



**Behavioral Approaches to Improve Consumer
Uptake of Inflation Reduction Act Incentives**
Solution Session: BECC Workshop
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How can small-to-medium sized contractors for home retrofits and installations be encouraged to make changes to their business to capitalize on IRA provisions and encourage energy upgrades?



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The Inflation Reduction Act provides rebates to improve energy efficiency primarily for low- and moderate-income households.

High-Efficiency Electric Home Rebate Program

Up to \$14,000 in rebates for:

- Heat pumps for HVAC
- Heat pump for water heating
- Electric cooktop
- Electric panel upgrade
- Electrical wiring
- Insulation

For low- & moderate-income households



HOMES Rebate Program

For Low- & Moderate-Income Households:

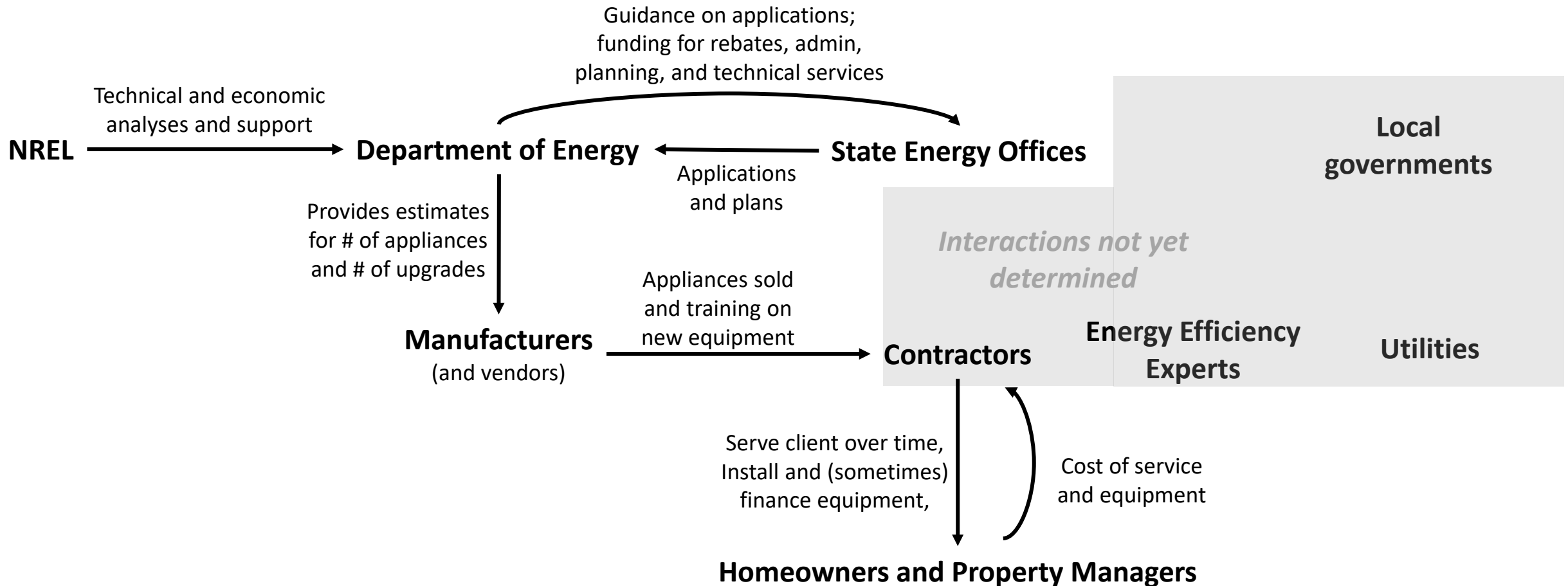
- Up to \$4,000 for 20-35% Energy Savings
- Up to \$8,000 for 35%+ Energy Savings

Everyone else:

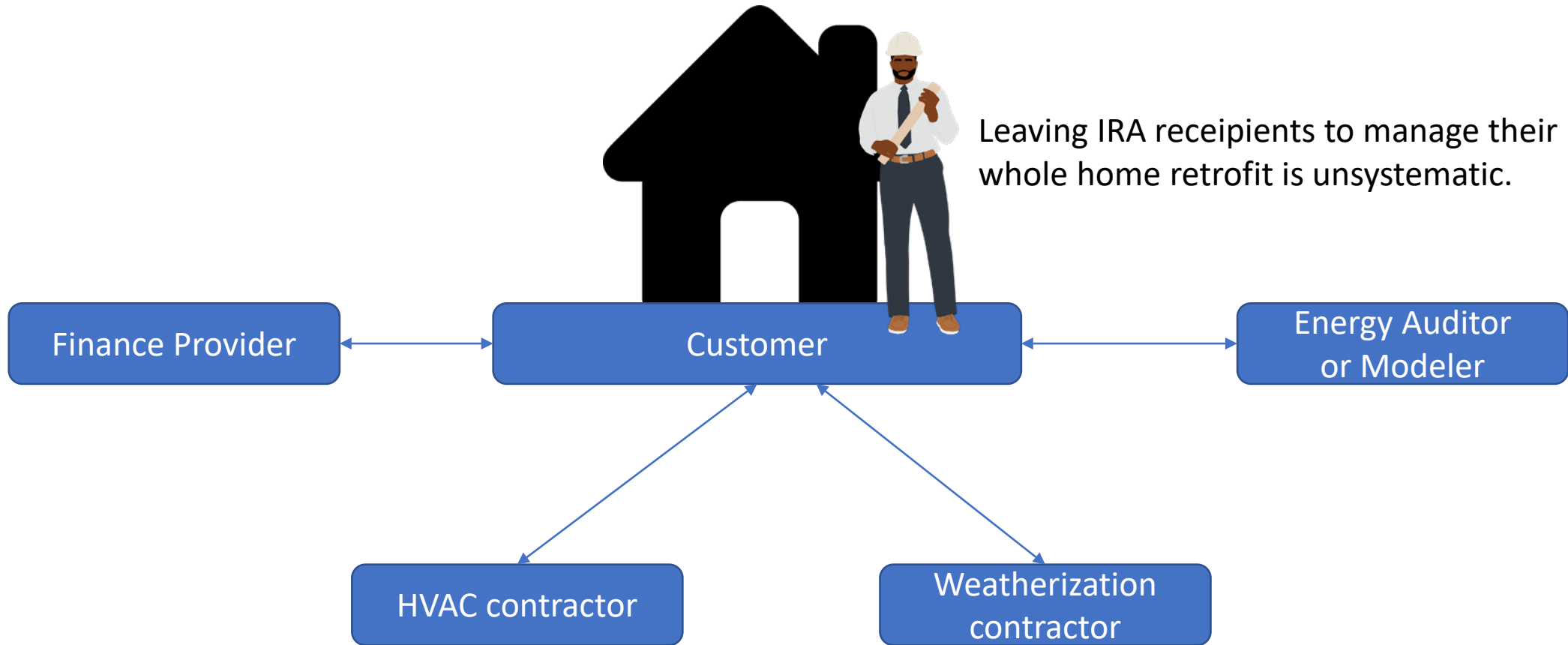
- Up to \$2,000 for 20-35% Energy Savings
- Up to \$4,000 for 35%+ Energy Savings

Households will save the most energy when they combine retrofits.

