



STEP-BY-STEP SALES GUIDE

1

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**. Did you know? There are also incentives available for installers!

STEP 3

3

4

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** and **Comfort Plus Brochures** are also great resources for those who aren't familiar with ETS technology.

5

STEP 4

6

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.

STEP 5

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

STEP 6

7

8

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10

11

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

2

HOMEOWNER INFORMATION

CONSISTENT HEAT DOESN'T HAVE TO BE COSTLY

Hydro-Québec is offering **\$22,000** in financial assistance for the purchase and installation of an electric thermal storage (ETS) heating system combined with a central heat pump. That's **\$15,000** for a central ETS heating system, such as the Steffes Serenity or Comfort Plus Forced Air Furnaces, and **\$7,000** when you install an efficient heat pump at the same time.

STEP 1 - Review 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** at bit.ly/HQincentive to make sure you're eligible.

STEP 2 - Contact a Steffes-Authorized Dealer

A Steffes-Authorized Dealer will evaluate your needs to **validate your eligibility and determine which system** is best suited for your home. They will provide you with an estimate for the necessary equipment, installation and taxes, which will include what financial assistance you are eligible for. You are responsible for the remaining balance after your financial assistance is applied.

STEP 3 - Have your new system installed

Now for the fun part! **Have your Steffes ETS system installed** and enjoy consistent comfort, as reliable warmth is delivered to every room, every hour of the day! After your system is in, your dealer will submit the necessary documentation to Hydro-Québec to complete the process.

STEP 4 - Prepare for a possible visit

Hydro-Québec may contact you to make an appointment to visit the home where the system was installed to ensure compliance with the energy efficiency measures that were implemented. You may also be asked to provide additional 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, and must be completed by the homeowner by contacting customer service at Hydro-Québec!



STEFFES

HYDRO-QUÉBEC INCENTIVE

2

CONTRACTOR INFORMATION

CONSISTENT HEAT DOESN'T HAVE TO BE COSTLY

Hydro-Québec is now offering up to **\$22,000** in financial assistance for the simultaneous sale and installation of a central Electric Thermal Storage (ETS) heating system and eligible heat pump. This financial assistance is reimbursed to the dealer and should be provided to customers up front. There is also a **\$1,000** incentive available for installers who complete ETS work.

Step 1 - Check Eligibility to Work

Ensure your company is registered with the Registraire des entreprises du Québec and holds the required licenses from the Régie du bâtiment du Québec (RBQ). This is the first step to being listed as a Steffes-authorized company on Hydro-Quebec's website.

Step 2 - Become a Steffes-Authorized Contractor

Reach out to The Master Group to learn how to become an authorized installer of Steffes Electric Thermal Storage Systems. They will guide you through the steps needed to get on the list of Steffes-authorized installers.

Step 3 - Explore Hydro-Quebec's LogisVert Program

Visit the LogisVert Program website to understand the requirements, conditions, and necessary documents for homeowner assistance. By participating, you can earn \$1,000 for each electric thermal storage (ETS) system you install. Help your customers benefit from financial assistance while contributing to Québec's clean energy transition.

Step 4 - Review the Participant's Guide for Installers

Be sure to consult the Participant's Guide for Installers. This guide provides detailed instructions on installation, technical requirements, and steps to ensure smooth and successful installations. It also outlines how to meet the financial incentive requirements, ensuring your customers receive the full benefits and rebates they are eligible for.

Step 5 - Start Selling

5

Upon completion of previous steps, start selling. Validate your customer's eligibility and determine which Steffes ETS system (**Serenity or Comfort Plus**) and heat pump is best suited for their home. Provide them with a detailed quote that includes pricing for the appropriate system, installation costs, applicable taxes and which financial assistance they are eligible for. Don't forget to use HydroQuebec's LogisVert website and Participant's Guide for Installers as a reference.



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

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.



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.



HEAT PUMP FRIENDLY

To maximize the many advantages of a Serenity or Comfort Plus ETS furnace, it is ideally coupled with a conventional central heat pump. Today's heat pumps provide efficient, low-cost heating and cooling, but many struggle to deliver adequate comfort in frigid climates. When the demand for heat exceeds a heat pump's capacity, the Serenity or Comfort Plus ETS furnace adds the precise amount of stored heat to maintain consistent comfort in your home. And because that stored heat is generated off-peak, the combined benefits provide one of the most economical heating systems on the market.



