

# GE Promotion Utility FAQ

## WHAT IS THE SMART WATER HEAT-GE HEAT PUMP WATER HEATER PROMOTION?

GE and Smart Water Heat are partnering to make the GE GeoSpring™ heat pump water heater more affordable to Northwest residents. The promotion is available from November 6 – December 4, 2013 at retail and wholesale locations across Idaho, Montana, Oregon and Washington. Promotion details include:

- [Click here](#) to find a participating reseller
- Up to **\$400** in savings through a \$200 GE markdown at participating retailers and a \$200 Smart Water Heat instant rebate, resulting in a **\$799** purchase price
  - Sale price may vary by reseller
- Utility rebates, state tax credits and federal tax credits may be available in addition to the promotion markdown
- To see this information online, visit [SmartWaterHeat.org/GE](http://SmartWaterHeat.org/GE)

## WHAT PRODUCTS ARE ELIGIBLE FOR THIS PROMOTION?

The GE GeoSpring 50-gallon units are eligible for this promotion.

## CAN A CUSTOMER TAKE ADVANTAGE OF ADDITIONAL UTILITY REBATES AND TAX CREDITS?

Yes, if the customer meets additional eligibility requirements, utility rebates and tax credits may apply.

## WHAT ARE THE DATES OF THE PROMOTION?

The promotion is available from November 6 – December 4, 2013.

## WHERE IS THIS PROMOTION AVAILABLE?

This promotion is available in OR, WA, ID and MT. To see a list of participating locations, [click here](#).

## CAN I BUY THIS EQUIPMENT ONLINE?

Some retailers may offer the promotional pricing online. Please verify with individual retailers before purchase.

## CAN A CONTRACTOR TAKE ADVANTAGE OF THIS PROMOTION?

Yes, a contractor can purchase equipment at participating retail and wholesale locations.

## CAN A HOMEOWNER INSTALL THIS EQUIPMENT?

Yes, this equipment can be installed by a homeowner; however, see utility rebate details for eligibility requirements. Smart Water Heat has a [tip sheet](#) for do-it-yourself heat pump water heater installations.

## HOW CAN A HOMEOWNER FIND A CONTRACTOR TO INSTALL THE HEAT PUMP WATER HEATER?

[SmartWaterHeat.org](http://SmartWaterHeat.org) has a contractor finder tool where a homeowner can simply enter in their zip code to see a list of contractors who have attended a Smart Water Heat orientation.

## WHO IS FUNDING THIS MARKDOWN?

The markdown is funded jointly by Smart Water Heat and GE.

## WHO IS SMART WATER HEAT?

Smart Water Heat is an initiative of the Northwest Energy Efficiency Alliance (NEEA), focused on promoting the education, development and adoption of heat pump water heater technology that is best suited to meet the needs of homeowners in the Northwest.

### **WHO IS NEEA?**

The Northwest Energy Efficiency Alliance (NEEA) is an alliance of more than 100 Northwest utilities and energy efficiency organizations working on behalf of more than 13 million energy consumers. NEEA leverages its strong regional partnerships to affect market transformation by accelerating the adoption of energy-efficient products, services and practices. Since 1997, NEEA and its partners – including Avista Utilities, Bonneville Power Administration, Chelan County PUD, Clark Public Utilities, Cowlitz PUD, Eugene Water & Electric Board, Energy Trust of Oregon, Idaho Power, NorthWestern Energy, Pacific Power, Puget Sound Energy, Seattle City Light, Snohomish County Public Utilities, and Tacoma Power – have saved enough energy to power more than 600,000 homes each year. Visit [NEEA.org](http://NEEA.org) for more information.

### **WHERE CAN I FIND MORE INFORMATION ON HEAT PUMP WATER HEATER TECHNOLOGY?**

For more information about heat pump water heater technology, visit [SmartWaterHeat.org](http://SmartWaterHeat.org).