



STEP-BY-STEP SALES GUIDE

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STEP 1

1

Review this [Sales Guide](#) for a step-by-step approach to selling a Steffes Serenity.

STEP 2

2

Ensure the homeowner is aware of the [Hydro-Québec financial incentive](#). Encourage them not to wait! The offer is only available through June 30, 2023.

STEP 3

3

Explore the [Steffes Virtual Home Experience](#) with homeowners to demonstrate how the Serenity system could work with their home to increase comfort and efficiency. The [Steffes ETS Handout](#) and [Serenity Brochure](#) are also great resources for those who aren't familiar with ETS technology.

4

STEP 4

5

Address customer concerns with the [Steffes ETS Frequently Asked Questions](#). This resource will provide you with a list of common questions and answers, and details on where to find the correct information to provide to the homeowner.

6

STEP 5

Determine which type of system the homeowner currently has installed. A general cost comparison specific to their system [[standard electric](#), [oil](#), [propane](#), [natural gas](#)] is available.

STEP 6

7

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10

Utilize the [Steffes Annual Space Heating Cost Comparison](#) chart to provide homeowners with specific comparisons of average annual heating costs based on system type, power company rates, usage, and other factors.

STEP 7

Provide the homeowner with an **individualized proposal** that includes pricing for the unit and related services and an estimated timeline for installation.

STEP 8

With the homeowner's permission, send photos and a description of the successful installation to steffes@steffes.com! We would love to share your work!

CONTACT US

Have questions or need more information?

www.steffes.com | steffes@steffes.com | 701-483-5400





HYDRO-QUÉBEC INCENTIVE

CONSISTENT HEAT DOESN'T HAVE TO BE COSTLY

From now until June 30, 2023, Hydro-Québec is offering financial assistance worth \$10,000 to customers who have a central heating ETS system installed, such as the Steffes Serenity or Comfort Plus. Receive an additional \$5,000 if you install an ENERGY STAR® central heat pump or other eligible product under the Efficient Heat Pump Program.

STEP 1 - Review the eligibility criteria

For starters, you must live in the province of Québec and own the property where the system will be installed. [Review the full list of requirements](#) (link below) to make sure you're eligible.

STEP 2 - Complete the Application for Qualification

Complete the [Application for Qualification](#) with your Steffes authorized installer using the estimate they provided. You and your installer will receive confirmation of your eligibility.

STEP 3 - Have your new system installed

Now for the fun part! After the new system is in, your installer must fill out the [Installation Certificate](#). Don't wait! This step has to be completed within 12 months of your eligibility confirmation date.

STEP 4 - Submit documentation to Hydro-Québec

Email or mail the [Rebate Form](#), the [Installation Certificate](#), a copy of your [invoice](#), a photo of your [heat pump](#) with [device number](#), and [proof of payment](#) to Hydro-Québec. Your application will be processed within eight weeks. You will receive the \$15,000 rebate once your application is confirmed as being complete, duly signed and accompanied by the requested documents.

STEP 5 - Don't forget about the new Rate Flex D

Save approximately \$200-300 every year on your electricity bill in comparison with the base rate (Rate D). With dynamic pricing (Rate Flex D), you can [lower your electricity bill](#) by reducing your electricity use during peak demand events, without any sacrifice to comfort. This step is optional, but recommended!

HOW TO APPLY

For detailed application instructions and documents required to obtain financial assistance from Hydro-Québec, please visit:

bit.ly/HQincentive





VIRTUAL HOME EXPERIENCE

LOWER BILLS. GREATER COMFORT.

Steffes Electric Thermal Storage (ETS) systems work smarter, cleaner and greener to deliver increased warmth and lower energy costs. In addition to reducing energy usage and power bills, the exceptional efficiency of Steffes ETS qualifies for rebates such as the forced air ETS incentive from Hydro-Québec.

TAKE IT FOR A SPIN

Explore Steffes Electric Thermal Storage (ETS) in our virtual home experience. This interactive walk-through illustrates how each Steffes system works with your home to increase comfort and efficiency.



HOW ETS WORKS



Dynamic Rate Pricing

Steffes ETS systems generate and store vast amounts of heat during times of low demand for power companies, qualifying you for reduced electricity rates.



