



*Evergy Heating Cooling and Home Comfort Program*

# Authorized Trade Ally Council Forum

Spring 2020



# SKYPE Meeting Expectations

- We will start with a 20-minute presentation where all audience will be muted
- Please save questions until the end
- Write down questions so you don't forget
- Please keep your phone on mute while you are not talking
- You will have to unmute yourself even after the audience is unmuted
- Text questions during the presentation will also be answered



# Welcome

- Introductions
- Safety Moment
- Trade Ally Mission
- How You Benefit
- Co-op Advertising
- What's New for 2020
- Current Standings
- Marketing During COVID-19
- Open Forum



# Safety Moment

## KNIFE SAFETY

- ✓ Select the right knife for the task.
- ✓ Keep blades sharpened and handles in good condition.
- ✓ Always use a cutting board.
- ✓ Cut downwards with firm even pressure, away from the body.
- ✓ Clean knives immediately after use.
- ✓ Store knives safely in block or rack.
- ✓ Never try to catch a falling knife.





# Trade Ally Mission

On behalf of Evergy, advocate the benefits of energy efficiency including; saving energy, saving money, and improving indoor comfort for our mutual Missouri customers, while using available rebates to help offset customer upgrade expenses.





# How You Benefit

- Rebates = Greater customer value
- High efficiency equipment = higher margins
- Marketing and lead generation = new customers
- Association with Evergy = credibility, trust and partnership
- Assigned account manager = Personalized assistance with program features & benefits

**evergy**

### Find an Evergy-Authorized Contractor

Find an Evergy-authorized contractor by entering your city or zip code, or by entering a contractor's name.

City, Zip, or Address  in 25 mi

Services Provided

OR

Authorized Contractor Name

Take advantage of the **Evergy Heating and Cooling Rebate or Insulation and Air Sealing Rebate** when you make energy-efficient upgrades to your home. Rebates up to \$700 are available on energy-efficient heating and cooling system upgrades.

To find an Evergy-authorized contractor, please enter your

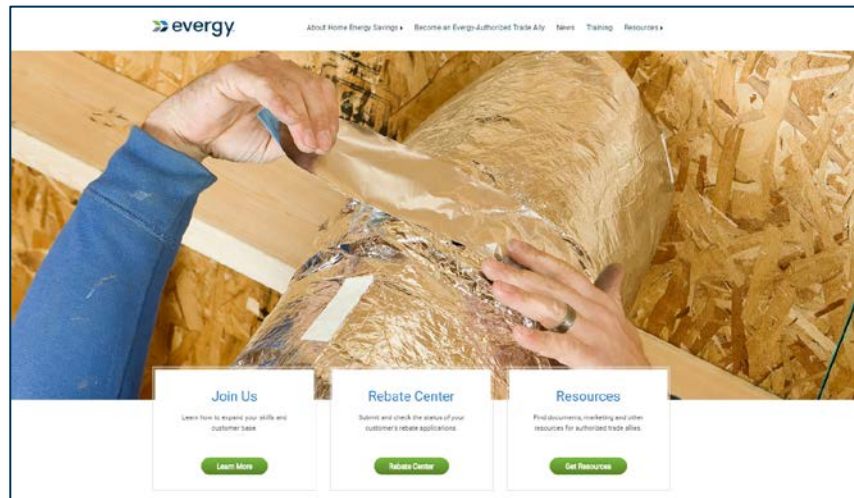
Map Satellite

**PLUS...** You are listed on the Evergy website where customers are looking for rebate info!



# How You Benefit

- Marketing Support
  - ✓ Targeted online advertising, email campaigns, letters
- Contractor Incentives
  - ✓ Contests, spiffs, awards
- Trade Ally Portal
  - ✓ Social media tool kit
  - ✓ Program news, training calendars





# Co-op Advertising Program

Stretch your advertising budget farther!



- Qualify for TV/Radio/Billboard assistance up to \$4,000 and up to \$2,000 for direct mail and more
- Co-branding with Evergy logo and rebate information helps draw attention to your ad

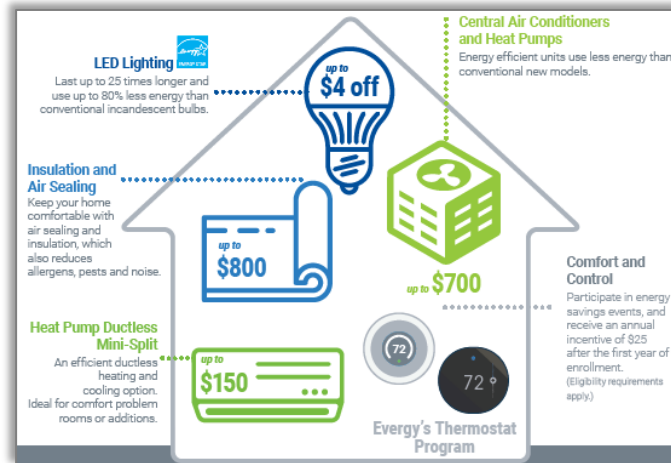
Limited funds still available for 2020, first come, first served. Reserve yours today!





