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## Question 4- Key ASHP Market Barriers

1. Consumer- Lack of Awareness/reputation
2. Designers/Installers- Lack of awareness
3. Consumer- Affordability
4. Cross Cutting- Savings uncertainty
5. Metrics- Characterizing low temp performance
6. Technology/Controls- maximize heat pump operation
7. Public Policy- uncertainty around grid impacts



# Question 4- ASHP Market Transformation Strategies



1. Increase consumer education and awareness
2. Increase installer/builder awareness of, and confidence in, ASHP through expanded training and education
3. Reduce upfront costs of installed systems through robust and aligned promotional programs and the support of alternative business models
4. Mobilize state and local policymakers to expand support for ASHPs
5. Promote advanced control technologies to allow automated coordination among multiple heating systems
6. Enable the promotion of climate-appropriate ASHPs through improved performance metrics
7. Develop more accurate tools to predict energy, cost and GHG savings associated with ASHP installation through collection and analysis of real world performance data

