

# Housitive: More Affordable, Accessible Heat Pumps

## Why Heating & Cooling?

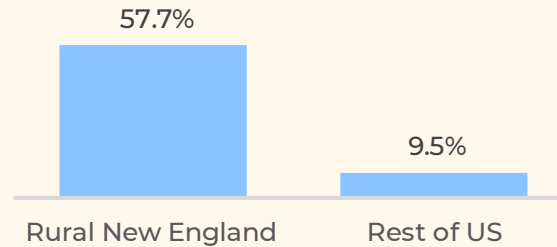
	CO2 Emissions
(billion tons)	
<b>1</b> China	11,472
<b>2</b> United States	5,007
<b>3</b> India	2,710
<b>4</b> Russia	1,756
<b>5</b> Japan	1,067
<b>United States - Resi. Only</b>	<b>942</b>
<b>6</b> Iran	749
<b>7</b> Germany	675
<b>8</b> Saudi Arabia	672
<b>9</b> Indonesia	619
<b>10</b> South Korea	616
<b>11</b> Canada	546
<b>12</b> Brazil	489
<b>13</b> Turkey	446
<b>14</b> South Africa	436
<b>United States - Resi. Gas / Oil Only<sup>(1)</sup></b>	<b>408</b>
<b>15</b> Mexico	407

*If they were their own country, US homes would be the 6<sup>th</sup> largest CO2 emitter globally. Gas and oil burned in US homes are the 15<sup>th</sup> largest emitter of CO2 in the world*

## Why the Rural Northeast?

*Rural homes in the Northeast disproportionately use fuel oil and propane to heat their homes...*

% of Homes Heated with Fuel Oil or Propane



*...Which is costly for their wallets...*

**\$787**

Average annual savings to be had by converting to heat pump<sup>(2)</sup>

*...And the environment*

**38 billion tons**

Annual CO2 emissions for heating from rural New England fuel oil and propane homes

## What We Do

*Housitive is a beginning-to-end service for homeowners to help them electrify their heating & cooling:*

- 01 Instant Assessment.** Our Energy Assessment Tool analyzes a home, estimates potential savings, carbon reduction, and potential install cost
- 02 Installer Visit.** Match homeowner with an experienced installer and schedule a home visit to finalize specs
- 03 Savings, Optimized.** Support in maximizing available rebates and arranging low-cost financing
- 04 Install.** Coordinate install of heat pump and continuous monitoring device
- 05 Monitoring.** Monitor heat pump performance and savings continuously

Source: US Energy Information Administration, National Renewable Energy Laboratory, Our World in Data, Housitive Analysis

Note: (1) Residential Gas and Oil consists of natural gas, distillate fuel oil, hydrocarbon gas liquids, kerosene, and petroleum consumed in US homes. Most of these gases and oils are direct sources for space heating, although a portion are used for water heating, clothes drying, cooking, and electric power via generators. Approximately two-thirds of US homes are heated via direct combustion of gases and oils (the rest are heated via electricity). (2) Average annual heating & cooling savings for rural New England fuel oil and propane homes from converting to tax-credit eligible heat pump models