# What's New for 2020

- MEEIA\* 3 is Underway!
  - ✓ 3-year program through 2022
- Program Now on Calendar Year vs Fiscal
  - ✓ Synchs with industry norms and seasons
- New Program Name
  - ✓ Evergy Heating Cooling and Home Comfort program (HC2)
- Incentive Changes
  - ✓ ECM rebate eliminated; ECMs are now standard equipment (effective July 2019)
  - ✓ 15 SEER HP from \$300 to \$250



\* Missouri Energy Efficiency Investment Act



# What's New and More

- New Terms & Conditions
  - ✓ Captures email address and account #
- Enhanced Reporting Capabilities
  - ✓ Ranking by H&C Units rebated
  - ✓ Total Units includes all cooling measures
- Reminders
  - ✓ Applications due within 30 days of installation
  - ✓ Four applications per year to maintain Authorized Trade Ally status

NO DISCOUNTS: Energy does not endorse any particular manufacturer product, system design, claim or Trade Ally in promoting the Rebate.

Timing of rebate program, timing or other business and appropriate personal conduct. The Trade Ally reserves the right to exclude any premises, activity therein, deemed by the Trade Ally to be potentially unsafe or harmful.

USE OF EMAIL ADDRESS: Customer acknowledges and agrees that Energy or its representative may contact Customers via email in connection with the Rebate.

**CUSTOMER COMPLETION REQUIRED**

If you are replacing an existing central air conditioning system or heat pump, the unit that is being replaced is (please pick one):  
 Blowing cold or warm air even if not at temperature     Not blowing air at all     Blowing air without outside unit operating

Account Number: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Email Address: \_\_\_\_\_

By providing your email address, Energy will keep you updated on the status of your rebate.  
 Add my email address to future Energy emails regarding promotions and other rebate offers.

	Total A/C & HP Units	Total
ny	146	
ng	41	



# Current Standings – Top 20

Rank	Authorized Trade Ally	Total A/C & HP Units	Total Rebates Paid
1	A.B. May Company	146	\$64,850
2	Bob Hamilton Plumbing	41	\$15,750
3	Midwest Heating, Cooling & Plumbing	39	\$15,500
4	Buckner's Heating & Cooling Co.	33	\$12,400
5	Climate Control Heating & Cooling, Inc.	30	\$10,700
6	AFC Heating & Cooling	27	\$9,200
7	Neal Harris	27	\$11,100
8	Mission Plumbing Heating and Cooling	20	\$7,100
9	Rudroff Heating & Air Conditioning	19	\$9,300
10	Sharp-Long 72 Degrees	19	\$7,150
11	Lee's Summit Heating and Cooling	18	\$8,500
12	United Heating Cooling and Plumbing	18	\$6,350
13	Anthony Plumbing, Heating & Cooling PHC	16	\$4,600
14	One Hour Heating & Air Conditioning	15	\$6,350
15	A&S Mechanical Heating & Cooling	13	\$5,500
16	Summit Heating and Cooling	10	\$4,750
17	Heartland Quality Heating and Cooling	9	\$3,650
18	Comfort Heating & Cooling, Inc.	8	\$3,100
19	McDaniel Furnace & Sheet Metal, Inc.	8	\$2,950
20	McIntosh and Company, Inc.	8	\$3,100

Results for the period January 1, 2020 - April 28, 2020

How are we doing?  
Good! Total Units (incl. all TAs) are on pace for expectations and ahead of your projections!