GENERATOR COMPATIBLE

The Serenity or Comfort Plus system can integrate with a backup generator, ensuring continued operation during power outages. This capability enhances your home's resilience by maintaining essential heating systems, offering comfort and peace of mind during extended disruptions. The generator helps distribute the stored heat from the Serenity or Comfort Plus unit throughout your home, ensuring consistent warmth. Ask your contractor how they can get you connected.



STEFFES ETS FEATURES



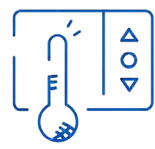
CONSISTENT COMFORT

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

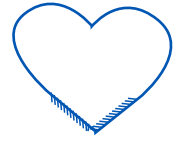
Our systems store heat during low energy demand periods, qualifying you for reduced electricity rates.

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.



COMFORT for the FUTURE

Electric thermal
storage system
for central heating



Learn more: [steffes.com/hq-e](https://www.steffes.com/hq-e)



GENIUS IN A VERY SIMPLE TECHNOLOGY

How does the Serenity electric thermal storage system work?

First of all, the Serenity electric thermal storage system for central heating is a forced-air system operating without fossil fuels. When electricity rates are at their lowest, during off-peak hours, the Serenity furnace converts electricity to heat. The heat is stored in high-density ceramic bricks inside the unit. During peak periods, power to electric elements automatically turns off and unit fans release the stored heat throughout the house.

Combined with a dynamic rate program and a high-efficiency heat pump, the heat storage system provides your household with the coziest winter and lower electricity bills.

GO GREEN

An ideal solution for replacing a fossil fuel central system.

Going green is the trend, and an electric thermal storage system for central heating is a perfect solution for homeowners who want to increase their energy savings and replace their fuel-burning central system with an electric one. A central heating system with electric thermal storage is 100% electric. Since it replaces equipment that runs on fossil fuels, it protects the environment and reduces your greenhouse emission, as electricity generated in Québec is 99% clean and renewable.



More persuasive technical benefits

- Proven technology
- Minimal and easy maintenance
- Low noise level compared to a dual-energy or fuel-oil system
- Can be combined with a heat pump
- No overheating in the area where the device is installed, despite the high temperature of the thermal mass
- Easy connection to existing ventilation ducts





Heat Pump Friendly

To maximize the many advantages of the Serenity furnace it is ideally coupled with a conventional central 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. And because that stored heat is generated off-peak, the combined benefits provide the best, most economical heating system on the market.



Generator Compatible

The Serenity system can integrate with a backup generator, ensuring it continues to operate during power outages. This capability enhances your home's resilience by maintaining essential heating systems, offering comfort and peace of mind during extended disruptions. The generator helps distribute the unit's stored heat throughout your home, ensuring consistent warmth. Ask your contractor how they can get you connected.

MAXIMIZE YOUR SAVINGS WITH A DYNAMIC ELECTRICITY RATE

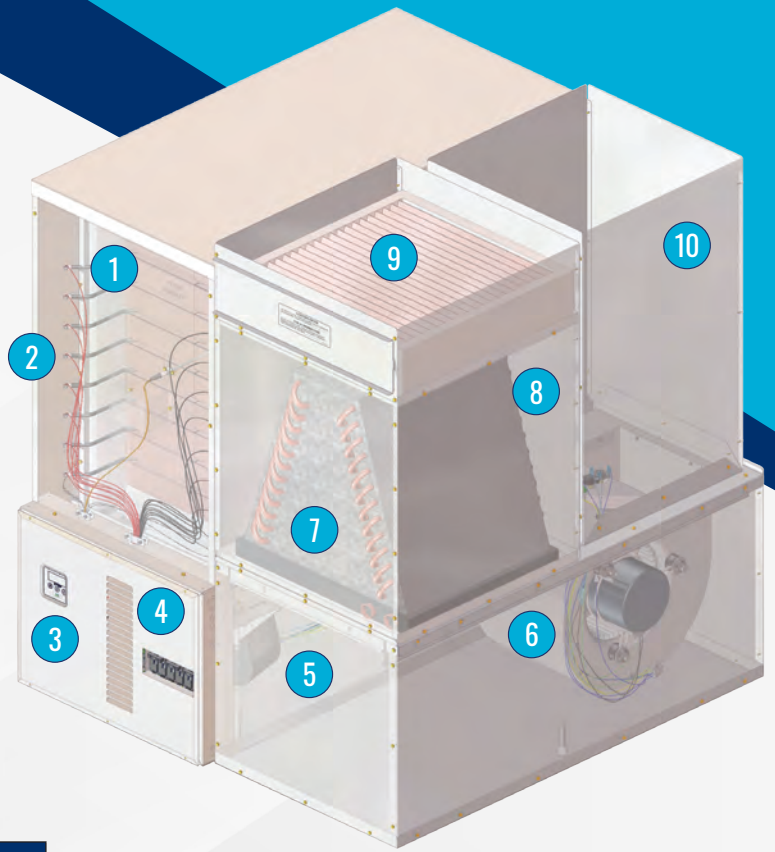
To achieve significant savings, it is also recommended to sign up for Hydro-Québec's new dynamic rate. Here's how it works: during winter, in off-peak periods, the price of electricity is below the base rate. Conversely, during peak periods, electricity is billed at a higher rate. Since the Serenity central heating system elements store heat during off-peak periods and shut down during peak demands periods, major savings can be achieved. Visit www.hydroquebec.com/residential/customer-space/rates/rate-flex-d.html for all the details.