24-Hour Warmth

Exceptionally efficient operation then delivers comfortable, reliable warmth to every room, every hour of the day.



Set It & Forget It

There is no furnace to load, soot to clean or oil to burn. Simply adjust the thermostat, and the Steffes system quietly takes care of the rest.

EXPLORE YOUR OPTIONS

ETS may sound complicated, but it actually simplifies your life while improving your comfort. In addition to offering incredibly efficient options for new construction, Steffes ETS can replace and upgrade existing heating systems.



STEFFES.COM/VIRTUALHOME



ELECTRIC THERMAL STORAGE

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HOW ETS WORKS

Steffes ETS systems gain efficiency by generating and storing vast amounts of heat for long periods of time in heating elements contained within high-density ceramic bricks. The systems operate during times when demand on your power company's electrical grid is, qualifying you for reduced electricity rates.

These capabilities can save you upwards of 20 to 30 percent on heating bills without having to sacrifice the comfort and convenience of a traditional heating system. Sign up for dynamic rate pricing (Rate Flex D) with Hydro-Quebec to enjoy these financial benefits.



SERENITY + HEAT PUMP

Serenity is ideally coupled with a conventional heat-pump. Today's heat pumps provide efficient, low-cost heating and cooling, but many struggle to provide adequate comfort in frigid climates.

When the demand for heat exceeds a heat pump's capacity, the Serenity furnace adds the precise amount of stored heat to deliver consistent comfort in your home. The combined benefits provide the best, most economical heating system on the market.

STEFFES.COM/ETS



STEFFES ETS FEATURES



CONSISTENT COMFORT

Steffes systems deliver comfortable, reliable warmth to every room, every hour of the day.



BUILT TO LAST

Every Steffes unit is engineered and built to exacting standards for years of worry-free comfort.



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MUCH MORE THAN LOWER BILLS.



DEDICATED SUPPORT

Our heaters require minimal maintenance, but if you ever need to call, you'll speak to a team of professionals.



SAFE & SOUND

Steffes ETS systems don't produce carbon monoxide, leaving you and your family less to worry about.



CLEAN & QUIET

No furnace to load, soot to clean or oil to burn; and exceptional efficiency means nearly silent operation.



5-YEAR WARRANTY

You'll never know it's there, but we're here if you need us with a 5-year limited parts warranty.



STEFFES SERENITY FURNACE

PEACE OF MIND

Heating your home with Steffes' Serenity Forced Air Furnace gives you:

Confidence that you are providing a consistently comfortable environment for your family.

Reassurance that you are contributing to a lower-carbon future for your children and community.

Comfort that you have chosen the most efficient and environmentally-friendly system for your home.

ABOUT SERENITY

The Serenity furnace combines forced air heating with Electric Thermal Storage (ETS) technology to deliver reliable, consistent heat to every corner of your house. It is explicitly designed to replace your existing oil-burning or gas/electric furnace system. The Serenity's exceptionally efficient operation utilizes low-cost electricity to provide economical and comfortable heating.



