



**ENERGY EFFICIENCY PROGRAM**

# Save [\$XXXX] instantly on a reliable and efficient heat pump water heater.

***With so many ways to save money, now is the best time to replace your aging, inefficient water heater.***

Thanks to the Ameren Illinois Energy Efficiency Program, we are offering a discount of [\$XXXX] on an ENERGY STAR® certified heat pump water heater. And qualifying homeowners can save even more by combining the instant incentive with a federal tax credit that offers up to 30% of the purchase and installation cost of a heat pump water heater, up to \$2,000.\*

## **Save hundreds more year after year.**

Featuring technology that uses 70% less energy than a standard electric water heater, heat pump water heaters can save a household of four approximately \$550 per year on electric bills. Combined with your instant incentive, you could fully repay your purchase in less than three years.\*\*

**Get in touch to schedule your installation and start saving:  
[Insert contact info].**

\*Participation in this promotion does not automatically register or qualify households for a federal tax credit. Customers must separately apply for the tax credit as part of their end-of-year tax filing.