Homeowner Incentives

The Serenity furnace qualifies for the Electric Thermal Storage incentive. These significant rebates are available from Hydro-Québec for a stand-alone Serenity furnace as well as a combination of Serenity + heat pump system. For more information on Hydro-Québec rebates, visit www.hydroquebec.com/residential/energy-wise/windows-heating-air-conditioning/thermal-storage/

Components

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



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

| SPECIFICATIONS | | |
|---|------------------------|----------------|
| MODEL | 4210 | |
| Charging Input | kW | 16.0 |
| Single Feed: Minimum Circuit Ampacity (includes 25% derate for continuous load) | AMP | 91.5 |
| Charging Circuits Required | AMP | 2 - 60, 1 - 15 |
| Maximum Core and Supply Blower Load | AMP | 7 |
| Element Voltage | V | 240 |
| Blowers/System Controls Voltage | V | 240 |
| Storage Capacity | kWh | 80 |
| | BTU | 284,300 |
| Dimensions Including Air Handler | W x D x H (in) | 43 x 44 x 47 |
| Duct openings | Supply Air Outlet (in) | 18.6 x 18.1 |
| | Return Air Inlet* (in) | 16 x 16 |
| Appropriate Systems Weight | lbs | 325 |
| Number of Bricks | | 72 |
| Approximate Brick Weight | lbs | 1,116 |
| Number of Elements | | 8 |
| Approximate Installed Weight | lbs | 1,536 |
| Approximate Air Handler Weight | lbs | 95 |

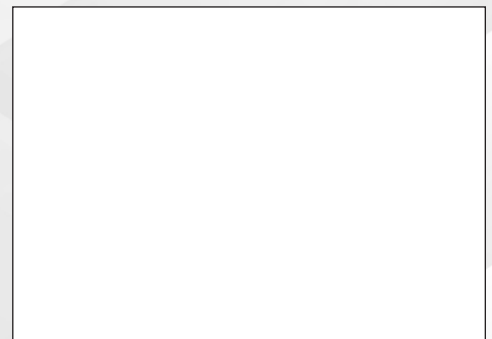
*The return and supply air plenums can be ordered as optional pieces with the 4200 series systems. They must be installed on the correct opening. Any ducting must accommodate the opening sizes at a minimum.

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

LIMITED
MANUFACTURER'S

5-YEAR

PARTS
WARRANTY



COMFORT PLUS™



COMFORT for the FUTURE

Electric thermal
storage system for
central heating



STEFFES

Learn more: [steffes.com/hq-e](https://www.steffes.com/hq-e)

GENIUS IN A VERY SIMPLE TECHNOLOGY

How does the Comfort Plus electric thermal storage system work?

First of all, the Comfort Plus electric thermal storage system for central heating is a forced-air system operating without fossil fuels. When electricity rates are at their lowest, during off-peak hours, the Comfort Plus furnace converts electricity to heat. The heat is stored in high-density ceramic bricks inside the unit. During peak periods, power to electric elements automatically turns off and unit fans release the stored heat throughout the house.

