



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

11

7

8

9

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



HOMEOWNER INFORMATION

CONSISTENT HEAT DOESN'T HAVE TO BE COSTLY

Hydro-Québec is now offering **\$15,000** in financial assistance to customers who have a central Electric Thermal Storage (ETS) heating system installed, such as the Steffes Serenity or Comfort Plus Forced Air Furnaces. An additional **\$7,000** is available for those who install an eligible heat pump at the same time as their ETS heating system.

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-Certified Dealer

A Steffes-Certified 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!



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 - Review eligibility criteria

For starters, customers 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 they're eligible.

Step 2 - Provide a quote

5

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. Hydro-Québec financial assistance must be deducted **after** taxes are applied.

Step 3 - Install the ETS system

Now for the fun part! [Install the customer's ETS system](#) and make sure to [take a photo](#) when you're done. Proof of installation is required by Hydro-Québec in order for you to apply for the financial reimbursement and additional incentive.

Step 4 - Submit documentation to Hydro-Québec for reimbursement

Submit the necessary documentation to Hydro-Québec at DEE_BPGI_Appui_Financier@hydro.qc.ca to be reimbursed for the financial assistance for equipment and installation costs you covered for the customer. One email per household must include the following: a [complete invoice](#), including the relevant customer information, RBQ license, GST & QST numbers, description of eligible equipment, amount of financial assistance provided by Hydro-Québec, cost of installation, and photographs. Approximately 6 to 8 weeks after the necessary documentation is received, [reimbursement](#) for covering the customer's financial assistance [will be paid directly to you](#).

Step 5 - Submit a list of qualifying installations each month

[Once every month](#), you must submit a list of qualifying installations, including taxes paid and addresses related to the work completed, to DEE_BPGI_Appui_Financier@hydro.qc.ca. On that invoice, you will multiply the number of ETS installations you completed that month by \$1,000 and add the GST & QST to that amount. You will receive your [incentive payment](#) for each month's work in 10 to 12 weeks.



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](https://www.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.



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 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

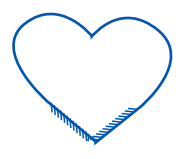
Our systems store heat during low energy demand periods, qualifying you for reduced electricity rates.

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.



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: _____

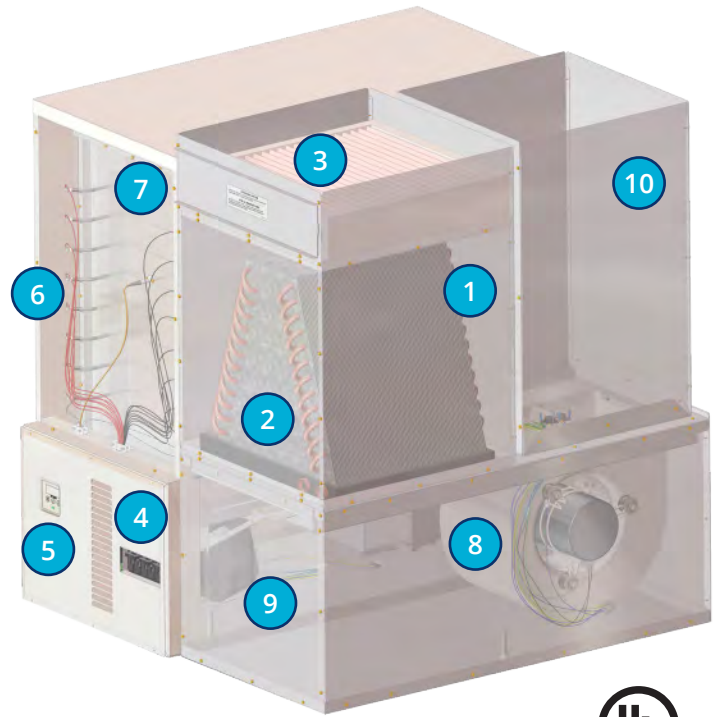
Phone: _____

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"
Approximate 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.



COMFORT for the FUTURE

Electric thermal storage system for central heating



Learn more at [steffes.com/comfort-plus-forced-air](https://www.steffes.com/comfort-plus-forced-air)

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.



