

**Pool Installer purchases and installs  
eligible pump within Sponsor territory**

**Distributor collects install  
information en masse &  
submits monthly claim**

**Mass Save pays incentive  
to distributor**

**Distributor receives admin fee and  
passes incentive to installer**



**Pool Installer passes along incentive to  
pool owner**

# Participating Distributors

- ❖ Accu-Care Supply
- ❖ Baystate Pool Supplies
- ❖ Bel-Aqua Pool Supply Inc.
- ❖ CareCraft
- ❖ Imperial Pools Inc.
- ❖ Northern Supply Inc.
- ❖ SCP Distributors LLC
- ❖ United Aqua Group



# Proven Success

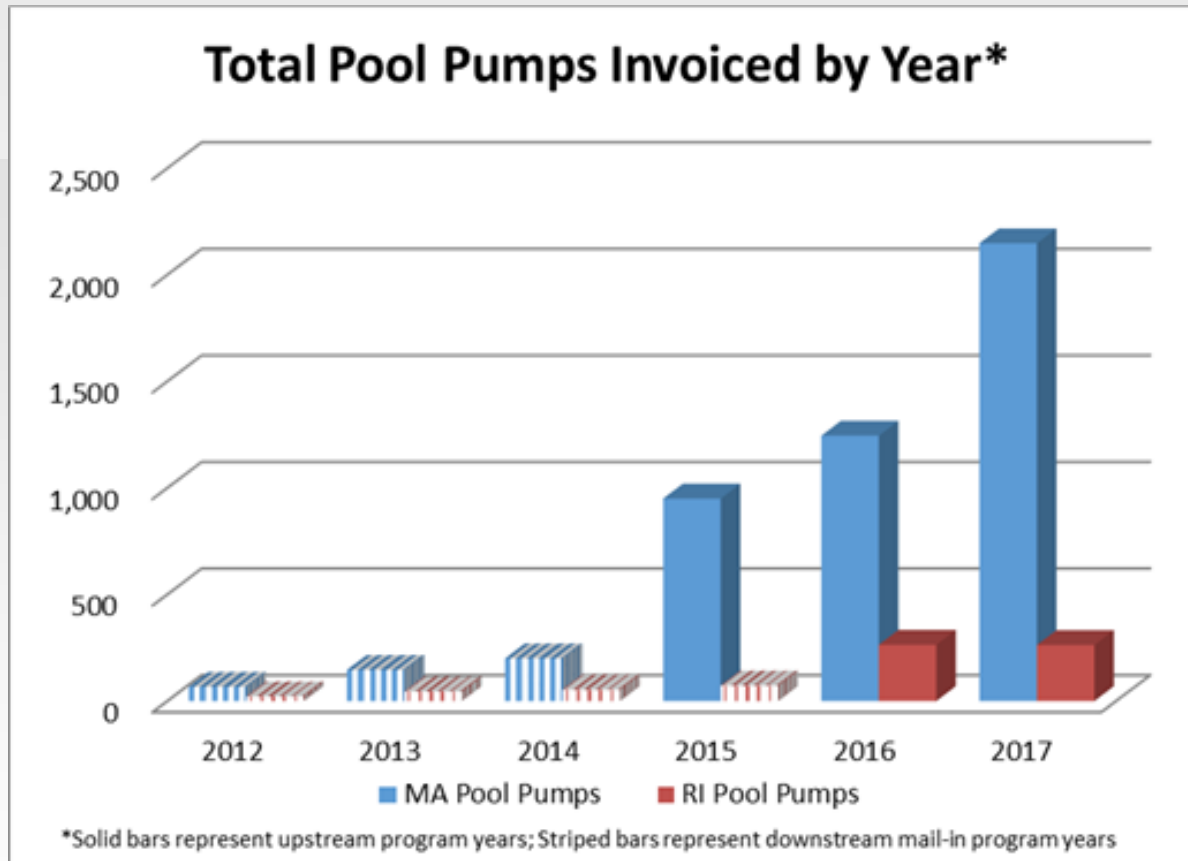


Figure 4-6. Total Pool Pumps Invoiced by Year; MA and RI

# Promoting the Midstream Program

Pool shows & seminars- Attend all major pre-season distributor and industry shows to promote program. Accept all manufacturer invites to speak in breakout sessions. Attend manufacturer shows at distributor branches. Accompany manufacturer reps to individual dealers.



# Promoting the Midstream Program

Ads- Approved by Mass Save/ emailed to dealers by distributors



**ENERGY STAR® Residential Incentive Program**  
 Massachusetts and Rhode Island  
 January 1 through December 31, 2018

**ELIGIBLE PRODUCTS**  
 ENERGY STAR certified pool pumps.  
 • Variable speed or variable flow - incentive of up to \$500.  
 • Multi-speed or two speed - incentive of up to \$200.  
*Incentive not to exceed dealer's price of pump.*

**REQUIREMENTS**  
 Eligible pumps must be purchased from Baystate Pool Supplies or another participating distributor and installed during the current 2018 calendar year.

**QUALIFICATIONS**

- Eligible incentive claims include installations made within single family residential addresses located in participating Massachusetts or Rhode Island service territory. (see list)
- There is a maximum of 2 pool pump installation claims per eligible residential address. (pre-approval from the Program Sponsors is needed for more)
- All pumps must be ENERGY STAR certified at time of installation. (see list)
- Claims for online sales and/or homeowner "Do-It-Yourself" installations are not eligible for incentives under this program.