STEFFES.COM/ETS



CONTACT US FOR INSTALLATION

Company Name: _____

Contact: _____

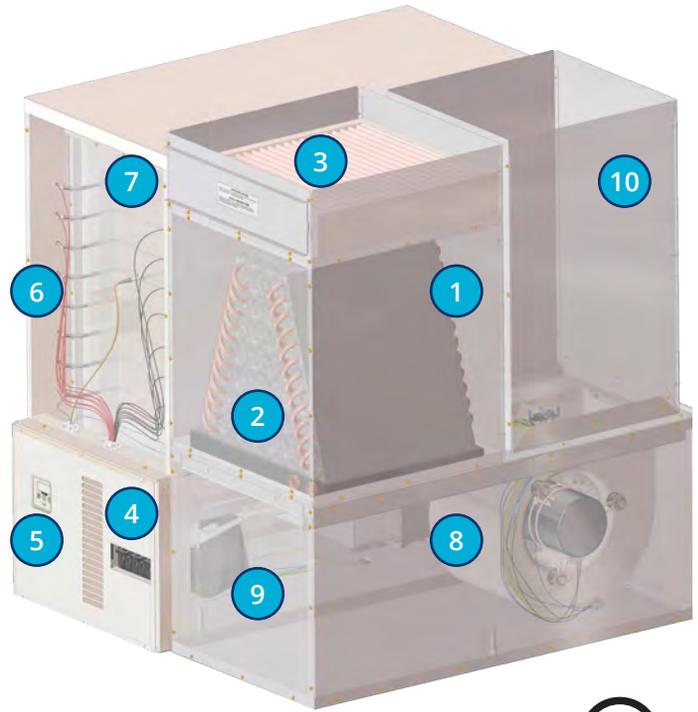
Phone: _____

Email: _____



COMPONENTS

1. Return air plenum (separately ordered or installer supplied)
2. AC or heat pump coil (must be installer supplied, if applicable)
3. Air filter
4. Built-in circuit breakers for power disconnect
5. Programmable microprocessor based control panel and digital display
6. Electric heating elements
7. High density heat storage bricks
8. Air handler with 1/2 HP variable speed blower
9. Core blower
10. Supply air plenum (separately ordered or installer supplied)



1kW = 3412 BTU/hr 1kWh = 3412 BTU

5-year limited manufacturer's warranty

SPECIFICATIONS	
MODEL	4120
Charging Input (kW)	16.0 kW
Single Feed: Minimum Circuit Ampacity (includes 25% derate for continuous load)	91.5 AMP
Charging Circuits Required	2 - 60 AMP, 1 - 15 AMP
Maximum Core and Supply Blower Load	7 AMPS
Element Voltage	240 V
Blowers/System Controls Voltage	240 V
Storage Capacity kWh BTU	80 kWh 284,300 (BTU)
Dimensions Including Air Handler (W x D x H in inches)	43" x 44" x 47"
Duct openings (inches) Supply Air Outlet Return Air Inlet*	18.6" x 18.1" 16" x 16"
Appropriate System Weight	325 lbs
Number of Bricks	72
Approximate Brick Weight	1,116 lbs
Number of Elements	8
Approximate Installed Weight	1,536 lbs
Approximate Air Handler	95 lbs

*The return and supply air plenums can be ordered as optional pieces with the 4200 series systems. They must be installed on the correct opening. Any ducting must accommodate the opening sizes at a minimum.

Manufacturer reserves the right to discontinue or change at any time, specifications or designs, without notice or incurring obligations.



FREQUENTLY ASKED QUESTIONS

How can I afford a Steffes ETS system?

Hydro-Québec is now offering \$15,000 in financial assistance to customers who replace their existing central heating system with Steffes' Serenity and qualifying heat pump. But don't wait! This offer is only valid through June 30, 2023. Review the [Hydro-Québec Incentive Handout](#) for more information. The [standard electric](#), [oil](#), [propane](#), and [natural gas](#) cost comparisons will also help customers to understand potential cost savings.

What does the unit look like? Will it fit in my home?

It is very likely! The Steffes Serenity was specifically designed to fit in some of the smallest homes of the province. Review the [Virtual Home Experience](#) to show customers what an installed furnace looks like in a home or grab the specs off the [Serenity Product Brochure](#) and measure their space.

How does ETS work?

Steffes ETS systems convert electricity, generated during low demand periods, to heat and store it in heating elements contained within high-density ceramic bricks. The [Virtual Home Experience](#) visually demonstrates bricks heating within the Serenity, and the [Steffes ETS Handout](#) provides a written explanation.

How is it going to consistently deliver heat throughout my home?

The [Virtual Home Experience](#) provides a great visual for customers to see firsthand how the Serenity forced air furnace distributes heat throughout the home.

What are the benefits of pairing it with a heat pump? How does it work?

When the demand for heat exceeds a heat pump's capacity, the Serenity furnace adds the precise amount of stored heat to deliver consistent comfort in the home. Both the [Serenity Product Brochure](#) and [Steffes ETS Handout](#) have information regarding pairing ETS with a heat pump.

What are the benefits of ETS? Is it efficient?

