

CANOPY

On a mission to remove fossil fuels from America's
households

**Your community has big, ambitious
climate goals.**

A donut chart with a blue segment representing 35% of the total. The rest of the chart is light blue. The text '35%' is written in bold blue font inside a white circle in the center of the donut chart.

35%

Nationwide, **35% of emissions** are generated by the **1 billion residential machines** owned by individuals

The technology to decarbonize the residential sector **already exists**, but much of it hasn't yet **gone mainstream**



**Community groups have figured out
how to activate homeowners, but
their approach **doesn't scale****

**Canopy offers digital tools that
support, amplify, and help you reach
scale and impact.**

Canopy walkthrough

Localize and customize

Customize offering

Homeowner offerings

WHICH UPGRADES DO YOU WANT TO OFFER HOMEOWNERS?

Select all options



Rooftop solar



Electric
vehicles



Induction stove



Insulation,
windows, &
doors



Heat pump



Smart
thermostat



Home battery



Heat pump
water heater



Renewable
energy



Portable heat



Portable

Customize offering

Homeowner offerings

WHICH UPGRADES DO YOU WANT?
Select all options



Rooftop solar



Insulation,
windows, &
doors



Home battery



Add contractor

CONTRACTOR NAME

Your City Heating & Cooling

SERVICES PROVIDED

- ☒ Energy audits
- ☒ Weatherization
- ☒ Heat pumps
- ☐ Solar
- ☐ EV chargers
- ☐ Electrical panel upgrades
- ☐ Heat pump water heaters

WEBSITE

https://example.com/

PHONE NUMBER

555-555-5555

EMAIL

contractor@yourcityhvac.com

Back

Complete

Customize offering

Homeowner offerings

WHICH UPGRADES DO YOU WANT?
Select all options



Rooftop solar



Insulation,
windows, &
doors



Home battery



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Back

Fuel pricing

AVERAGE ELECTRICITY RATES

\$ / kWh

Enter the average default rate (\$ / kWh) for utilities in your community. This will be used to calculate savings estimates for homeowners.

AVERAGE NATURAL GAS RATES

\$ / therm

Enter the average default rate (\$ / therm) for utilities in your community. This will be used to calculate savings estimates for homeowners.

AVERAGE PROPANE RATES

\$ / gallon

Enter the average default rate (\$ / therm) for companies in your community. This will be used to calculate savings estimates for homeowners.

AVERAGE FUEL OIL RATES

\$ / gallon

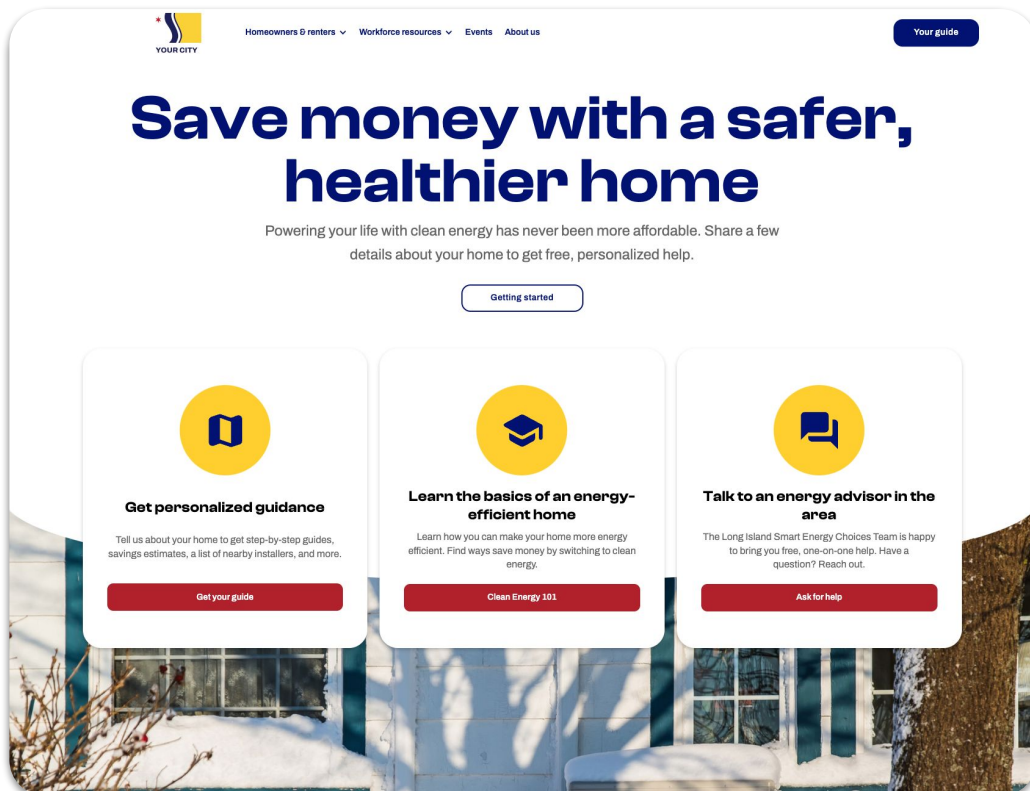
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Back

Complete

Customized website

Landing pages



Education



Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide

The basics of an energy-efficient household

Electrification means replacing machines like a fossil fuel burning furnace, water heater, stove, or car with efficient, electric alternatives. It also means getting your electricity from renewable sources so you can run these machines with clean power.



The good news is that that technology to electrify your home is here, and it is great!

These technologies have a lot of benefits above their fossil fuel counterparts. They can:

- Improve indoor air quality and safety
- Make your home more comfortable and resilient
- Reduce your energy bills
- Reduce pollution and help the environment

You don't need to electrify your home all at once. You should be practical and

CLEAN ENERGY 101



1. Planning ahead

Making a plan can help save you money when appliances and vehicles break down



2. Renewable energy

Rooftop and community solar projects can help save you money on energy bills



3. Electric vehicles

From overcoming range anxiety to choosing the right vehicle, learn what's important



4. Home heating & cooling

Heat pumps can heat and cool your home in any season more efficiently than other systems



5. Water heating


Heat pump water heaters are often the most cost-effective way to get hot water



6. Cooking

Induction stoves are gaining popularity among professional chefs and homeowners alike

Education



Homeowners & renters ▾ Workforce resources ▾ Events About us

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Your guide




⚡

LESSON 5 2 minutes

Water heating

Heat pump water heaters are often the most cost-effective way to get hot water

≡ All lessons

Get started 

Your water heater provides hot water throughout your home, and is usually the second largest source of energy use in the home (after space heating). When you turn on your shower or run your washing machine, you're using water provided by the water heater.

