



month once they open their pool, which he uses as a way to introduce the variable-speed pump. He says reducing electrical costs pique their interest, “then I bring up the DOE legislation, and they are sold.”

Michael Berggren, owner of Berggren’s Backyard Oasis Pool Construction & Service in Wenatchee, Washington, says consumers in his area understand the benefits of doing everything they can to make their homes energy efficient. “They want to do their part to be eco-friendly,” Berggren says, “and the added benefit of the quieter operation makes their outdoor living space more enjoyable.”

#### TAKE ACTION

The pool industry, like the home building and remodeling industry, can help reduce the carbon footprint of homes. According to the EPA’s ENERGY STAR website, if every pool pump in the U.S were ENERGY STAR certified, families could save \$770 million in energy costs every year and prevent greenhouse gas emissions equal to those of more than 1 million cars. This is information that needs to be passed along to pool owners.

The ENERGY STAR ratings on variable-speed pool pumps follow in the footsteps of other household appliances by decreasing energy consumption and ultimately decreasing carbon emissions.

Berggren’s company is already changing out single-speed pumps for variable-speed pumps, sharing with customers that variable speed pumps will improve water quality while reducing energy consumption. Lenz has started sending targeted emails with upgrade quotes for single-speed pool pumps. Lenz says his emails have subject lines like ‘Save money running your pool’ and ‘Did you know that a variable-speed pool pump could save you \$100s on your electrical bill?’

Similarly, Kazdin will be sending upgrade quotes that include energy efficient pool pumps. “We will then direct our customers to the Pentair online cost-calculator,” she says, “and explain the significant rebates from our local utilities that will make the investment less sizeable.”

Kazdin’s local electric company offers a \$600 rebate to consumers who change to a variable-speed pump, and installers receive an additional \$150 rebate. Her company helps our customers fill out the rebate paperwork and passes along its installer rebate to the customer as well.

#### BE SMART, SELL SMART

Kazdin advises pool professionals to seek out education about efficiency codes and laws — “not only from manufacturers and distributors in your area, which are great resources” — but also from

local PHTA chapters, local Rotary, Lions, Kiwanis Clubs and other business organizations, Kazdin says.

Lenz stresses the need to avoid misinformation, urging the industry to use Facebook groups to direct pool professionals to valid resources. “Webinars, online