Steffes ETS systems gain efficiency by taking advantage of discounted electricity, such as Hydro-Québec's Rate Flex D, which is charged at a lower rate since it is consumed during times when demand on the electrical grid is low. The [Steffes ETS Handout](#) and [Virtual Home Experience](#) are great resources to review with customers.

How do I control my Steffes system?

Set it and forget it! The installer will program the Serenity according to the desired comfort level and power company's charge times. To make an adjustment, simply use the thermostat and the furnace quietly takes care of the rest. More information can be found in the [Steffes ETS Handout](#) or the [Virtual Home Experience](#).



COST COMPARISON ETS & STD ELECTRIC

ETS + HEAT PUMP

- ✓ Hydro-Québec Financial Assistance
- ✓ Heat Savings with Dynamic Pricing (Rate Flex D)
- ✓ Electric Thermal Storage
- ✓ Maintains Comfort level of home even in the coldest day.



STANDARD ELECTRIC

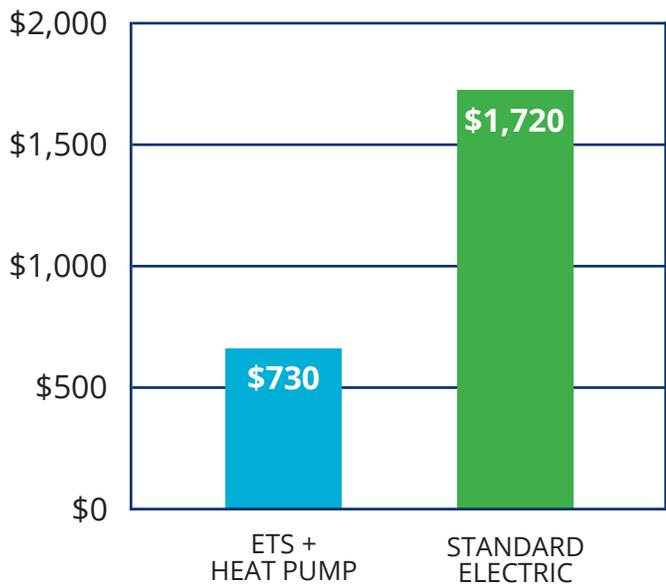
- ✗ No Financial Incentive
- ✗ Higher Operating Costs with Standard Rates
- ✗ No Heat Storage
- ✗ Inconsistent duct heat during the coldest days.



TIME FOR AN UPGRADE

Hydro-Québec is now offering **\$15,000** in financial assistance to customers who replace their existing central heating system with **Steffes' Serenity** electric thermal storage heater and a qualifying heat pump. But don't wait! This offer is only valid through June 30, 2023.

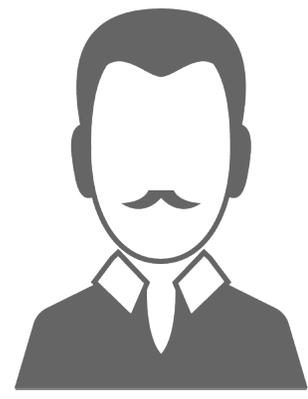
ANNUAL HEATING COST COMPARISON



*Numbers based on a 2,000 sq ft, 4 bedroom home, assuming the homeowner is enrolled in Rate Flex D' dynamic pricing

WHAT STEFFES ETS CUSTOMERS ARE SAYING

"Our ETS system provides more consistent and comfortable heat. I will never have another house without one!"



David Smith, Nova Scotia

¹hydroquebec.com/residential/customer-space/rates/rate-flex-d.html

*See Annual Heating Cost Comparison for complete calculation citation (#11)



STEFFES ETS FEATURES



CONSISTENT COMFORT

Steffes systems deliver comfortable, reliable warmth to every room, every hour of the day.



BUILT TO LAST

Every Steffes unit is engineered and built to exacting standards for years of worry-free comfort.



SET IT & FORGET IT

Simply adjust your thermostat and the Steffes system will quietly take care of the rest.



DYNAMIC PRICING

Our systems store heat during low energy demand periods, qualifying you for reduced electricity rates.

MUCH MORE THAN LOWER BILLS.



