



# WINNING THE HEAT PUMP MARKET: HOW TO DIFFERENTIATE ON QUALITY

**Peter Troast, Founder & CEO**  
**Energy Circle Webinar Series**

July 30, 2025



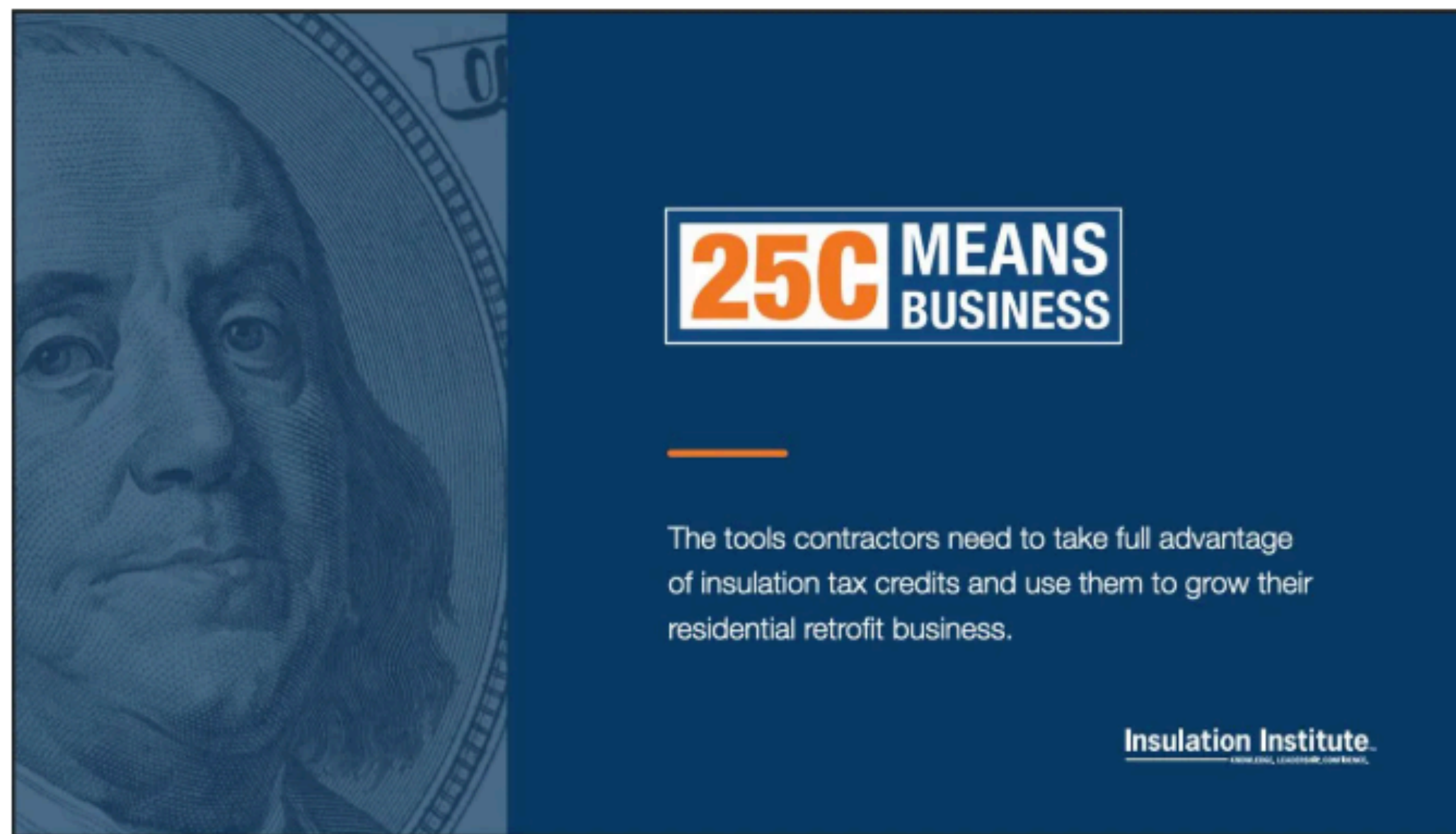
The CMI Content Marketing Awards celebrate visionary work that elevates content marketing to a business-defining strategy. The industry's longest-running recognition program, the Awards represent the highest achievement in content and marketing.