Many traditional water heaters that have been around for decades burn fossil fuels—like

Education



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Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide



Your water heater provides hot water through the largest source of energy use in the home. To shower or run your washing machine, you need hot water. Many traditional water heaters that have

If your current water heater runs on fuel oil, propane, or electric resistance then you'll very likely save money on your energy bills. If you're on natural gas, you'll be closer to breaking even, but it depends on local energy prices.

Retrofitting for your home

Heat pump water heaters are powered by a compressor that pulls heat out of the air and transfers it to an insulated water storage tank, which means it needs ample space from which to pull. An unfinished basement or garage is a great place for a heat pump water heater.

If your current water heater is in a small space like a utility closet, it may not have enough airflow to heat the water. You may need to install louvered doors to increase the airflow, or you may need to get a special kind of heat pump water heater – called a split system – where the compressor sits on the outside and the tank sits inside.

Electrical panel and wiring

Depending on the capacity and remaining space of your electrical panel, you may need to have an electrician add or reconfigure circuits on your panel and add 220V outlets for the heat pump water heater to plug into ([learn more](#)). This should be done in preparation for or alongside the heat pump water heater install.



All lessons

Get started




Get personalized guidance

We help homeowners and renters make their homes more sustainable and comfortable, all while lowering their energy bills. Tell us about your home to get started.

Get your guide

Rebate & incentive finder



Getting startedRebate finderContractors


Sign in

All rebates & incentives


Learn which financial incentives are available to you for work in your home. Share a few details about your household, and we'll help you find all the programs you're eligible for.

HomeownersRenters

HOME HEATING & COOLING

**Insulation, doors & windows**

\$1,054

**Heat pumps**

\$2,000

Heat pumps can heat, cool, dehumidify, and filter the air inside your whole home or specific parts of it — all with one highly energy efficient appliance.[Learn more](#)

TAX INCENTIVES

Reduce your year-end income tax liability

Up to
\$2,000

Inflation Reduction Act
Deduct 30% of the cost of labor and materials — up to \$2,000 — off your federal taxes. Restrictions apply to which heat pumps qualify. Must owe federal taxes to qualify.

REBATES

Get money back after a purchase

\$500

Utility ABC
Must use a Utility ABC qualified contractor. Additional requirements

Average available
\$45,166
Depending on your income, you could be eligible for more


ZIP CODE
46545

HOUSEHOLD INCOME ⓘ
\$

OCCUPANTS
1

Find incentives

Contractor finder



YOUR CITY

Getting startedRebate finderContractors

Sign in

Contractors and installers

An installer will help you figure out which heat pump is right for your home, determine any retrofitting work that needs to be done, and explain financing options.

YOUR AREA

46545



Stars: Highest to lowest

ElectriciansPlumbersHVAC experts

INSTALLER30% OFF

K&B Appliance Repair



Olympia, WA★★★★★478

 Website 

INSTALLER30% OFF

Ortiz Heating and Air



Olympia, WA★★★★★219

 Website 

INSTALLER

Harrison's Heating & Air Conditioning Inc

Olympia, WA★★★★★129

 Website 

INSTALLER30% OFF

Mills Andrew K Plumbing Inc

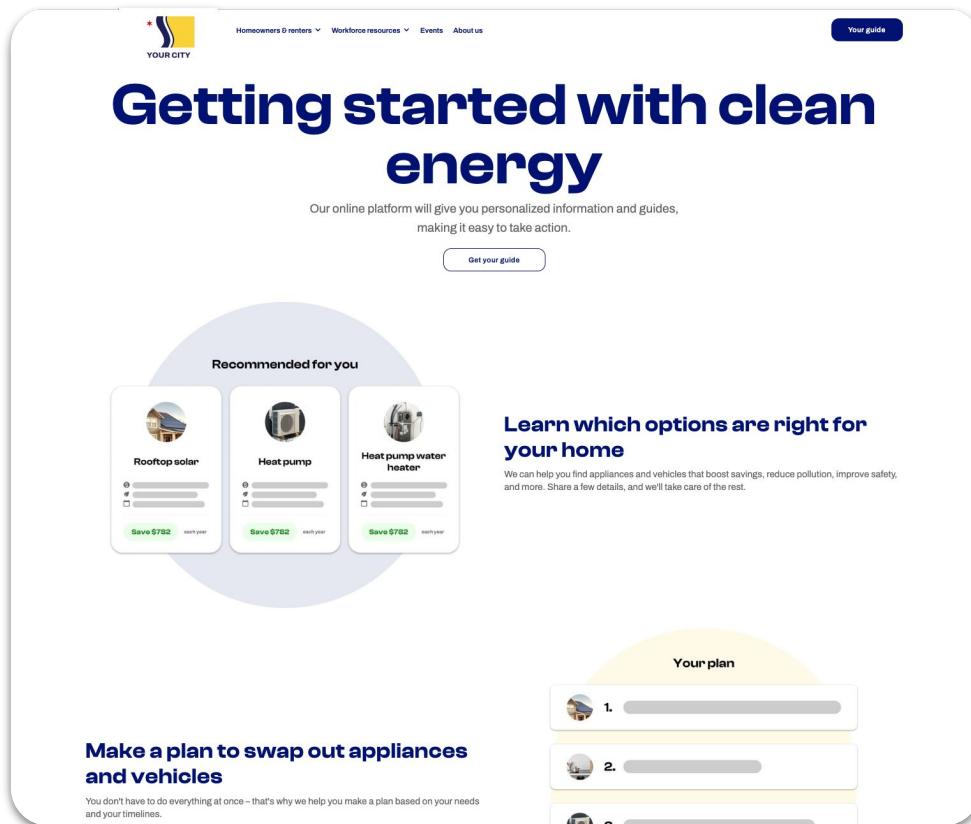
INSTALLER30% OFF

Degree H V A C Inc

INSTALLER

Eminent Electrical Inc

Personalized guidance



Homeowner & renter experience

Onboarding

Home

Share information about your household to get a personalized home upgrade plan with cost and savings estimates, local installers, and more.

HOME ADDRESS







Your home address

We use your location to estimate costs, emissions, and local vendors. We never sell or share your info. You can enter just a zip code, no street address required.

OWN OR RENT

- ☐ I own
- ☐ I rent







TYPE OF HOME

 Single family home	 Apartment or condo	 Townhouse
 Multi-family home	 Mobile home	 Other / I'm not sure

Heating & Cooling







HOW DO YOU HEAT YOUR HOME?