DEDICATED SUPPORT

Our heaters require minimal maintenance, but if you ever need to call, you'll speak to a team of professionals.



SAFE & SOUND

Steffes ETS systems don't produce carbon monoxide, leaving you and your family less to worry about.



CLEAN & QUIET

No furnace to load, soot to clean or oil to burn; and exceptional efficiency means nearly silent operation.



5-YEAR WARRANTY

You'll never know it's there, but we're here if you need us with a 5-year limited parts warranty.



COST COMPARISON ETS & OIL

ETS + HEAT PUMP

- ✓ Affordable Electricity
- ✓ Hydro-Québec Financial Assistance
- ✓ Off-Peak Heat Savings (Rate Flex D)
- ✓ Consistent, Comfortable Heat
- ✓ Environmentally Friendly
- ✓ Space Conscious Interior Furnace
- ✓ Clean Operation



OIL

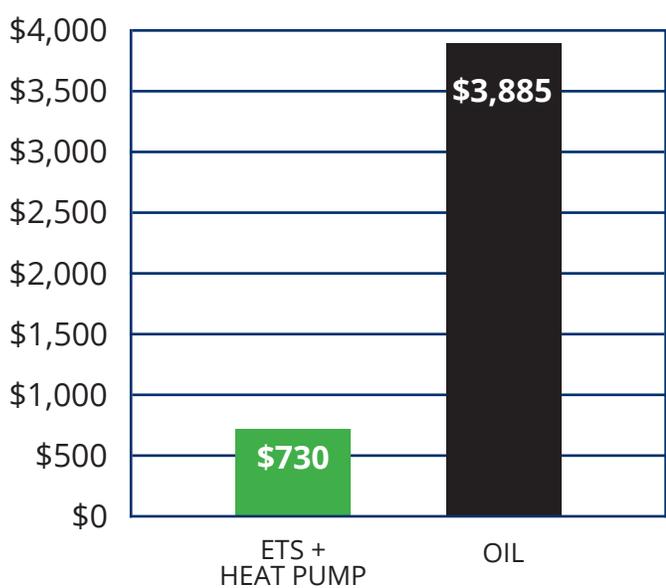
- ✗ Expensive Fuel Oil
- ✗ No Financial Incentive
- ✗ No Energy Discount
- ✗ Inconsistent Heat, High Outlet Temp
- ✗ High Carbon Emissions
- ✗ Large Space Commitment
- ✗ Messy Oil to Burn



ATTENTION!

The Québec government banned the installation of oil-fired heating systems in all new construction projects as of **December 31, 2021**. In addition, installing an oil furnace or replacing one with a fossil fuel furnace will be prohibited by **December 31, 2023**.

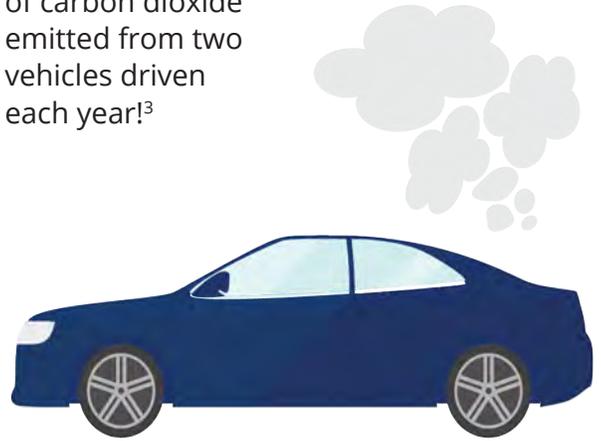
ANNUAL HEATING COST COMPARISON



**Numbers based on a 2,000 sq ft, 4 bedroom home, assuming the homeowner is enrolled in Rate Flex D¹ dynamic pricing*

DID YOU KNOW?