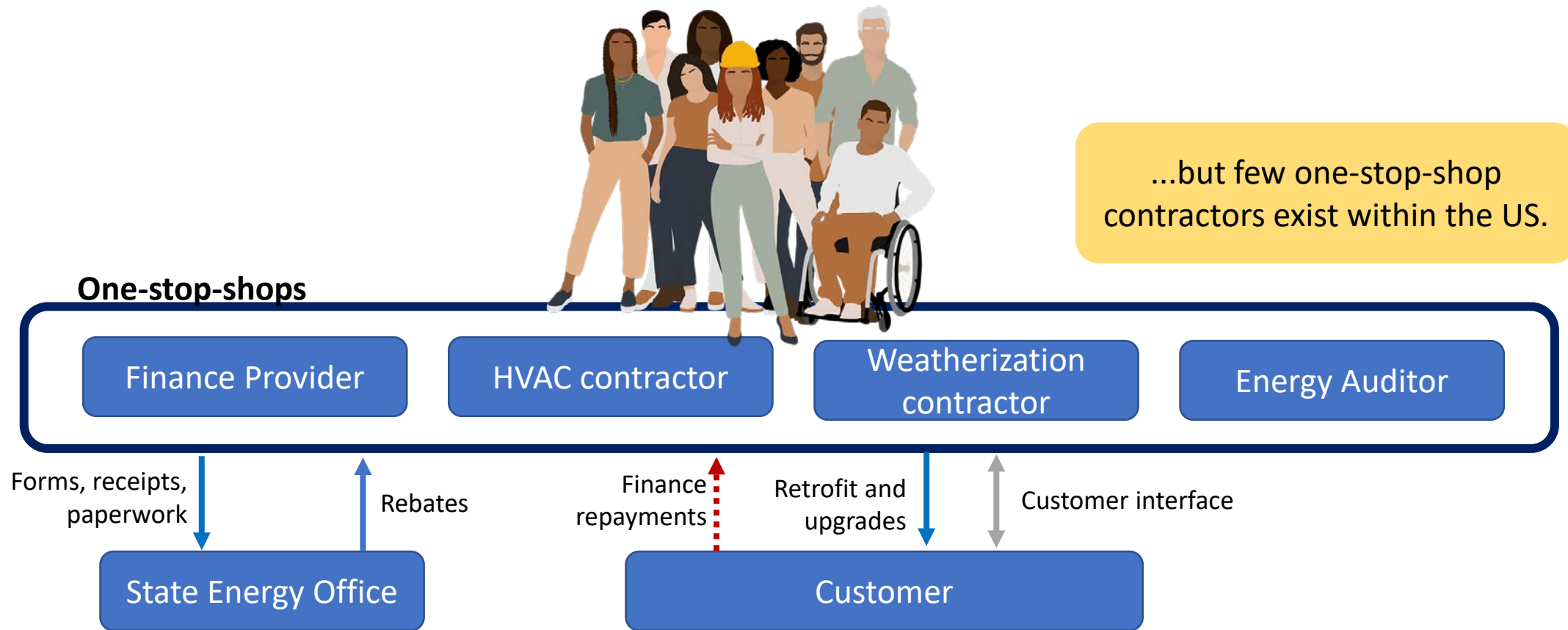
We propose that contractors are better situated to manage whole-home retrofits and rebate processes instead of homeowners.



Too often, homeowners become inundated with managing their whole home retrofits.



One-stop-shop contractors can systematically coordinate rebates, model energy savings, provide financing and install retrofits and upgrades.



Many contractors need to change their beliefs and practices to fully capitalize on IRA provisions.

“We don’t make a lot of outbound calls – at least in terms of sales.”

“Typically we only fix or upgrade one thing at a time.”

“We get about 25 calls a day and 60% of those turn to sales.”

“I’ve never heard of the Inflation Reduction Act”

“Energy efficiency has to produce value to the customer.”

“We haven’t done energy modeling before.”

1. *On the receiving end*
2. *Atomized upgrades*
3. *Already busy enough*
4. *Unfamiliar with IRA and rebates*
5. *Uncertainty of demand*
6. *Energy modeling will be new*



We need behaviorally-informed solutions to change how home energy contractors do business: from atomized contractors to one-stop-shops.