Choose the primary way heat is delivered throughout your home

 Forced air with vents	 Baseboard or wall heater	 Radiators
 Mini-splits	 Radiant floors	 Stove or fireplace

WHAT POWERS YOUR HEATING SYSTEM?








Choose the primary energy source for heat in your home

 Natural gas	 Electric resistance	 Heat pump
 Fuel oil	 Propane	 Other / I'm not sure

Interests

WHAT ARE YOU INTERESTED IN?


Select all options you'd like to learn about


 Rooftop solar	 Induction stove	 Insulation, windows, & doors
 Heat pump	 Smart thermostat	 Home battery
 Heat pump water heater		

Back

Complete

Personalized exploration & education


 **Explore** Your plan

Have a question? [Get help](#) 

Explore

Your picks
You've indicated interest in these electrified home upgrades

Save \$1,200/year




Electric vehicle

- Save on gas & car maintenance
- Reduce outdoor air pollution

\$7,500 In rebates and incentives

Save \$120/year




Heat pump

- Save on energy bills
- Add air conditioning
- Replace aging equipment

\$2,500 In rebates and incentives

Save \$3,200/year



Rooftop solar

- Save on energy bills
- Protect against power outages
- Reduce fossil fuel usage


\$12,290 In rebates and incentives

[View all](#)

Browse all upgrades

SORT BY
Category


HOME ELECTRICITY



Renewable energy plans


n/a In rebates and incentives

Save \$3,200/year




Rooftop solar

\$12,290 In rebates and incentives



Home battery


n/a In rebates and incentives




Electrical panel

\$500 In rebates and incentives

Personalized exploration & education

**Explore****Your plan**

Have a question?[Get help](#)



Your picks

You've indicated interest in these electrified home upgrades

Elect


- Save on
- Reduce

\$7,500

Sort by

Category

HOME ELECTRICITY

**Renewable energy plans**

n/a in rebates and incentives

**Explore****Your plan**

Have a question?[Get help](#)





Your heat pump overview

Heat pumps can heat, cool, dehumidify, and filter the air inside your whole home or specific parts of it — all with one energy efficient appliance.

- 💡 Reduce energy bills
- 🏠 Improve indoor air quality & temperature control
- 📅 Replace 15+ year old HVAC equipment
- 🛢️ Reduce or eliminate fuel oil use

ROUGH TIMELINE

2 to 5 weeks

Estimated – installers will give more accurate ranges

ABOUT THE PROCESS

6 steps

We'll help you find installers, evaluate quotes, and more

YOUR PROGRESS

**0% complete**

[View guide >](#)

Cost overview

Based on the prices of electricity, fuel oil, and market factors, here's how much you can expect to

\$12,200

n/a incentives


n/a

n/a incentives

\$500

n/a incentives

Personalized exploration & education

[Explore](#)[Your plan](#)

Your picks

You've indicated interest in these electrified home upgrades


- Save on
- Reduce

\$7,500

Renewable energy plans

n/a

In rebates and incentives




Cost overview

Based on the prices of electricity


ROUGH TIMELINE

2 to 5 weeks

Estimated - in give more acc


[Explore](#)[Your plan](#)

Have a question?[Get help](#)



Benefits of a heat pump


There are several reasons to consider a heat pump for your home.




Pollution

Compared to a heat pump, your current HVAC system emits an extra **7,277 lbs of CO₂** each year.

That's like driving your car to Newark, New Jersey and back.






Lower bills

↓ **\$116/year**
on energy bills


Based on information about your home's energy use and the price of electricity and fuel oil in Alaska over the last 12 months.



Home value

↑ **4.3-7.1%**
average increase in home value

Homes with heat pumps sell at higher prices than comparable homes heated with fossil fuels. [See research.](#)



Health & safety

Reduced risk of fuel oil leaks

Reduced risk of fire

Eliminating sources of dangerous fumes or harmful pollutants makes your home more safe.

[View all](#)

Personalized exploration & education

How it works

Cold climate heat pumps can work even when the temperature outside is below zero. However, it is important to have a source of backup heat for particularly cold days.

★ Ductless heat pump

Ducted heat pump

PRIMARY HEAT

Cold climate ductless heat pump ^

These systems are great for homes without duct work.

- 1 An outdoor compressor captures heat from the air outside and pumps the heat into your home. In warm weather, it works in reverse.
- 2 Indoor unit(s) – often called “mini-splits” – are installed in one or more specific rooms and distribute heat and cool air throughout the space. [See examples](#)

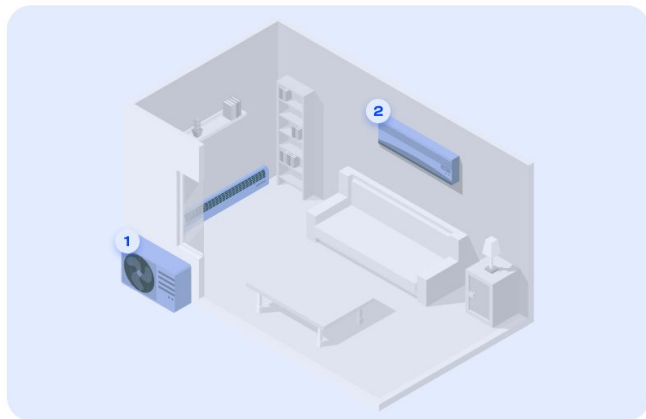
BACKUP HEAT OPTIONS

Keep current system as backup ^

If your current wood stove is still functional, keep it to heat rooms without indoor units and to add supplemental heat for particularly cold days. Your heat pump will run most often, and your wood stove can be turned on at the lowest temperatures.

Add additional electric heating ^

If you want to get off wood, you can install an electric back up system to heat rooms without indoor units. Options include an electric boiler, electric baseboards, infrared heaters, and more. [Learn more about your options](#)



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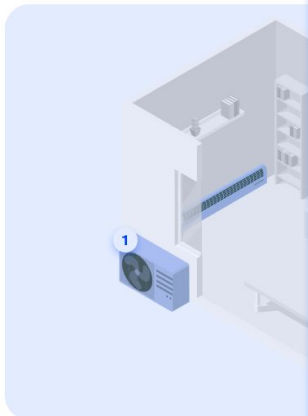
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Ducted heat pump

Ductless heat pump

PRIMARY HEAT

Cold climate ducted heat pump ^

Ducted heat pumps use your home's existing ductwork to heat and cool your home. In order to work efficiently, your ductwork must be well air sealed and insulated.

- 1 An outdoor compressor captures heat from the air outside and pumps the heat into your home. In warm weather, it works in reverse.
- 2 An air handler sits in your basement, attic, or crawlspace. It blows the warm or cool air through your ducts.
- 3 Your duct system delivers the warm or cool air to rooms throughout your home.