A fuel oil furnace emits 8,329 kg of CO₂ annually.² That's almost the same amount of carbon dioxide emitted from two vehicles driven each year!³



¹hydroquebec.com/residential/customer-space/rates/rate-flex-d.html

²eia.gov/environment/emissions/co2_vol_mass.php

³nrcan.gc.ca/files/oeef/pdf/transportation/fuel-efficient-technologies/autosmart_factsheet_6_e.pdf

^{*}See Annual Heating Cost Comparison for complete calculation citation (#11)



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COST COMPARISON ETS & PROPANE

ETS + HEAT PUMP

- ✓ Affordable Electricity
- ✓ Hydro-Québec Financial Assistance
- ✓ Off-Peak Heat Savings (Rate Flex D)
- ✓ Virtually Maintenance Free
- ✓ Environmentally Friendly
- ✓ Space Conscious Interior Furnace
- ✓ Safe & Clean Operation



PROPANE

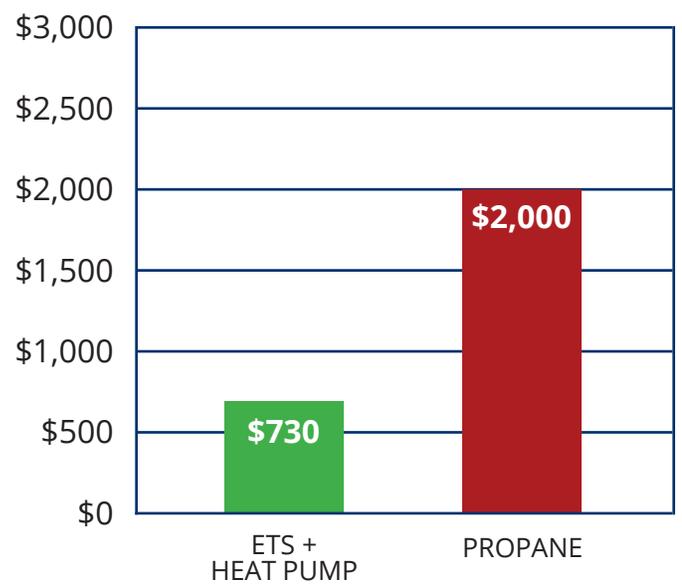
- ✗ Expensive Propane
- ✗ No Financial Incentive
- ✗ No Energy Discount
- ✗ High Maintenance Costs
- ✗ High Carbon Emissions
- ✗ Large Exterior Space Commitment
- ✗ Poisonous & Highly Flammable



CUSTOM DESIGN

Steffes' Serenity Forced Air Furnace was specifically designed to be installed in homes in the province of Québec! This compact version of our whole home electric thermal storage system will fit in most residential utility and mechanical rooms.

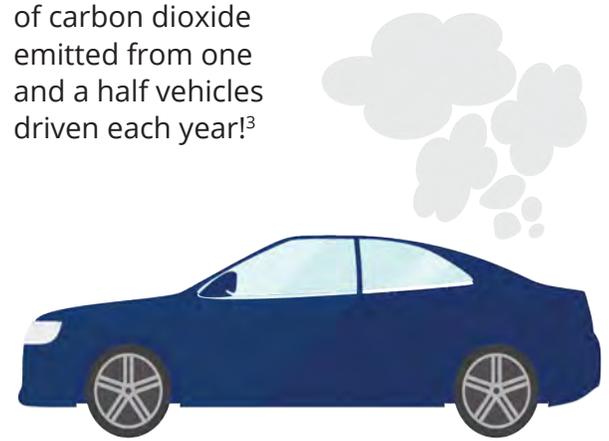
ANNUAL HEATING COST COMPARISON



**Numbers based on a 2,000 sq ft, 4 bedroom home, assuming the homeowner is enrolled in Rate Flex D¹ dynamic pricing*

DID YOU KNOW?

