



## Residential Sales Rep Training Program – Track Summaries

### **Unit 1: Natural Gas Load Growth & Retention**

Can you name the more than 20 different natural gas appliances for use in today's home? Homes with a robust menu of gas appliances improve customer satisfaction and loyalty, and offer opportunities to grow gas load as well. This unit will help utility reps identify additional burner tips that can be added to enhance the comfort, reliability, and efficiency of North American homes.

### **Unit 2: Water Heater Options for Existing and New Construction Homes**

Natural gas water heaters are the most popular gas appliance found in homes. The benefits of natural gas water heating whether tank, tankless, solar, or combination water heaters, will be reviewed and compared to electric tank, tankless, and heat pump water heaters. This unit is designed to provide students with detailed knowledge of water heater design and operation, along with efficiency standards, economics, market trends, and emissions.

### **Unit 3: Home Heating Options**

The advantages of natural gas high efficiency furnaces and boilers, floor or wall furnaces, gas fired baseboard units, through the wall systems, and combination units will be reviewed. Advantages and disadvantages of gas, electric, and oil heat will be examined. This unit is designed to make utility reps proficient regarding technology application, operation, and cost of gas heating. .

### **Unit 4: Electric & Gas Heat Pumps**

Heat pumps are an ever increasingly popular method to heat homes. Design, operation, installation, and cost of gas and electric heat pumps will be examined along with a comparison of these appliances to geothermal heat pumps. This unit will provide utility reps with the knowledge and skills to convey the shortcomings of electric and geothermal heat pumps to homeowners, builders, and contractors.

### **Unit 5: Kitchen, Laundry, and Hearth Products**

Homeowners reap no better ROI on home improvements than upgraded kitchens, and natural gas appliances play a major role in creating the kitchen of choice today. The features and benefits of gas ranges, cooktops and other gas cooking appliances will be examined along with other home appliances such as gas dryers, and hearth products. Talking points about the advantages of natural gas appliances in the home will be identified.

### **Unit 6: Using Natural Gas to Create an Outdoor Living Experience**

Homeowners are increasingly interested in making better use of their gardens and outdoor areas for recreation, entertainment, and security. The unit will highlight how easy it is for homeowners, landscape architects, contractors, and builders to create superior outdoor living experiences with natural gas. Design and cost considerations are investigated for planning and installing an outdoor room or outdoor kitchen. Gas cooking, gas fire pits, gas fireplaces, patio heaters, gas lights, and pool/spa heaters are discussed in this unit. Market trends and demographics will be reviewed as will the variety of online tools available to promote the outdoor room and natural gas products.

### **Unit 7: Natural Gas Options for Generating Power**

Residential emergency power backup generation has become hugely popular in light of decaying, congested and constrained electrical grid systems and the increased ferocity of seasonal storms and flooding. This unit will review operation and performance of gas standby generators, typical sizing, and costs. Specific advantages of natural gas backup generation over portable systems will be examined. The unit will also review operation and performance, benefits, applications and economics of commercially-available residential microCHP systems.

### **Unit 8: Consumer Demographics & Preference for Gas**

Market studies of homebuyers and homeowners will be examined to understand the market and demographic trends of natural gas homes and appliances. This unit will investigate trends and preferences in building and buying homes with access to natural gas. This unit will explain offsetting trends between the preference for natural gas homes and appliances and declining residential natural gas use due to efficiency

### **Unit 9: Residential Energy Efficiency Strategies and Technologies**

A variety of systems, controls, and strategies are effective in managing and reducing energy usage in natural gas homes. Several standard home energy efficiency techniques will be reviewed such as the benefits of performing a blower door test and use of IR cameras. Promoting the wise use of natural gas use through programmable thermostats, zone controls, and home energy monitoring will be addressed.

### **Unit 10: Understanding the Home Energy Rating System (HERS) and the impacts of Natural Gas Appliances**

This unit reviews the Home Energy Rating System (HERS) from RESNET (Residential Energy Service Network), what the system is, how it works, and who is using it. Students will attain a better understanding of this system that rates a home's energy efficiency and allows a homebuyer to compare one home's efficiency to another home. Recent studies showing how homebuilders can use natural gas appliances to improve HERS scores will be examined.

### **Unit 11: Green Certification Programs**

This unit will discuss the environmental benefits of building green along with various green certification programs for the residential market such as LEED, Energy Star, Indoor AirPlus, and the National Green Building Standard. Program comparisons will be made to highlight the relative importance of natural gas appliances amongst the most popular certification programs.

### **Unit 12: Influencing Homebuilders and Realtors**

Homebuilders strive to meet hectic construction schedules and to lower their costs and improve profitability. Many builders are opting for electric water heaters in new construction to save money. This unit will provide students with ideas and strategies to overcome builder cost and construction hurdles to the placement of gas lines and the deployment of popular natural gas appliances. This unit will also provide students with tools and materials to help educate real estate agents about the enhanced market value of natural gas homes.

### **Unit 13: Residential Conversion Strategies**

There are many opportunities to identify electric, propane and oil fired home appliances that create the potential for conversion to natural gas. Tools and resources for consumers leaning toward conversion will be shared. Prospecting mechanism to identify conversion candidates will be examined.

### **Unit 14: Natural Gas Options for Manufactured Homes**

This training unit covers the mobile home market and challenges associated with this market.