Combined with a dynamic rate program and a high-efficiency heat pump, the heat storage system provides your household with the coziest winter and lower electricity bills.

GO GREEN

An ideal solution for replacing a fossil fuel central system.

Going green is the trend, and an electric thermal storage system for central heating is a perfect solution for homeowners who want to increase their energy savings and replace their fuel-burning central system with an electric one. A central heating system with electric thermal storage is 100% electric. Since it replaces equipment that runs on fossil fuels, it protects the environment and reduces your greenhouse emission, as electricity generated in Québec is 99% clean and renewable.

More persuasive technical benefits

- Proven technology
- Minimal and easy maintenance
- Low noise level compared to a dual-energy or fuel-oil system
- Can be combined with a heat pump
- No overheating in the area where the device is installed, despite the high temperature of the thermal mass
- Easy connection to existing ventilation ducts





Heat Pump Friendly

To maximize the many advantages of the Comfort Plus furnace it is ideally coupled with a conventional central 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 Comfort Plus furnace adds the precise amount of stored heat to deliver consistent comfort in your home. And because that stored heat is generated off-peak, the combined benefits provide the best, most economical heating system on the market.



Generator Compatible

The Comfort Plus system can integrate with a backup generator, ensuring it continues to operate during power outages. This capability enhances your home's resilience by maintaining essential heating systems, offering comfort and peace of mind during extended disruptions. The generator helps distribute the unit's stored heat throughout your home, ensuring consistent warmth. Ask your contractor how they can get you connected.

MAXIMIZE YOUR SAVINGS WITH A DYNAMIC ELECTRICITY RATE

To achieve significant savings, it is also recommended to sign up for Hydro-Québec's new dynamic rate. Here's how it works: during winter, in off-peak periods, the price of electricity is below the base rate. Conversely, during peak periods, electricity is billed at a higher rate. Since the Comfort Plus central heating system elements store heat during off-peak periods and shut down during peak demands periods, major savings can be achieved. Visit www.hydroquebec.com/residential/customer-space/rates/rate-flex-d.html for all the details.

Homeowner Incentives

The Comfort Plus furnace qualifies for the Electric Thermal Storage incentive. These significant rebates are available from Hydro-Québec for a stand-alone Comfort Plus furnace as well as a combination of Comfort Plus + heat pump system. For more information on Hydro-Québec rebates, visit www.hydroquebec.com/residential/energy-wise/windows-heating-air-conditioning/thermal-storage/

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. Supply air plenum with 1/2 HP variable speed blower



1kW = 3,412 BTU/hr 1kWh = 3,412 BTU

| SPECIFICATIONS | | | |
|---|-------------------------------|--|--------|
| MODEL | | 4120 | |
| Charging Input | kW | 19.2 | 24.8 |
| Number of Elements | | 8 | |
| Element Voltage | V | 240 | |
| Blowers/System Controls Voltage | V | 240 | |
| Single Feed: Charging & Blowers/Controls Circuits Minimum Circuit Ampacity (includes 25% circuit size derate for continuous load) | AMP | 109 | 138 |
| Single Feed - Maximum Fuse Size | AMP | 125 | 150 |
| Storage Capacity | kWh | 120 | |
| | BTU | 409,440 | |
| Maximum Maintainable Heat Loss (Peak Control: 6am - 9am & 4pm - 8pm) | kW | 17.44 | 22.52 |
| | BTU/hr | 59,491 | 76,843 |
| Dimensions including Supply Air Handler | W x D x H (in) | 49 ⁷ / ₁₆ x 47 ⁵ / ₁₆ x 46 ⁵ / ₈ | |
| Duct Openings | 1/2 HP Supply Air Outlet (in) | 18 x 22 ⁵ / ₈ | |
| | Furnace Return Air Inlet (in) | 10 ¹ / ₂ x 22 ⁵ / ₁₆ | |
| Approximate Furnace Chassis Weight | lbs | 401 | |
| Number of Bricks | Whole Brick | 105 | |
| | Half Brick | 6 | |
| Approximate Brick Weight | lbs | 1,704 | |
| Approximate 1/2 HP Supply Air Handler Weight | lbs | 65 | |
| Approximate Total Installed Weight | lbs | 2,170 | |

Dimensions do not include the return air plenum. The return and supply air plenums can be ordered as optional pieces with the 4100 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 \$22,000 in financial assistance to customers who replace their existing central heating system with Steffes' Serenity and qualifying heat pump. Review the [Hydro-Québec Incentive Handout](#) for more information. The [dual energy](#), [natural gas](#), [standard electric](#), and [oil](#) 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](#) or [Comfort Plus Product Brochures](#) 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?