A propane furnace emits 6,095 kg of CO₂ annually.² That's almost the same amount of carbon dioxide emitted from one and a half vehicles driven each year!³



¹hydroquebec.com/residential/customer-space/rates/rate-flex-d.html

²eia.gov/environment/emissions/co2_vol_mass.php

³nrcan.gc.ca/files/oeef/pdf/transportation/fuel-efficient-technologies/autosmart_factsheet_6_e.pdf

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COST COMPARISON ETS & NATURAL GAS

ETS + HEAT PUMP

- ✓ Affordable Electricity
- ✓ Hydro-Québec Financial Assistance
- ✓ Off-Peak Heat Savings (Rate Flex D)
- ✓ Virtually Maintenance Free
- ✓ Environmentally Friendly
- ✓ Longer Lifespan (20-30 years)



NATURAL GAS

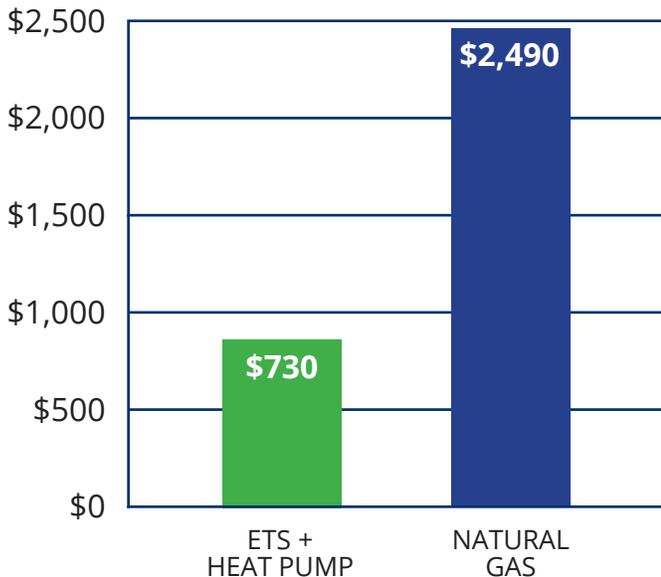
- ✗ Volatile Rates
- ✗ No Financial Incentive
- ✗ No Energy Discount
- ✗ High Maintenance Costs
- ✗ High Carbon Emissions
- ✗ Shorter Lifespan (10-15 years)



NOTICE

Natural gas residential rates have doubled this past year and are expected to continue to rise. In April 2022, Québec became the first jurisdiction in the world to explicitly ban oil and gas development. The government aims to reduce the consumption of petroleum products by 40% by 2030 through the Plan for a Green Economy with complete carbon neutrality in 2050.

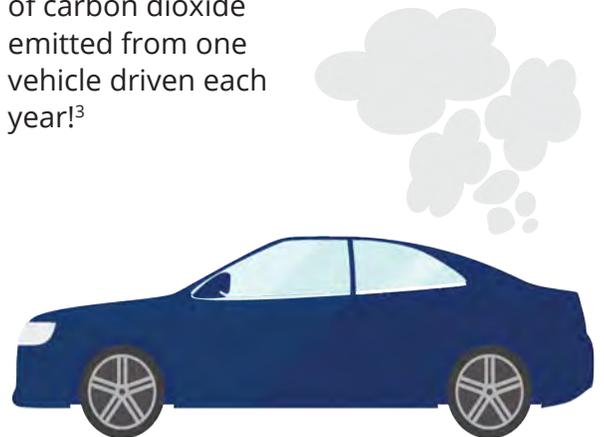
ANNUAL HEATING COST COMPARISON



**Numbers based on a 2,000 sq ft, 4 bedroom home, assuming the homeowner is enrolled in Rate Flex D' dynamic pricing*

DID YOU KNOW?

A propane furnace emits 4,910 kg of CO₂ annually.² That's more than the amount of carbon dioxide emitted from one vehicle driven each year!³



¹hydroquebec.com/residential/customer-space/rates/rate-flex-d.html

²eia.gov/environment/emissions/co2_vol_mass.php

³nrcan.gc.ca/files/oeef/pdf/transportation/fuel-efficient-technologies/autosmart_factsheet_6_e.pdf