BACKUP HEAT OPTIONS

Keep current system as backup ^

If your current furnace is still functional, you can keep it to provide supplemental heat for particularly cold days. Your heat pump will run most often, and your furnace can be turned on at the lowest temperatures.

Additional electric heating ^

You can install an electric resistance heating strip inside your air handler. The strip will provide supplemental heat for particularly cold days. [Learn more about your options.](#)



Economics

Cost overview

Based on market factors, here's how much you can expect to pay up for a heat pump system is appropriate for your home.

LOW ESTIMATE

\$6,106

\$8,106 before incentives

to

HIGH ESTIMATE

\$18,266

\$20,266 before incentives

A ductless mini-split heat pump with one indoor wall unit and supporting electrical work is closer to this price.

You'll pay more if adding multiple wall units and/or if your home needs larger electrical upgrades.

REBATES & INCENTIVES

There are federal, state, and local incentives available. Depending on income, you might be eligible for more.

\$2,500

[Find more incentives](#)

FINANCING

You could qualify to get low-interest financing for home electrification projects

\$120/mo

[Financing options](#)

Economics

Cost over

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appropriate for your home.

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\$8,106 before incen

A ductless mini-split heat
one indoor wall unit and
electrical work is closer

Rebates & incentives

Learn which rebates, incentives, and financial aid programs are available to you as you purchase and install a heat pump.

Rebates

Tax incentives

Assistance programs

TAX INCENTIVES

Reduce your year-end income tax liability

\$2,000

Energy Efficient Home Improvement Credit

You can deduct 30% of your [qualifying heat pump equipment](#) and installation expenses from your year-end taxes – up to \$2,000. Learn more about how [tax credits](#) work.

REBATES

Get money back after a purchase

\$500

Homer Electric Association

Must be a member of Homer Electric. Other restrictions apply.

FINANCIAL ASSISTANCE

Reduce upfront project costs

Up to
\$3,000

Clean Heat Incentive Program – Juneau

Homeowners in Juneau could be eligible for \$1,500-\$3,000 when they install a heat pump, depending on their household income. Additional requirements around models and more apply.

HOUSEHOLD INCOME ⓘ

Your income ...

Find incentives

Available to you

\$2,500

Depending on your income, you could be eligible for more

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Clean Heat Incentive

Homeowners in Juneau can
install a heat pump, depending
requirements around mor

HOUSEHOLD INCOME ⓘ

Your income ...

Financing options

These banks and loan packages are available to most homeowners in your area.

True North FCU Heat Pump Loan

Eligibility required AK Heat Smart home assessment and successful credit check. Available in Juneau. Special offers for CHIP participants.

💰 Up to \$12,500 at 4% – 6%

AHFC Energy Efficiency Interest Rate Reduction

Mortgage must be held by approved lender. Requires energy assessments before and after a home is renovated. Applies to the first \$200k of mortgage balance.

💰 Up to -0.75%

USDA Home Repair Loans

Available for low income-qualifying households, and can be used in combination with the grant program if a qualifying household.

Case studies & testimonials

Community experiences

Hear from people in your area who have made the switch to a heat pump



132 neighbors have a heat pump



Janine Grove of Sitka installed a mini-split in 2019, and she would never switch back

Janine's and her family swapped their pellet stove in their 1963 Alaska craftsman home to a heat pump in 2018. She's noticed that her monthly expenses are lower and her home is more comfortable ever since.

[Janine's story](#)

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Janine
installe
2019, a
never s

Janine's an
pellet stove
craftsman h
She's notice
are lower an
comfortable

Janine



Anonymous

RESULTS

We love our heat pump. Installers said our bills would be high in the cold weather, but so far our bills are still lower than past winters. We've had it for 3 years and haven't needed repairs, yet.

LOOK OUT FOR ...

It was hard for us to find an installer who would work with a heat pump in the area. We wound up going with BW/Cook.

SHARED

November 22, 2022

LOCATION

Juneau, AK



Sarah E.

older home

Cold winters/region

RESULTS

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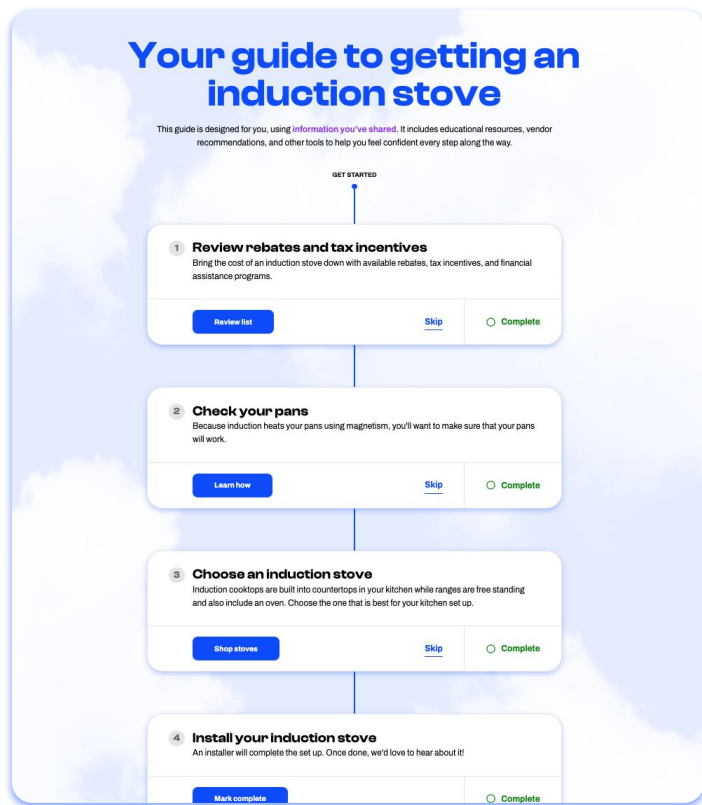
LOCATION