**PAYMENT INFORMATION**

- Please allow 6 - 10 weeks for incentives to be issued. Don't wait, send request forms to Baystate Pool Supplies weekly.
- Baystate Pool Supplies will remit the incentives to dealer upon approval and funding from the Program Sponsors.
- Dealer must provide Baystate with:
  1. Installation address and date
  2. Baystate invoice number, date and pump model number.

Using the attached incentive request form, send the above details to: Attention Ron Osean: r.osean@baystatepools.com or fax to 617-547-8128

Brought to you by:    

DISCLAIMER: Participating electric Sponsors in Massachusetts include: Cape Light Compact, Eversource Energy, National Grid and Unitil. The Participating electric Sponsor in RI is National Grid. These programs are funded by the energy efficiency energy or on customer's gas and electric bills, in accordance with Rhode Island law. Installations for promotional are used by Massachusetts and Rhode Island municipal electric companies. Installations in participating Sponsors' electric service territories are not eligible for incentives. Sales and claims for commercial and residential addresses are subject to verification.



**UP TO A \$600 INCENTIVE**

**ENERGY STAR® RESIDENTIAL INCENTIVE PROGRAM**

Install an ENERGY STAR® Certified variable-speed, variable-flow or multi-speed/two-speed pool pump and receive up to a \$600 incentive thanks to the participating Mass Save® and National Grid Rhode Island Sponsors.

QUALIFIED PRODUCTS*	INCENTIVE PER UNIT
ENERGY STAR Certified Variable Speed or Variable-Flow Pool Pump	Up to \$600
ENERGY STAR Certified Multi-Speed/Two Speed Pool Pump	Up to \$250

**\*CLICK HERE FOR QUALIFIED PRODUCTS LIST**

**Program Details and Requirements:**

- Eligible pumps must be purchased from Imperial or other qualified distributor and installed during the current 2017 calendar year.
- Eligible incentive claims include installations made within single family residential addresses located in a participating Massachusetts or Rhode Island electric service territory. (See list)
- There is a maximum of 2 pool pump installation claims per eligible residential address
- All pumps must be ENERGY STAR certified at time of installation. (See list)

**Payment Information:**  
 Dealer must provide Imperial with:  
 1. Install address  
 2. Install date  
 Fill out claim form (attached and return to smchay@imperialpools.com or fax to 518-786-0954. Attn: Sarah McKay

Please allow 8-12 weeks for incentives to be processed. Imperial will credit dealers account upon approval and funding from Program Sponsors.

Brought to you by:    

**CLICK HERE FOR POOL PUMP DATA SUBMISSION FORM**  
 Submit to Sarah McKay and we'll do the rest!

DISCLAIMER: Participating electric Sponsors in Massachusetts include: Cape Light Compact, Eversource Energy, National Grid and Unitil. The Participating electric Sponsor in RI is National Grid. These programs are funded by the energy efficiency energy or on customer's gas and electric bills, in accordance with Rhode Island law. Installations for promotional are used by Massachusetts and Rhode Island municipal electric companies. Installations in participating Sponsors' electric service territories are not eligible for incentives. Sales and claims for commercial and residential addresses are subject to verification.

**Imperial POOLS INC.**  
 REDEFINING ONE SOURCE  
 33 Wade Road Latham, NY 12110  
 www.imperialpools.com

# Promoting the Midstream Program

## Dealer visits



Email Reminders, updated ENERGY STAR certified product lists, articles of interest.



# Testimonials: Dealers/Installers

" Our experience with the Mass Save pool program has been fantastic. We have seen an increase in customers interest to get more energy efficient with all their pool equipment. The incentive has made it more accessible to our customers to get energy efficient equipment without breaking the bank. We have been finding a lot of customers fall in love with their new variable speed pumps for the quiet operation and less energy consumption over the original equipment they had."

Jon Darling (Matley Pools, Pepperell, MA)

Family Pools is a family owned business in our 40<sup>th</sup> year of operation. In those 40 years we have seen many changes in the industry and what customers' wants and needs are. None have had a more widespread effect as variable speed pumps. We have been selling variable speed pumps for ten plus years now. When they first came to market there was the thought that no one would ever buy a \$1000-1500 pool pump, which we found to be true for the first few years. Then with the advent of the Mass Save program as well as the NHSaves program, our sales have grown 10-fold. These programs coupled with manufacturer rebates give the homeowner the incentive needed to push them over the hump on a decision between a standard pump and variable speed pump. Many of our customers are highly educated and have done research and testing on their own pumps. The energy savings that they find are noticeable. Some customers went from spending nearly \$2.25 per day and got it down to \$.75 per day. Even older customers who are leery of new technology have been turned on by the energy savings of variable speed pumps. When it's time for a pump to be replaced most of our customers are leaning toward the variable speed option.

We also offer robotic cleaners and solar blankets as other energy saving solutions.

Will Murphy,

Service Manager

(Family Pools, Lawrence, MA)



# Thank You!

**Rosemarie Stephens-Booker**

U.S. Environmental Protection Agency

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