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. The [Serenity](#) and [Comfort Plus Product Brochures](#) 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 & DUAL ENERGY

ETS + HEAT PUMP

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



DUAL ENERGY

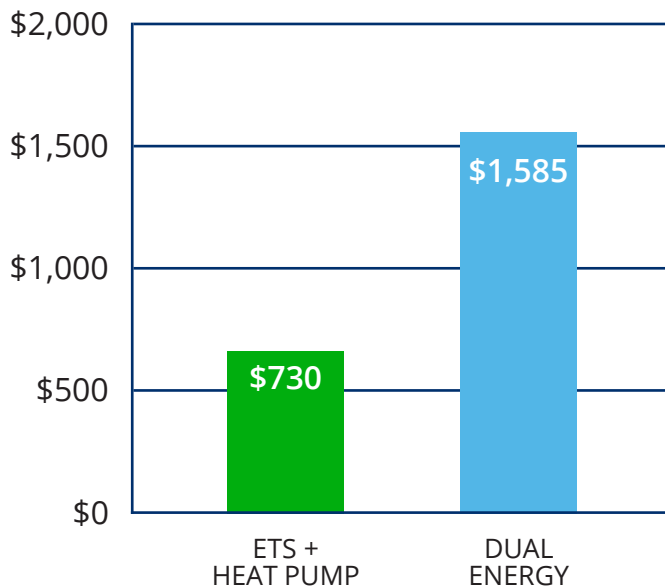
- ✗ Volatile Rates
- ✗ Complicated and Inconsistent Pricing Structures
- ✗ High Maintenance Costs
- ✗ Expensive Upfront Costs



WARNING

Natural gas furnaces are **less environmentally friendly** than ETS, as they utilize non-renewable fossil fuels to produce heat. With Québec's movement to reach net-zero emissions and drastically reduce methane usage, you can expect the already **complicated and inconsistent consumer pricing** to continue to be more complex in the future.

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 dual energy furnace emits **1,473 kg of CO₂** annually.² That's nearly half the amount of carbon dioxide emitted from one vehicle driven each year!³



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

²energir.com/en/residential/dual-energy/customers/

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)



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

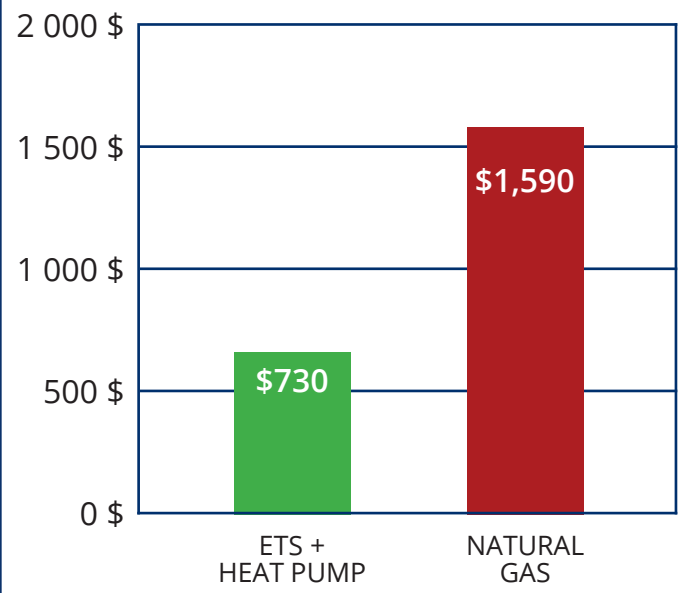
- ✗ Volatile Rates
- ✗ No Financial Incentive
- ✗ No Energy Discount
- ✗ High Maintenance Costs
- ✗ High Carbon Emissions
- ✗ Shorter Lifespan (10-15 years)



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 D¹ dynamic pricing

DID YOU KNOW?