Juneau, AK

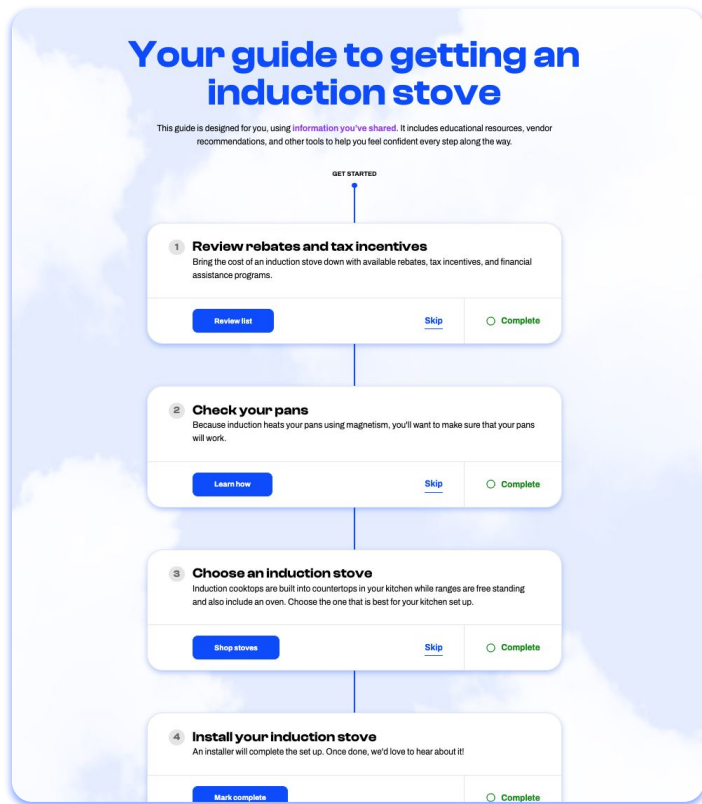
View all



Personalized step-by-step guides



Personalized step-by-step guides



Personalized step-by-step guides

Your guide to a heat pump

This guide is designed for you, using information you've shared. It includes other tools to help you feel confident about your decision.

42% complete

- Check the age of your heating system**
You'll want to replace your furnace if it's over 15 years old to prevent inconvenient and expensive failures.
[Learn how](#)
- Find rebates and tax incentives**
We'll help you figure out which federal, state, local, and utility rebates and tax incentives you qualify for.
[Learn how](#)
- Take a picture of your electrical panel**
Because heat pumps run on electricity, you'll need to have your electrical panel inspected. We'll help you figure out the answers.
[Upload photo](#)

Heat pump installers

Upgrades > Heat pump > Guide > Heat pump installers

Ortiz Heating and Air
Emerald Hills, CA ★★★★★ 129
[Phone](#) [Email](#) [Website](#)

Harrison's Heating & Air Conditioning Inc
Emerald Hills, CA ★★★★★ 129
[Phone](#) [Email](#) [Website](#)

Eminent Electrical Inc
Emerald Hills, CA ★★★★★ 129
[Phone](#) [Email](#) [Website](#)

Mills Andrew K Plumbing Inc
Emerald Hills, CA ★★★★★ 129
[Phone](#) [Email](#) [Website](#)

Degree HVAC Inc
Emerald Hills, CA ★★★★★ 129
[Phone](#) [Email](#) [Website](#)

Need some help?
If you haven't found the right option, our advisor team is here to help.

Personalized step-by-step guides

The image displays three overlapping screenshots of a digital interface for a city's services.

Top Left Screenshot: Shows the header with "YOUR CITY", "Explore", and "Your plan". The main heading is "Your guide to [unclear] a heat pump". Below it, a sub-heading says "This guide is designed for you, using information you've shared. It includes other tools to help you feel confident e". A progress indicator shows "42% comp". The main content area has three green boxes with checkmarks:

- Check the age of your heating s**: "You'll want to replace your furnace if it's over 15 years prevent inconvenient and expensive failures." [Learn how]
- Find rebates and tax incentives**: "We'll help you figure out which federal, state, local, and you qualify for." [Learn how]
- Take a picture of your electrical**: "Because heat pumps run on electricity, you'll need to your electrical panel. We'll help you figure out the ans" [Upload photo]


Top Right Screenshot: Shows the header with "YOUR CITY", "Explore", and "Your plan". The breadcrumb trail is "Upgrades > Heat pump > Guide > Heat pump installers". The main heading is "Heat pump installers". It displays a grid of four installer cards:

- Ortiz Heating and Air**: 30% OFF, Emerald Hills, CA, 5 stars, 129 reviews. [Phone] [Email] [Website]
- Harrison's Heating & Air Conditioning Inc**: Emerald Hills, CA, 5 stars, 129 reviews. [Phone] [Email] [Website]
- Mills Andrew K Plumbing Inc**: Emerald Hills, CA, 5 stars, 129 reviews. [Phone] [Email] [Website]
- Degree HVAC Inc**: Emerald Hills, CA, 5 stars, 129 reviews. [Phone] [Email] [Website]

Bottom Right Screenshot: A modal titled "Get a quote review". It contains the text: "Send us copies of your quotes from installers, and we'll help you evaluate them to make sure they make sense and are fair." Below this is a section "UPLOAD QUOTE(S)" with a "Search your device" button. At the bottom, there is a "DETAILS" section with a text input field "Do you have any specific questions about the quotes?" and two buttons: "Submit" and "Close".

Bottom Center: A blue banner with the text "Need some help?" and "If you haven't found the right option, our advisor team is here to".

Make a plan




Explore

[Your plan](#)

Have a question?

Get help



Your plan

✓ Done (3)

This year

PROJECT COSTS

\$6,500

Combined total for each upgrade

INCENTIVES & AID


\$2,400

Available rebates & incentives

Heat pump water heater

REPLACE BY 2024

50%

...

Add upgrades

Next year

PROJECT COSTS

\$25,200

Combined total for each upgrade


INCENTIVES & AID

\$13,283

Available rebates & incentives

Rooftop solar

0%

...

Make a plan

Explore [Your plan](#)

Have a question? [Get help](#)

Your plan

Done (3)

This year

PROJECT COSTS

\$6,500 Combined total for each upgrade

Heat pump water heater
 REPLACE BY 2024

[Add upgrades](#)

Next year

PROJECT COSTS

\$25,200 Combined total for each upgrade

INCENTIVES & AID

\$13,283 Available rebates & incentives

Rooftop solar 0%



Need help making a plan?

Tell our Advisor team about your home –
we'll suggest solutions based on your needs

[Schedule a call](#)

Advisors


[Explore](#)[Your plan](#)[Rebate finder](#)[Get Help](#)

Talk to an energy advisor

Switching to renewable energy, upgrading your home, and swapping out your car can be intimidating and confusing. Our advisors are here to support you along the way.


[Message us](#)[Schedule a call](#)[Help me make a plan for my home](#)[Help me with rebate eligibility](#)[I'm stuck – help me with next steps](#)

Nudges

**Canopy** support@link.canopyclimate.com
to me

2:48 PM (2 minutes ago)

☆ ↶



Harness the power of the sun

Solar panels absorb energy from the sun and turn it into electricity, powering your home with clean, renewable energy.

