

## Case Study:

### HVAC Improvements: Heat Pumps

Reducing costs with reliable, energy-efficient temperature control.

### Project summary

Keller Development is a leading housing developer and general contractor that specializes in single and multifamily property development. To help save on overall energy costs throughout their communities, Keller met with Indiana Michigan Power (I&M) to discuss their energy efficiency opportunities. After discussing the company's goals, I&M recommended the HVAC Midstream Program.

As one of our participating dealer-distributors, Keller received an instant discount at the point of purchase for their new heat pump units. By installing energy-efficient HVAC equipment on their properties from the start, they saved over 63,000 kWh annually. That's over \$10,710 saved each year.

### Bigger picture

According to the Department of Energy, modern air-source heat pumps can reduce electricity use by 50% compared to furnaces and baseboard heaters. I&M offers commercial programs to help businesses of all sizes save on new, energy-efficient equipment. These Midstream Instant Discount Programs are designed to streamline the rebate process by offering incentives at the point of sale from your participating distributor. This allows businesses to save on the cost of energy-efficient commercial upgrades and reduce monthly energy use right away.

Homeowners are now eligible for a federal tax credit when they install an air-source or geothermal heat pump. The credit can cover up to 30% of purchase and installation costs.

### Project Stats and Results

**Product:** Efficient air-cooling and heating solutions

**Estimated annual energy savings:** Over 63,000 kWh

**Estimated annual cost savings:** \$10,710

**Project payback:** 4 months

**Rebate amount:** \$23,450



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