A natural gas 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

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



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 on the coldest day



STANDARD ELECTRIC

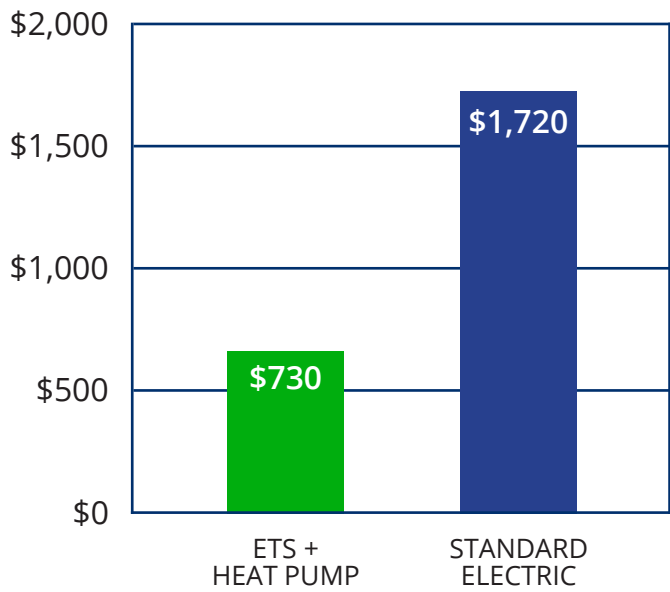
- ✗ No Financial Incentive
- ✗ Higher Operating Costs with Standard Rates
- ✗ No Heat Storage
- ✗ Inconsistent duct heat during the coldest days



TIME FOR AN UPGRADE

Hydro-Québec is now offering \$22,000 in financial assistance to customers who replace their existing central heating system with **Steffes' Serenity** electric thermal storage heater and a qualifying heat pump.

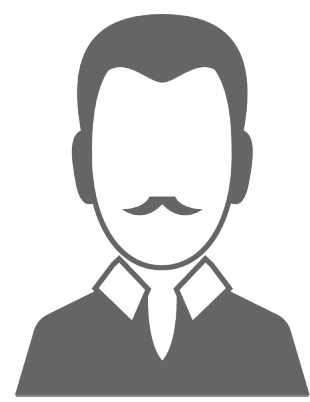
ANNUAL HEATING COST COMPARISON



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

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)



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

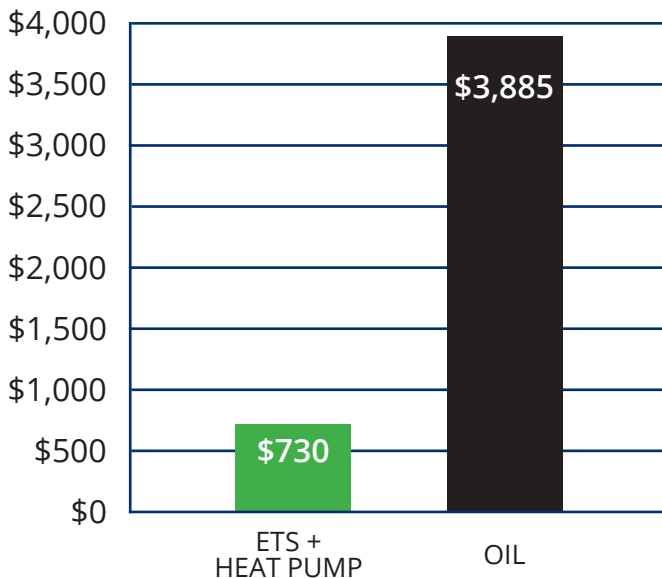
- ✗ Expensive Fuel Oil
- ✗ No Financial Incentive
- ✗ No Energy Discount
- ✗ Inconsistent Heat, High Outlet Temp
- ✗ High Carbon Emissions
- ✗ Large Space Commitment
- ✗ Messy Oil to Burn



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 soon be prohibited entirely.