It can feel magical 🌞.

But beyond magic, installing rooftop solar also lowers your energy bills, increases the value of your home, reduces pollution, and boosts your energy independence.

[Learn more](#)

Your savings potential

30% off

Available tax incentives

Amount you can claim on your taxes for installing solar panels. We can help you find more state and local incentives too.

\$1309
per year

Your estimated annual savings

Once the panels are installed, you'll generate free electricity saving you money on your energy bills.

4.1%


Estimated home value increase


Based on a [recent study](#) by Zillow, homes with rooftop solar are attractive to buyers.

[Learn more](#)

See your personalized guide


We've created a personalized, step-by-step guide to walk you through all the decisions you need to go solar.



**Canopy** to me

2:48 PM (1 minute ago)

☆ ↶



The smartest way to heat and cool your home

Heat pumps can heat, cool, dehumidify, and filter the air inside your whole home or specific parts of it — all with one highly energy efficient appliance.

They work by **moving** heat from one place to another rather than burning fuel to generate heat. While a high efficiency traditional furnace or boiler may be 92% efficient, a heat pump can be 200-400% efficient!

[Learn more](#)

Your savings potential

up to
\$2,000

Available tax incentives


Amount you can claim on your taxes for installing a heat pump. We can help you find more state and local incentives too.


[Learn more](#)

See your personalized guide

We've created a personalized, step-by-step guide to help you swap to a heat pump. The first step is easy — check the age of your current heating and cooling appliances.


[Take me to the guide](#)




**Canopy** to me

2:48 PM (2 minutes ago)

☆ ↶ ⋮



Up next: get quotes from installers




Nice work! You've completed the first two steps in your journey to installing a heat pump.

Your next step is to get quotes for your home. You can choose from a list of vetted installers in your area.

[Find some installers](#)

Need some help?



Are you thinking about multiple energy efficiency projects and want to understand how they all might work together?

[Talk to our advisors](#)

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Future Roadmap: Community Advisors

Staff and community advisors

CANOPY






Advisor Management

Staff

Staff are experts who can provide detailed support to residents seeking advice

+ Add staff

USER	STATUS	EXPERTISE	RESIDENTS HELPED	SATISFACTION SCORE
 Anna Blankenship ADMIN	ACTIVE	Heat pump, weatherization, heat pump water heater	79	95%
 Nigel Witherspoon	ACTIVE	Induction, EVs, heat pump water heater	12	92%
 Margaret Hanhan	ACTIVE	Weatherization, heat pump	321	91%

Community advisors

Community advisors are homeowners who opt in to talk with their neighbors about their experience

+ Add community advisor

USER	STATUS	AMBASSADOR FOR	RESIDENTS HELPED	SATISFACTION SCORE
 Maxim Leyzerov	ACTIVE	Heat pump, heat pump water heater	8	95%
 Nigel Witherspoon	ACTIVE	EVs	--	--
 Margaret Hanhan	ACTIVE	Induction	321	91%

Recruiting community advisors

Share tips and advice

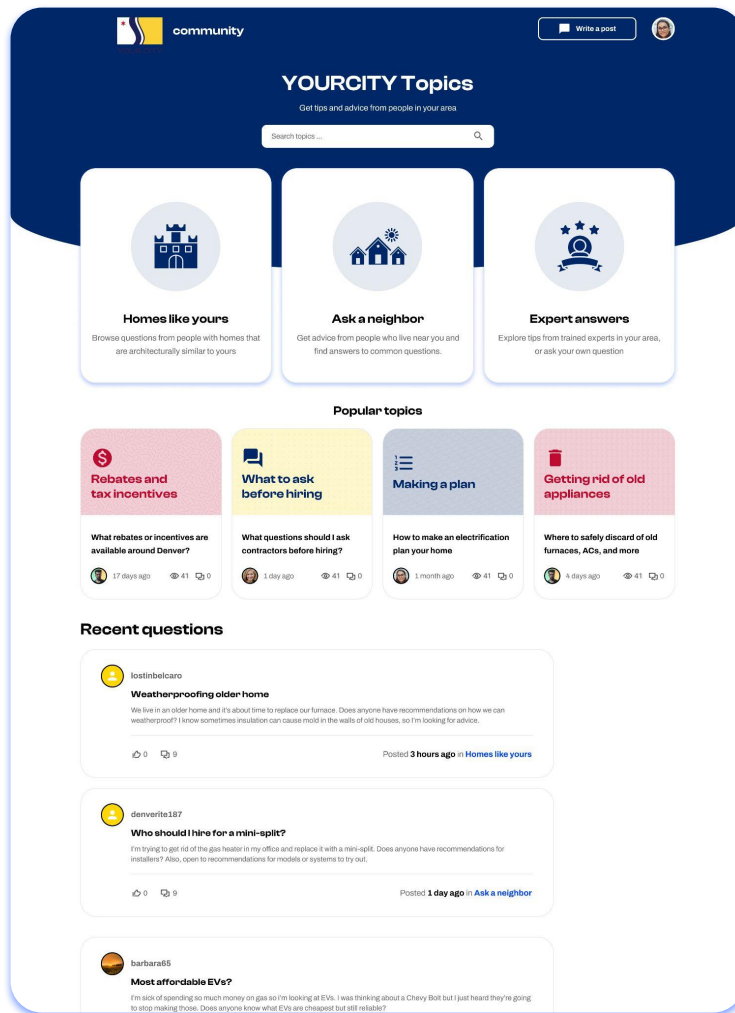
People are more likely to adopt new technology for their home when they hear about their neighbor's experiences.