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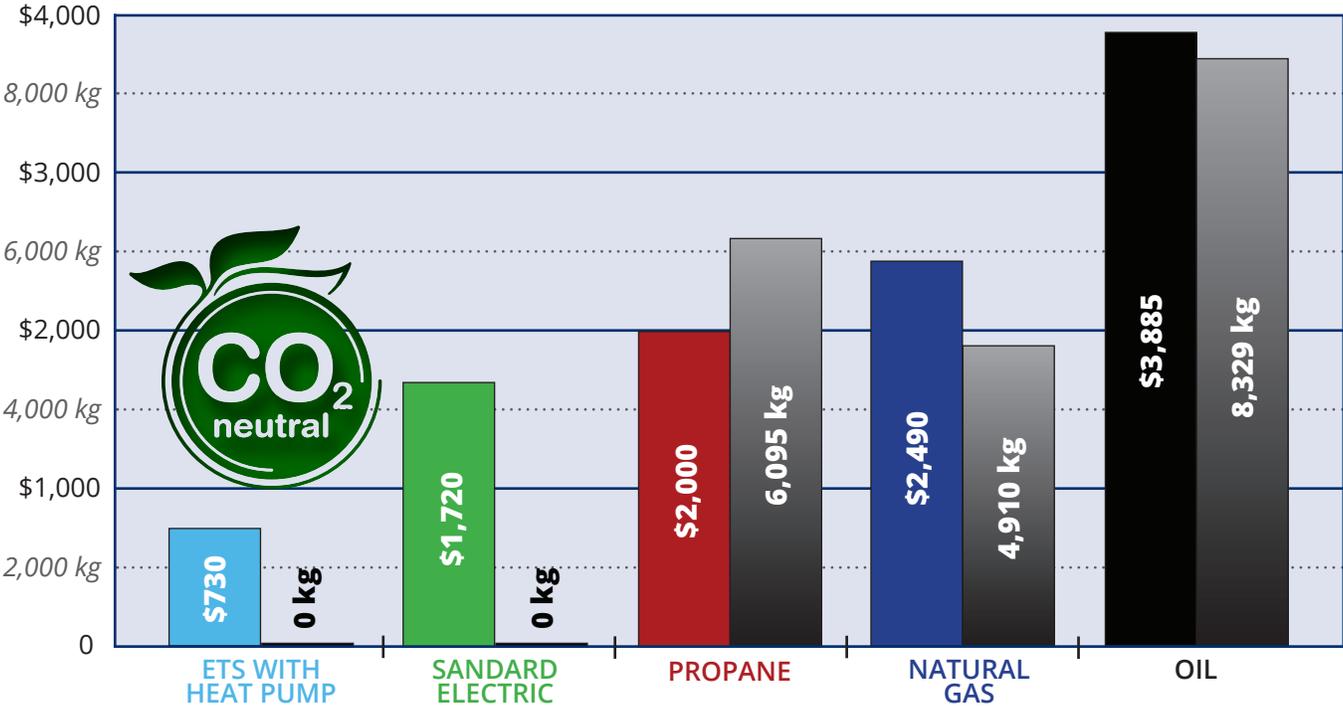
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You'll never know it's there, but we're here if you need us with a 5-year limited parts warranty.



ANNUAL HEATING COST COMPARISON

Average Annual Residential Heating Cost & CO₂ Emissions by Source



Heating Source	ETS With Heat Pump	Standard Electric	Propane	Natural Gas	Oil
Average Energy Required Annually	9,539 kWh	17,647 kWh	2,773 L	1,895 m ³	2,054 L
Cost Per Unit	\$0.077 ¹	\$0.098 ²	\$0.72 ³	\$1.21 ³	\$1.89 ³
Efficiency	185%	100%	90%	90%	80%
Estimated Annual Heating Cost	\$729.73	\$1,720.59	\$1,996.44	\$2,488.36	\$3,882.59

The annual cost comparison is an example of heating costs for a 2,000 sq ft, four-bedroom home based on the degree day estimate. They are estimated in good faith and are solely for generic, informative purposes. Please consider your calculations, including your total energy usage, rates, and your home's building envelope.

To calculate the Estimated Annual Heating Cost, multiply the Average Energy Required by Cost Per Unit. Heating Cost Per Unit includes HQ Rate Flex D¹, HQ Rate D², actual heating costs in Montreal, Quebec, from September 23, 2022, provided by The Master Group³.

Average annual CO₂ emissions calculated with EIA Carbon Dioxide Emission Coefficients [eia.gov/environment/emissions/co2_vol_mass.php](https://www.eia.gov/environment/emissions/co2_vol_mass.php)