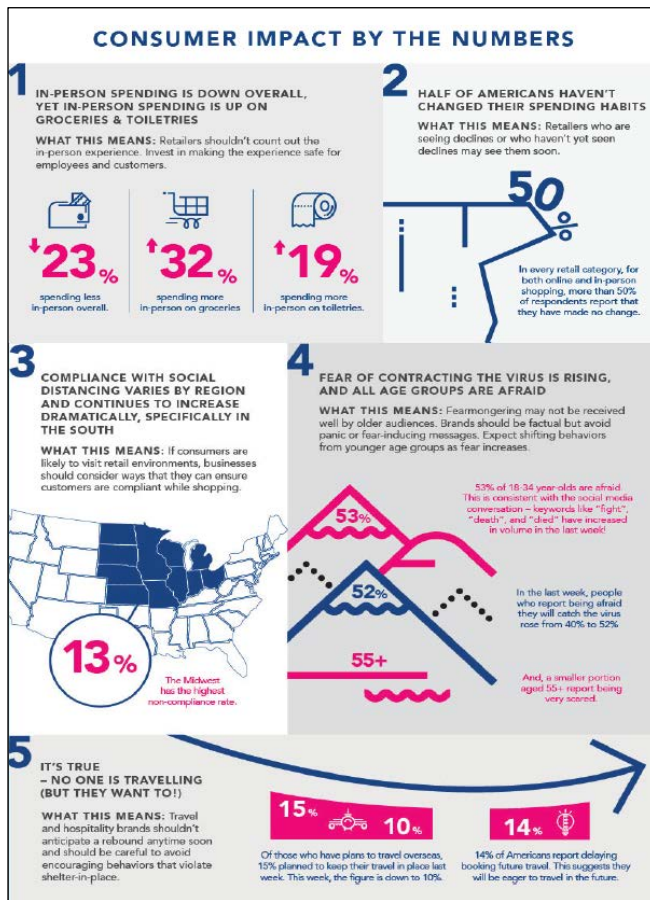
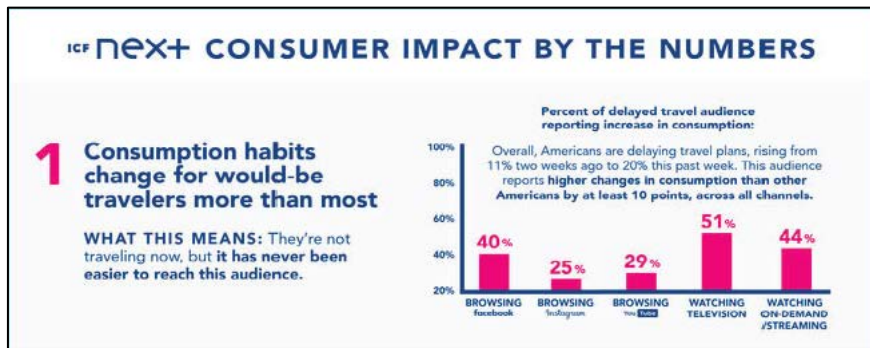




# Marketing During COVID-19

## What's changed?

- 103%+ daytime TV viewership
- 39%+ news watching
- 29%+ social media following
- 24%+ in web use week-over-week

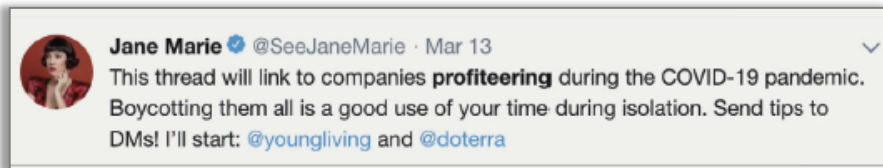




# Marketing During COVID-19

*So... what does this all mean to you?*

- Money matters more than ever
- Consumers focused on comfort, health, and home
- Consumers challenging businesses, demanding compassion
- Businesses MUST empathize
- This is a HISTORICAL time for marketing!





# Marketing During COVID-19

*Should you advertise? YES! Just keep in mind....*

- Structure your message to what's important
  - ✓ Saving money for customers
  - ✓ Making them comfortable
- Is your content
  - ✓ Providing meaningful value?
  - ✓ Tone appropriate?
  - ✓ Coming across as profiteering or helpful?



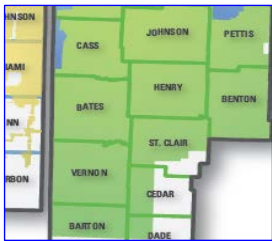
# General Discussion

- COVID – 19
  - ✓ How are your customers reacting?
  - ✓ How much internal impact have you seen?
  - ✓ Survey URL: [surveymonkey.com/r/EvergyCovid](https://surveymonkey.com/r/EvergyCovid)
- How is your spring going?
  - ✓ PMA's?
  - ✓ Weather?
- What questions do you have about the program?
- How can we help?

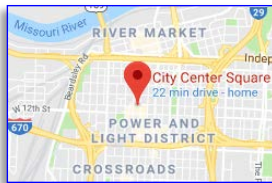




# Outreach Team



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Thank you!