WOULD YOU BE INTERESTED IN:

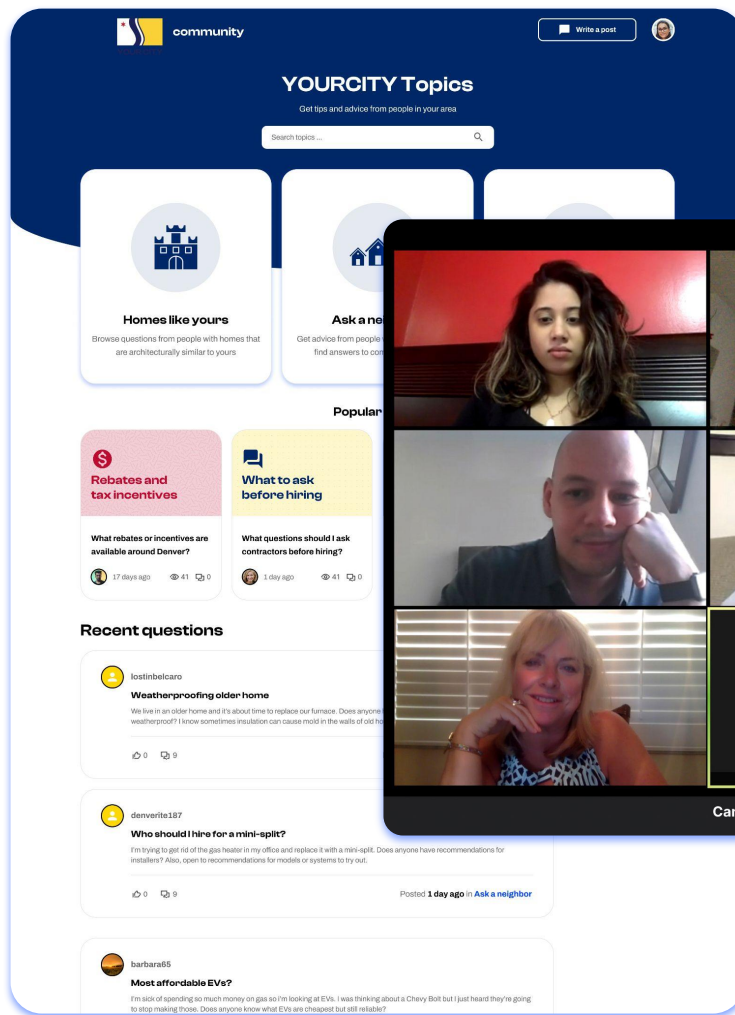
- ☐ Adding a sign to your yard to promote heat pumps (5 min)
- ☐ Writing a review of your heat pump experience (10 min)
- ☐ Being interviewed for a case study (30 min)
- ☐ Recording a video about your heat pump experience (1 hour)
- ☐ Talking to neighbors about heat pumps (1-3 hours/month)

Submit

Forums & webinars



Forums & webinars



1:1 convos with community advisors



Speak with a neighbor

Want to hear from a neighbor about their experience with a heat pump? We'll connect you.

[Connect me](#)

1:1 convos with community advisors



Sp

Want
with

Speak with a neighbor

A community member will reach out to you within 2-5 days.

WHAT DO YOU WANT TO DISCUSS?

What questions would you like a community member to answer for you?

PREFERRED CONTACT METHOD

- ☐ Email
- ☐ Phone call
- ☐ Text message

Submit

1:1 convos with community advisors



Sp

Want
with

Speak with a neighbor

A community member will reach out to you within 2-5 days

WHAT DO YOU WANT TO DISCUSS?

What questions would you like a community member to answer for you?

PREFERRED CONTACT METHOD

- ☐ Email
- ☐ Phone call
- ☐ Text message

Submit

How was your experience?

You recently interacted with Vicky Volvovski, a community advisor on heat pumps.

WERE YOU CONTACTED IN A TIMELY MANNER?

- ☒ Yes
- ☐ No

RATE YOUR EXPERIENCE



SHARE ANY DETAILS

What questions would you like a community member to answer for you?

Submit




Light management tools

CANOPY



Support Queue

Open Conversations

RESIDENT	SUBJECT	ASSIGNED TO	OPENED ON	
 Anna Blankenship	Heat pump rebates	Vicky Volvovski	January 1	***
 Nigel Witherspoon	Help with home energy audit	Donnie Flood	January 2	***
 Margaret Hanhan	Quote review	Kevin Barrett	January 2	***




[View all](#)

Light management tools

CANOPY


Support Queue

Open Conversations

RESIDENT	SUBJECT	ASSIGNED TO
 Anna Blankenship	Heat pump rebates	Vicky Volvovs
 Nigel Witherspoon	Help with home energy audit	Donnie Flood
 Margaret Hanhan	Quote review	Kevin Barrett

View all

Heat pump rebates




Anna Blankenship

January 1, 2023

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Home attributes:


- **Insulated:** I don't know
- **Heating fuel:** Natural gas
- **Heating distribution:** Forced air
- **Water heating fuel:** Natural gas
- **Cooking:** Electric coil
- **Solar:** No
- **Battery:** No



Nigel Witherspoon

January 1, 2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Anna Blankenship

January 1, 2023

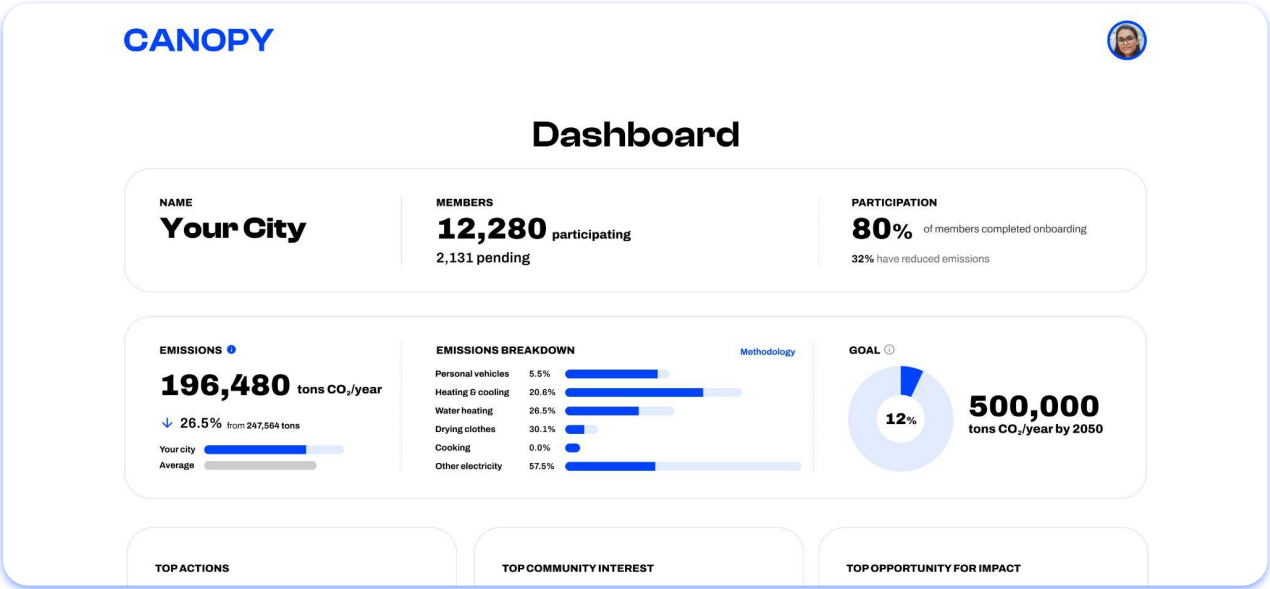
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Reassign

