



Energy Efficiency
PROGRAM

Replace your aging water heater and instantly save **[\$XXXX]**.



Thanks to the Ameren Illinois Energy Efficiency Program, we are offering a discount of **[\$XXXX]** on an ENERGY STAR® certified heat pump water heater.



Save hundreds now and hundreds more every 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.

And the savings don't stop there: Qualifying homeowners can also combine their 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.**

Get in touch to schedule your installation and start saving: [\[Insert contact info\]](#).

**Source: energystar.gov*

***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.*