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.

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

Comfort Plus + Heat Pump : a perfect match

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.



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.

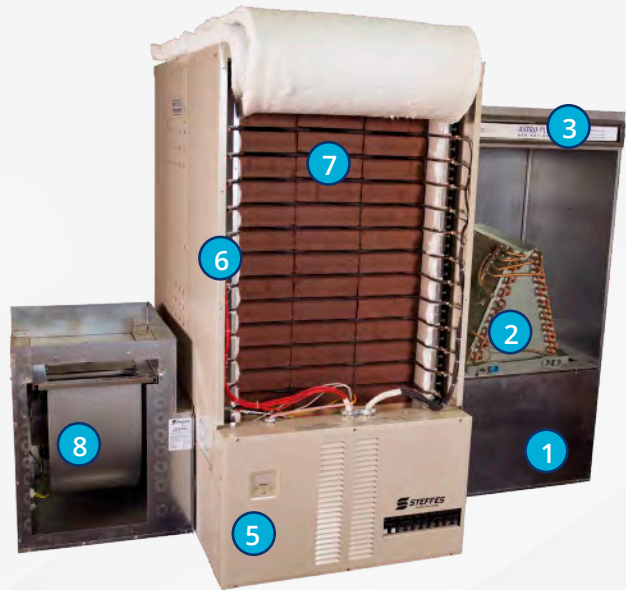
Homeowner Incentives

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	426,500	
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

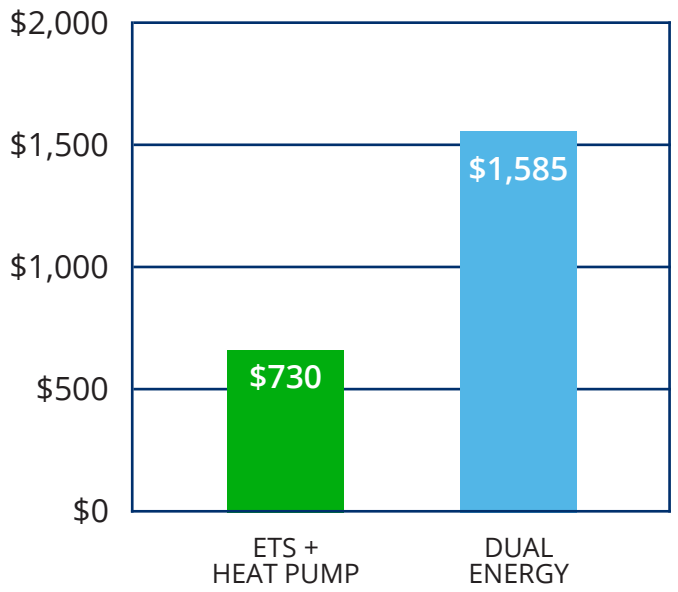
- ✗ Volatile Rates
- ✗ Complicated and Inconsistent Pricing Structures
- ✗ High Maintenance Costs
- ✗ Expensive Upfront Costs



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)*



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

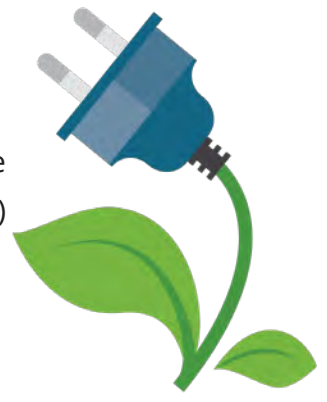
You'll never know it's there, but we're here if you need us with a 5-year limited parts warranty.