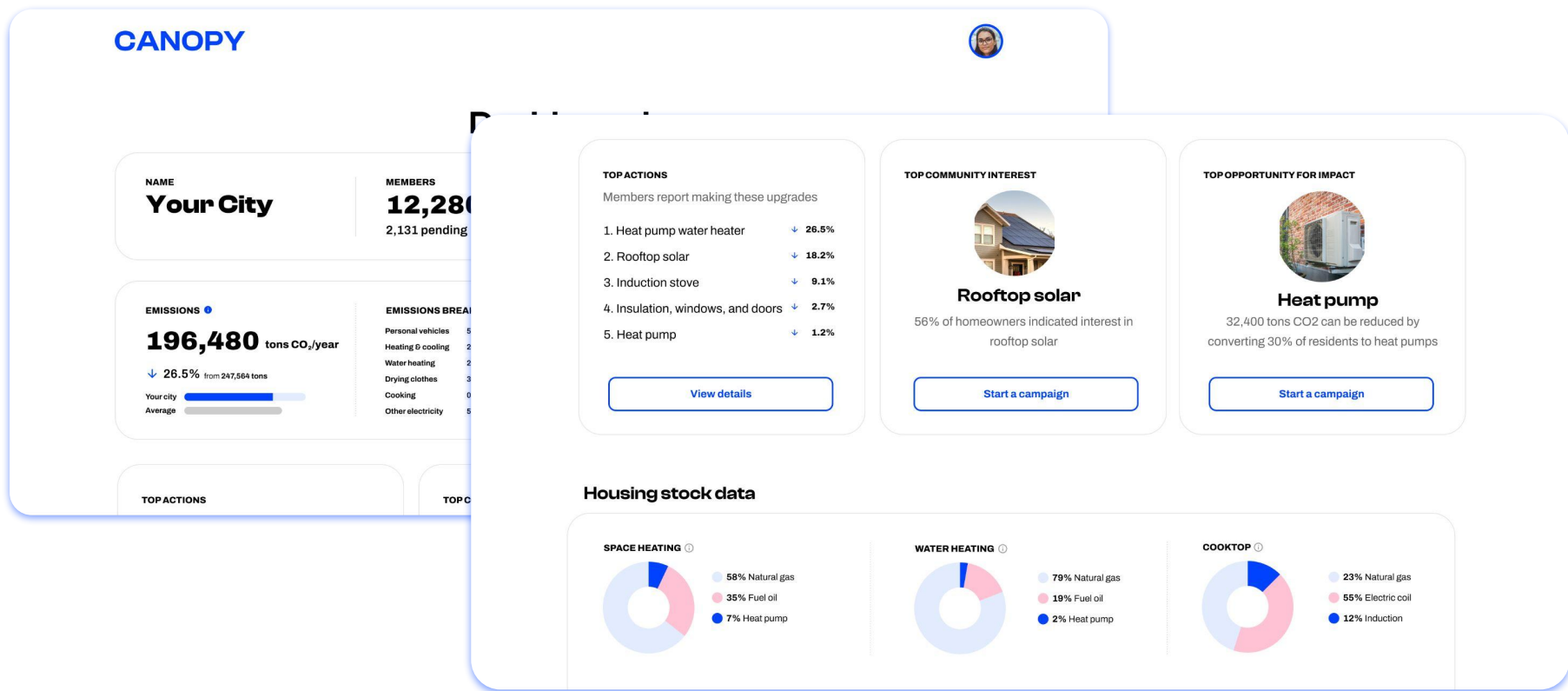
Mark as closed

Reporting

Reporting



Reporting



Future Roadmap: Promotions & Campaigns

Promotions



Explore

Your plan

Have a question?

Get help



Don't miss out on \$1,000

Get \$1,000 off a new water heater if you opt in before August 1

Learn more

Explore

Your picks

Save money

Reduce pollution

Improve health

Your picks

You've indicated interest in these electrified home upgrades

Save \$1,200/year



Electric vehicle

- Save on gas & car maintenance
- Reduce outdoor air pollution

\$7,500

in rebates and incentives

Save \$120/year



Heat pump

- Save on energy bills
- Add air conditioning
- Replace aging equipment

\$2,500

in rebates and incentives

Save \$3,200/year




Rooftop solar

- Save on energy bills
- Protect against power outages
- Reduce fossil fuel usage

\$12,290

in rebates and incentives

Promotions




Explore

Your plan

Have a question?

Get help



Don't miss out on \$1,000

Get \$1,000 off a new water heater if you opt in before August 1

Learn more

Explore

Your picks

Save money


Reduce pollution

Improve health

Your picks

You've indicated interest in these electrified home upgrades

Save \$1,200/year



Electric vehicle


• Save on gas & car maintenance

• Reduce outdoor air pollution

\$7,500

in rebates and incentives

Save \$120/year



Heat pump

• Save on energy bills


• Add air conditioning

• Replace aging equipment

\$2,500

in rebates and incentives

Save \$3,200/year



Rooftop solar

• Save on energy bills

• Protect against power outages

• Reduce fossil fuel usage


\$12,290

in rebates and incentives


Claim your \$1,000 discount today

Canopy to me

3:03PM (0 minutes ago)



Save \$1,000 off a heat pump water heater




YOURCITY is offering \$1,000 to the first 200 homeowners who opt in to buy an energy-efficient heat pump water heater!

Cut your energy consumption by up to 50% and enjoy long-term cost savings. This is a limited-time offer, so act fast and claim yours today!


Claim my \$1,000

See your personalized guide




We've created a personalized, step-by-step guide to help you swap to a heat pump water heater. The first step is easy – check the age of your current water heater.

Take me to the guide



We've scoured the United States for great local vendors and installers. See who is available in Wisconsin.

Check out installers



Are you thinking about multiple energy efficiency projects and want to understand how they all might work together?

Talk to our concierge

Canopy experts are here to help



Take advantage of our free concierge service. Send us an email or schedule a 30 minute session to review your home, your goals, and the options available to you.

Talk to an expert

Send us a note

CANOPY

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A wide-angle photograph of a vast, flat landscape under a bright blue sky with large, fluffy white clouds. The foreground and middle ground are filled with a dense field of yellow wildflowers, likely cornflowers, interspersed with small red and blue blossoms. The horizon is a straight line in the distance, with a single small tree visible on the right side.

Thank you!