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

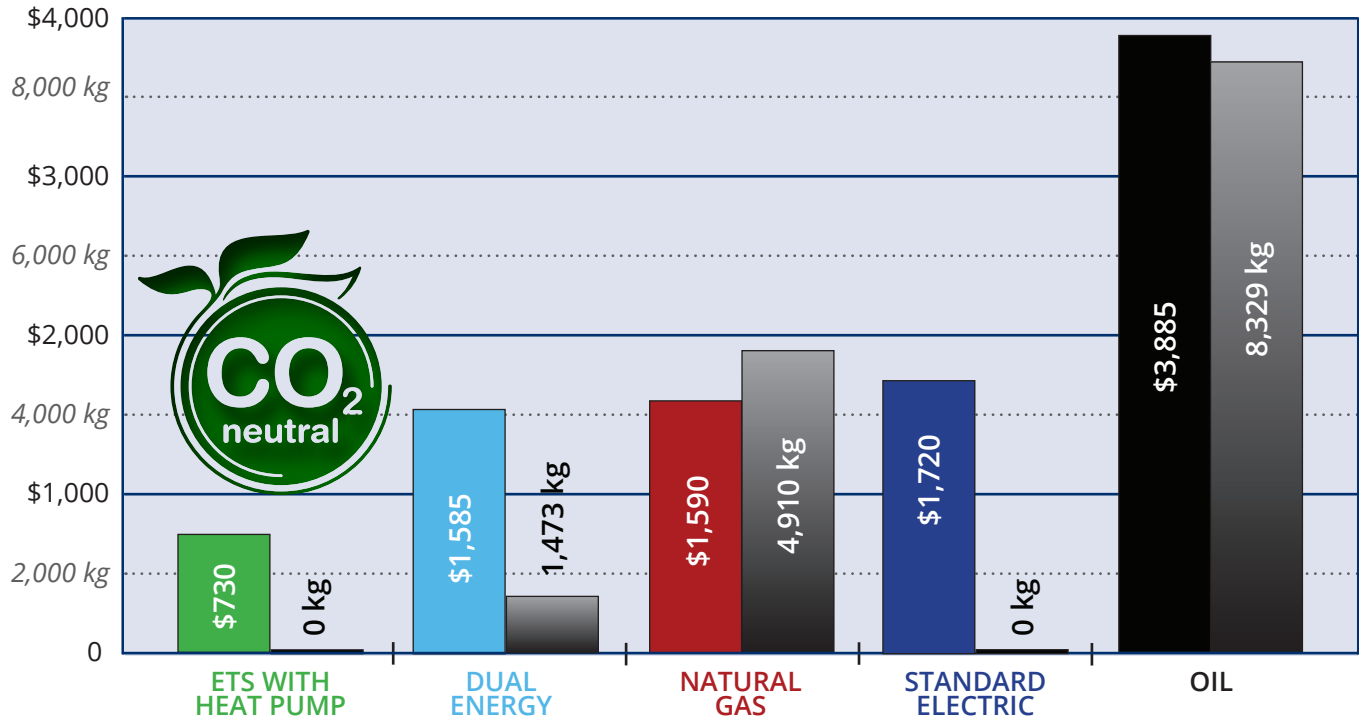
³nrcan.gc.ca/files/oeef/pdf/transportation/fuel-efficient-technologies/autosmart_factsheet_6_e.pdf

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



ANNUAL HEATING COST COMPARISON

Average Annual Residential Heating Cost & CO₂ Emissions by Source



| Heating Source | ETS with Heat Pump | Dual Energy | | Natural Gas | Standard Electric | Oil |
|---|----------------------|---------------------|---------------------|----------------------|----------------------|---------------------|
| | | Electric | Natural Gas | | | |
| Average Energy Required Annually | 9,539 kWh | 12,353 kWh | 568 m ³ | 1,895 m ³ | 17,647 kWh | 2,054 L |
| Cost Per Unit | \$0.077 ¹ | \$0.09 ⁴ | \$0.84 ⁴ | \$0.84 ⁴ | \$0.098 ² | \$1.89 ³ |
| Efficiency | 185% | 100% | 90% | 90% | 100% | 80% |
| Estimated Annual Heating Cost | \$729.73 | \$1,583 | | \$1,591.50 | \$1,720.59 | \$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. Cost Per Unit includes Hydro-Québec (HQ) Rate Flex D¹, HQ Rate D², actual heating costs in Montreal, Quebec, from September 23, 2022, provided by The Master Group³.

The Estimated Annual Heating Cost calculations for Dual Energy are based on 30% natural gas and 70% electricity usage at HQ Rate DT⁴. Cost Per Unit includes actual average heating costs from March 2022 - February 2023, provided by Énergir and HQ.

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)