COST COMPARISON ETS & 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

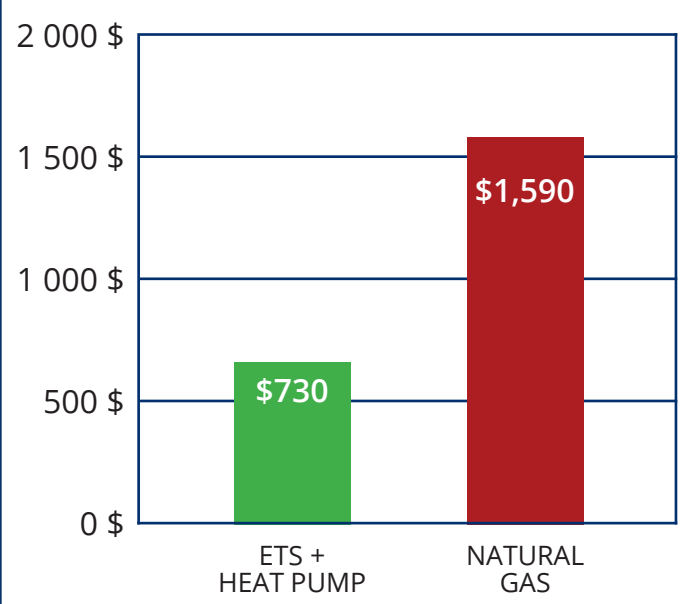
- ✗ Volatile Rates
- ✗ No Financial Incentive
- ✗ No Energy Discount
- ✗ High Maintenance Costs
- ✗ High Carbon Emissions
- ✗ Shorter Lifespan (10-15 years)



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 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)*



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

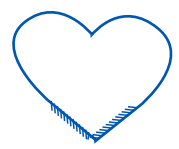
Our systems store heat during low energy demand periods, qualifying you for reduced electricity rates.

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 & 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

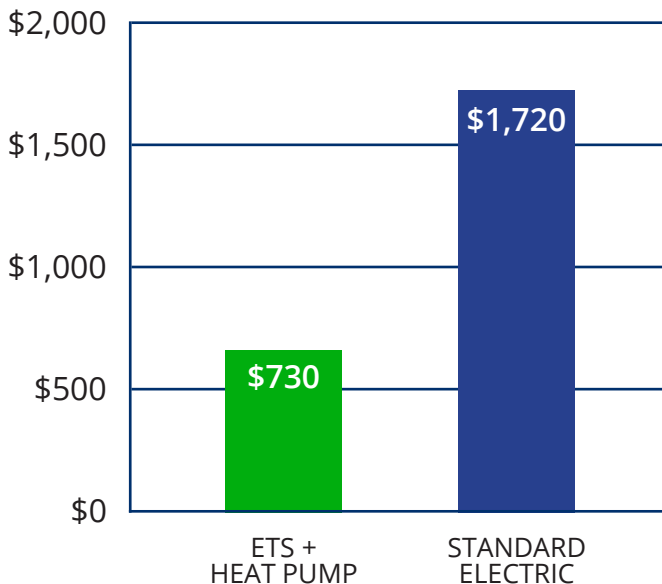
- ✗ No Financial Incentive
- ✗ Higher Operating Costs with Standard Rates
- ✗ No Heat Storage
- ✗ Inconsistent duct heat during the coldest days



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.

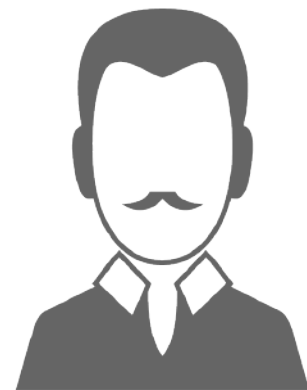
ANNUAL HEATING COST COMPARISON



*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)