## 25C Means Business

Best Content Marketing Program

July 15, 2025

🕒 2 Min Read



ENERGY CIRCLE



## Tax Credit Expiring Urgency Campaign



### Free 25C Tax Credit Marketing Kit!

Leverage the 25C Federal Insulation Tax Credit in your marketing while you still can. The credit expires on December 31, 2025, so all jobs must be completed and billed before the new year. Homeowners can claim up to \$1,200 off their federal taxes for 2025 if they install new insulation. Fill out this form to immediately download blogs posts, email templates, Facebook ads, and information on the tax credit.

First name \*

Last name \*

Email \*

Company name \*

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You agree not to edit any copy or resources provided to you before publishing or using them.  
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## What We'll Discuss

- 1 **Growing Commoditization of the Heat Pump Market**
- 2 **What Do We Know About Consumer Appreciation for Quality?**
- 3 **Ways to Lean In to Quality as a Differentiator**





# TODAY'S HEAT PUMP MARKET: EVERY TOM, DICK & SALLY







**Installer Explosion**  
Maine: 800+  
Mass: 1500+





# HOW DO WE WIN THIS JOB?

## Your Quote

21.5 SEER 1 ton Fujitsu ducted heat pump, 4 supply registers, 1 return grill, new R8 flex duct system.	\$14,856
Attic Insulation Removal, Air Sealing, Reinsulation	\$7,707
Airseal uninsulated portions of subfloor	\$4,735
Upgrade electrical service to support home electrification	\$5,805
TOTAL	\$33,103

## Competitors Quote

17 SEER 1.5 ton Daikin ductless mini split system (2 indoor heads)	\$7,447
Upgraded electrical service	\$6,241
TOTAL	\$13,688



# HOMEOWNER APPRECIATION FOR QUALITY: WHAT IS KNOWN?





**Do Homeowners  
Appreciate  
Quality  
Installation?**

***Design?***

***Load  
Calcs?***

***Leakage?***

***Commissioning?***



# Homeowner Appreciation for Quality Results (Key Insights)

- **Initial awareness is low**
  - Only **~4% of U.S. households** have had a professional energy audit recently
  - **29%** had *never heard of* home energy audits
  - Industry challenge: **1 in 3 contractors cite “homeowner education” as their #1 barrier**
- **Homeowners tend to judge HVAC installs by “it works” rather than performance**
  - **Majority assume “if it turns on, it’s fine”**
- **Veteran homeowners** value high-performance features more than first-time buyers
  - Lessons from experience (drafts, energy bills) shift appreciation for things like insulation, air sealing, HVAC efficiency
- **Positive experiences drive advocacy**
  - After upgrades:
    - **90% of heat pump owners would recommend** to others
    - Comfort, efficiency & lower energy bills cited as top benefits
  - Homeowners become more aware of what “quality” looks like after seeing results

 Resources for the Future (2015), NREL/DOE (2023), Elevate NP (2023), KSV (2015), Mitsubishi Trane (2024), Abreu et al. (2017), NAR (2019), BPI contractor surveys





# Royal River Heat Pumps

353 U.S. Rte 1, Freeport, ME 04032, United States

[Write a review](#)

4.9 ★★★★★ 405 reviews ⓘ



**Lara-Jane Que**

Local Guide · 15 reviews · 65 photos



★★★★★ 4 weeks ago

We just received our newly installed heat pumps from Royal River. We are over the moon happy with the whole experience!

From having Scott Libby over to our house and spending over an hour going through the various options of locations, pricing, and info about the equipment to the crew who thoughtfully installed it, we are so happy and impressed!

The installation crew arrived on time, was polite and gracious, and communicated with us throughout the day's installation process.

I've seen many of our neighbors who have heat pumps but what makes Royal River stand out the most is the quality in which they execute their services. Both of our outdoor units were thoughtfully placed on a platform and the company placed crush rock around the platform to make it look so much more aesthetically pleasing.

These little but important touches truly make a difference!

The crew was also thoughtful in how they placed drop clothes over our furniture and belongings so no dust or debris landed on them.

From start to finish, I could not recommend a better company to help you make your heat pumped dreams come true! Thank you so much Royal River!



