



## Accelerating Affordable Home Electrification

Most homeowners don't switch from polluting gas appliances (like water heaters, furnaces, and stoves) to clean electric appliances (like heat pumps and induction cooking) because the process is confusing, finding the right contractors & rebates is a headache, and upgrading can seem expensive. Contractors face challenges in finding and selling to electrification-curious homeowners. Uncertainty about rebates and utility bill impacts further deters electrification, especially in LMI homes that would most benefit.

At QuitCarbon, we accelerate home electrification retrofits through our unique service+technology offering that includes homeowner outreach, enrollment, virtual assessments, live assistance, personalized Home Electrification plans, vetted contractor referrals, bid benchmarking, rebate optimization, and more.

QuitCarbon is free to homeowners. By aligning with contractors' business objectives, and requiring no change in their business processes, QuitCarbon helps contractors succeed in profitably serving the clean energy upgrade market.

Since early 2022, QuitCarbon has enrolled over 3,500 homes, generated nearly 1,000 contractor bids, and avoided ~4,500 tons of CO2e pollution via home electrification retrofits. We've achieved success in California by leveraging funded marketing and outreach partnerships with utility and government entities (below). We are now poised to expand our impact by delivering affordable electrification across the USA

### Key Project Members & Partners

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