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

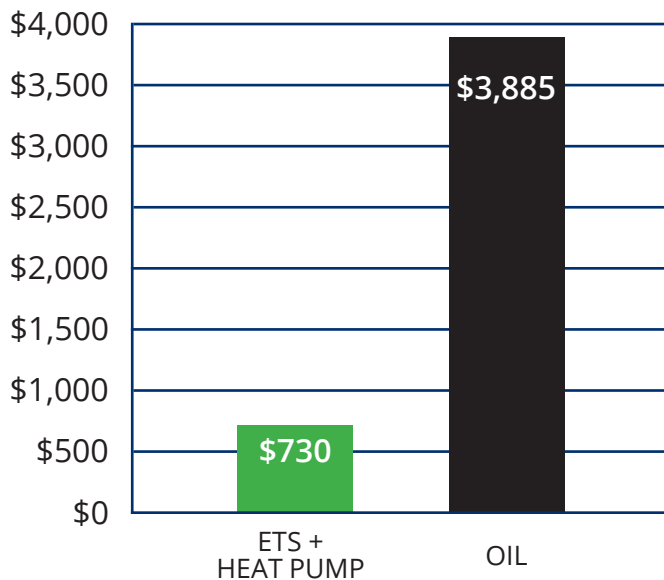
- ✗ Expensive Fuel Oil
- ✗ No Financial Incentive
- ✗ No Energy Discount
- ✗ Inconsistent Heat, High Outlet Temp
- ✗ High Carbon Emissions
- ✗ Large Space Commitment
- ✗ Messy Oil to Burn



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 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)



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.



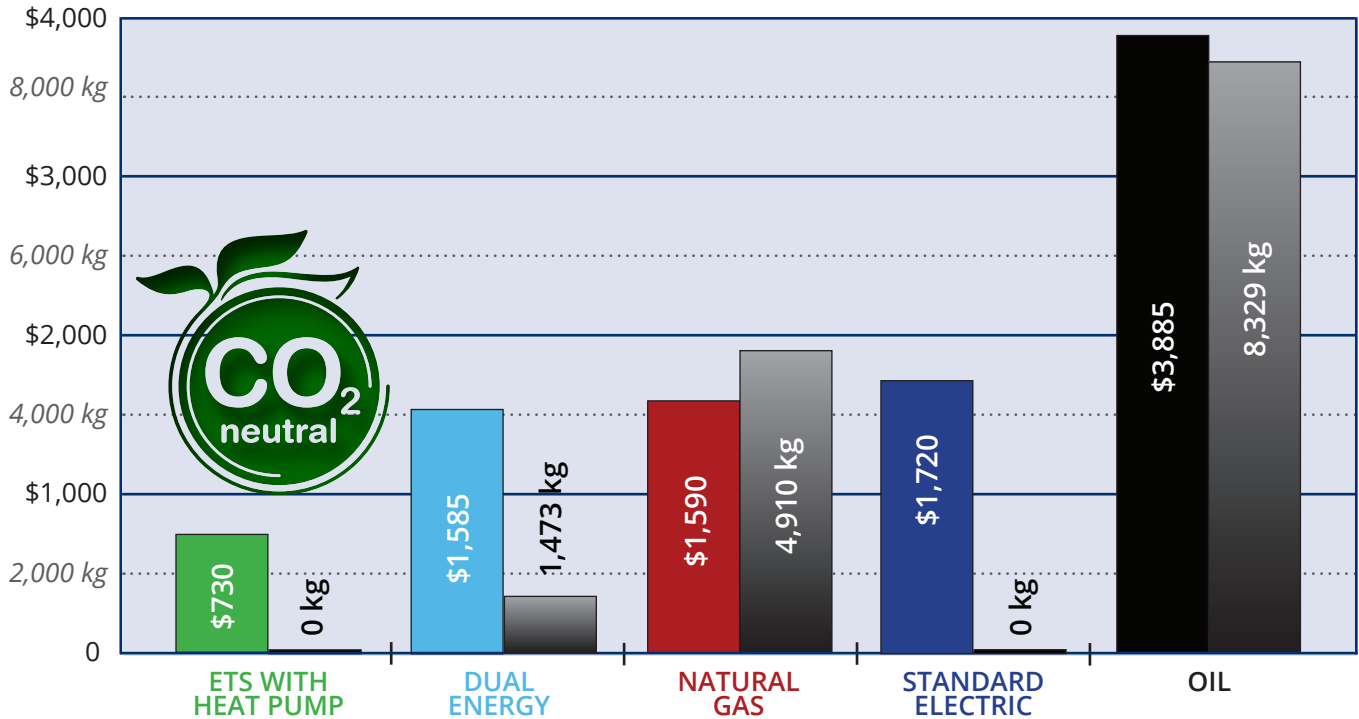
5-YEAR WARRANTY

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



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)