**Do Homeowners  
Appreciate  
Quality  
Installation?**

***I Feel Heat!***

***I Feel Cold Air!***





# WAYS TO DIFFERENTIATE IN HEAT PUMPS



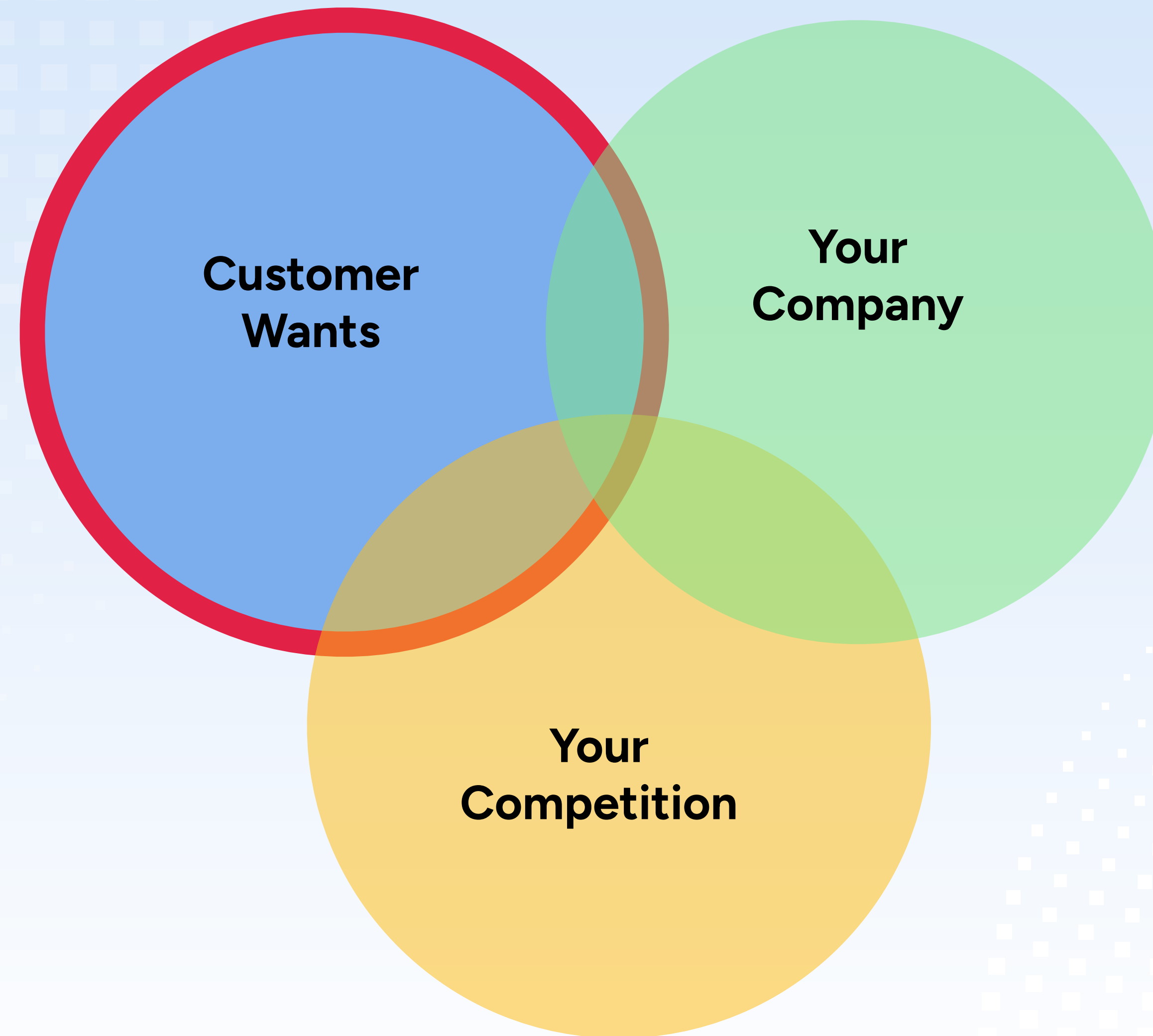
# Differentiation

## Unique Value Proposition



**Differentiation**

**Unique Value  
Proposition**



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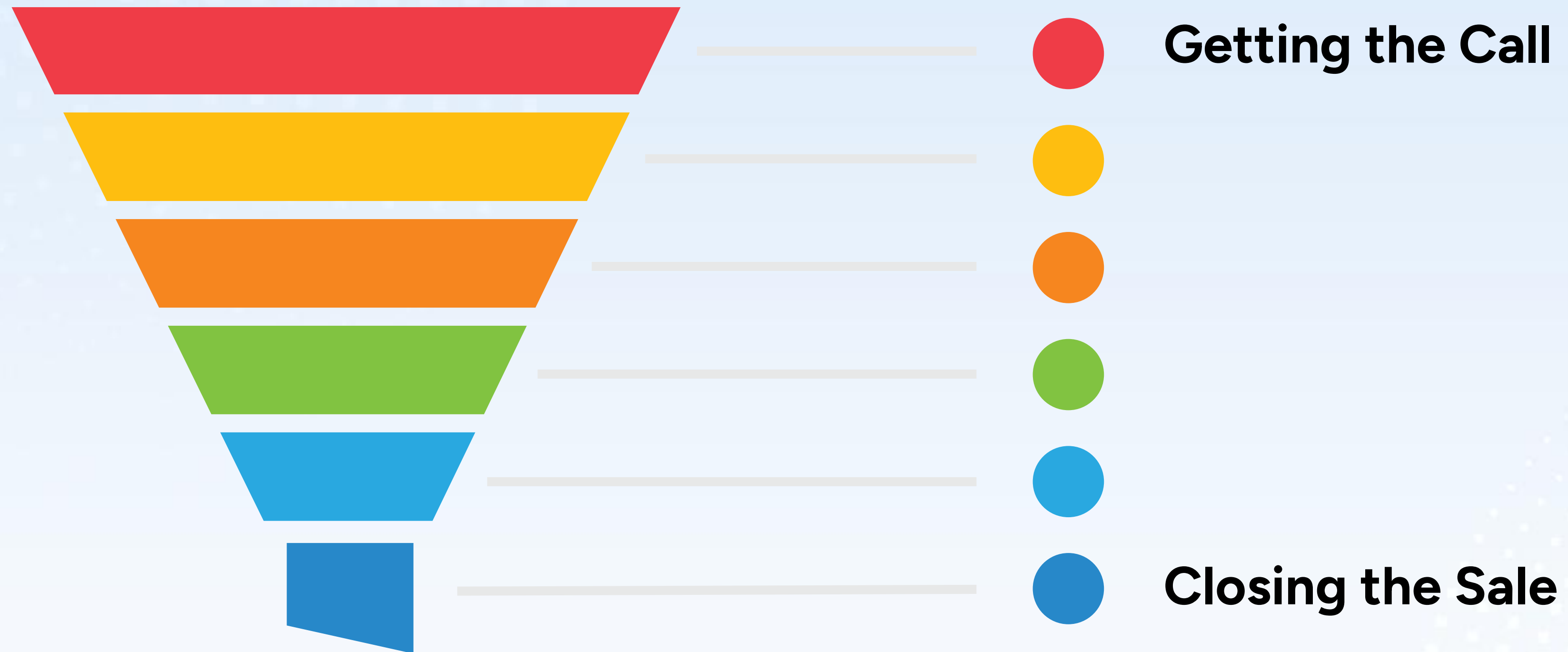
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# Differentiation Across the Funnel



## Key Themes That Convey Quality

### **1. It's Not Just the Equipment—it's the Design**

We don't guess. We design your system like an engineer would.

### **2. Craftsmanship Matters**

Our installs are done with precision—not shortcuts.

### **3. We Use Building Science, Not Sales Tactics**

Our approach is grounded in facts, diagnostics, and performance data.

### **4. You'll Feel the Difference—we Guarantee It**

Comfort isn't vague—it's measurable, and we stand behind it.

### **5. Transparency and Trust Throughout**

You'll always know what you're getting, why it matters, and what to expect.

### **6. Not Your Typical HVAC Company**

Many installs are done wrong. We know how to do them right—and we fix a lot of bad ones.



## Step 1

### Content Strategy

#### **Core Website Content**

- Home Page – Clear value proposition, visual comparisons
- Why Choose Us – Certifications, diagnostic tools
- Our Process – Manual J, duct testing, commissioning steps
- FAQ – Explain design and quality concepts in plain language
- Team – Highlight certifications and training

#### **Educational Content & Lead Nurture**

- Blog Posts – Manual J, bad installs, common myths
- Videos – Install comparisons, how your process works
- Downloadable Guides – 'What to Ask Before You Buy'
- Email Series – Heat pump education over time

#### **Conversion & Trust-Building Assets**

- Comparison Tables – Our Approach vs. Theirs
- Case Studies – Comfort and energy outcomes
- Testimonials – Emphasize comfort, noise, and support
- Before/After Projects – Duct fixes, airflow gains
- IRA Rebate Tools – Show you handle the red tape



## Step 2

### Paid Campaigns

#### Search Ads (Google Ads)

- **Target high-intent queries** like:
  - “best heat pump installer near me” “ductless heat pump installation”
- Use ad copy that hints at your quality: “Precision Design • Verified Performance • Rebates Handled for You”

#### Advanced Ad Networks, Streaming TV & Audio

- Use audience segments like:
  - Homeowners in HVAC-rebate zones
  - High-income households in aging housing stock
- **Promote educational content**, not just “Get a Quote”
  - e.g., “Free Guide: How to Avoid a Bad Heat Pump Install”
- Use a simple, confidence-building message like:
  - “It’s not just the heat pump. It’s how it’s installed.”
  - Reinforce your brand repeatedly in key ZIP codes

#### Social Media: Trust and Reach

- **Instagram & Facebook**
- Photo/video-based storytelling:
  - Before/after installs
  - Field commissioning tests





# IDEAS YOU CAN STEAL



# Example: Our 4-Step Approach: Quality You Can Count On

## 1. Designed Right

*Every system starts with the right plan.*

- Manual J/S/D for sizing & ductwork
- Whole-home performance mindset
- Avoids over/undersizing mistakes

## 3. Proven Performance

*We measure what matters—before and after.*

- Full system commissioning
- Diagnostic data & documentation
- Guaranteed comfort

## 2. Installed with Precision

*We don't just install—we engineer.*



- Airflow balancing & static pressure tests
- Verified refrigerant charge
- No shortcuts, no guesswork

## 4. Total Transparency & Support

*We educate, explain, and stand by our work.*

- Clear pricing & scope
- IRA rebate guidance
- Responsive, ongoing support



Feature / Practice	Our Approach 	Typical Contractor 
Load Calculation (ACCA Manual J)	✓ Always performed	✗ Rarely or never done
Equipment Selection (ACCA Manual S)	✓ Tailored to home	✗ Based on rule-of-thumb
Duct Design (ACCA Manual D)	✓ Optimized system	✗ Often skipped
Whole-Home Diagnostic Testing	✓ Included in process	✗ Not part of scope
System Commissioning	✓ Documented & verified	✗ Rarely measured
Ducted & Ductless Expertise	✓ Design & install	✗ Limited experience
Ventilation Integration	✓ Balanced and code-compliant	✗ Often ignored
Comfort Guarantee	✓ Based on building science	✗ "Trust us"
Energy Use Modeling	✓ Forecasts performance	✗ No modeling
Third-Party Certifications	✓ Actively maintained	✗ Not prioritized
Incentive / Rebate Optimization	✓ We guide the process	✗ Homeowner figures it out
Transparent Pricing	✓ Detailed breakdown	✗ Broad, vague quotes
End-to-End Customer Education	✓ Empowering & informative	✗ Minimal communication
Ongoing Monitoring / Service Options	✓ Optional check-ins	✗ Install & disappear
System Lifespan Optimization	✓ Designed for durability	✗ Performance degrades over time



# Third Party Quality Verification

**VERIFIED  
EQUIPMENT  
OPERATION**

**VERIFIED  
SYSTEM  
PERFORMANCE**

Powered by **measureQuick**  
Connect. Perform. Prosper.

## New ACCA Quality Installation certificate program, powered by measureQuick®

ACCA is launching two new Quality Installation (QI) certificates in beta, powered by measureQuick®: **Verified Equipment Operation** and **Verified System Performance**.

**Prove It with Quality Installation Certificates**





Verified HVAC equipment and systems that are more reliable, efficient and improve home comfort

System performance meets National Standards for Quality Installation

Highest quality of workmanship and expertise

Powered by 3rd-party verification through the measureQuick app

Powered by **measureQuick**  
Connect. Perform. Prosper.



measureQuick is the only HVAC app that can effortlessly collect and analyze heating and cooling system performance using Bluetooth® tools. The app finds faults that are often overlooked and creates a Vitals Score and an easy-to-read report that summarizes existing conditions to the homeowner.

With measureQuick, your company can meet higher installation and performance standards, benchmark systems for future service, and increase revenue.



END

