



**ComfortReady  
HOME**

# Energy Myths

**Social Media Content Series for Utilities**

**Energy Myths** is a ready-to-post content package designed to help utilities address common misconceptions about residential energy efficiency measures and drive customers to their rebate programs.

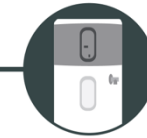
Each topic includes three carousel images and a pre-written caption that can easily be posted directly to your social media channels.

[DOWNLOAD ALL](#)



@YourLocalPUD

**MYTH:**  
Heat pump water heaters don't work in cold climates.



**FACT:**  
Heat pump water heaters deliver heat and savings in climates hot and cold.



Scott Mayfield,  
Comfort Ready Home Field Specialist

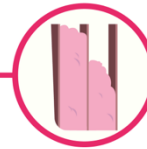
Modern heat pump water heaters are designed to use ambient air to heat water efficiently, even in cool spaces. While efficiency may dip when the air gets extremely cold, they still deliver significant savings compared to standard electric models.

Learn more about heat pump water heaters at [comfortreadyhome.com](http://comfortreadyhome.com) and find rebate information at [YourLocalPUD.gov/rebates](http://YourLocalPUD.gov/rebates).

**Energy Efficiency.  
The Myths. The Facts.**

Swipe to learn more →

**MYTH:**  
Air sealing  
doesn't matter if  
you insulate well.



**FACT:**  
Air sealing and  
insulation always  
work better  
together.

John Delance,  
Comfort Ready Home Field Specialist



**Caption:**

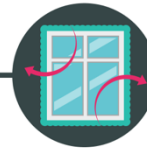
Think of it this way: a wool sweater works if it isn't windy, and a windbreaker works if it isn't too cold. But together, they can protect you from almost anything.

Learn more about air sealing and insulation at [comfortreadyhome.com/guides](https://comfortreadyhome.com/guides) and find rebate information at [your rebate webpage].

**Energy Efficiency.  
The Myths. The Facts.**

Swipe to learn more →

**MYTH:**  
You can skip  
diagnostic  
testing if you  
know the house.



**FACT:**  
Even the best of us  
miss important  
energy saving  
opportunities.

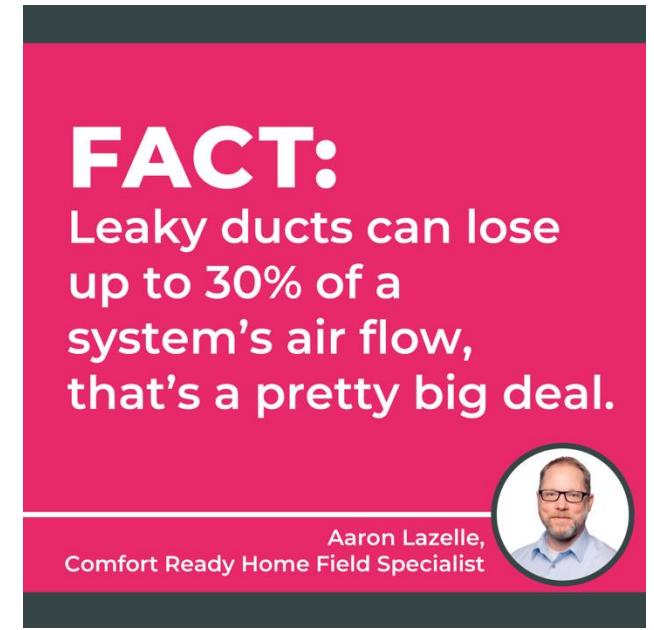
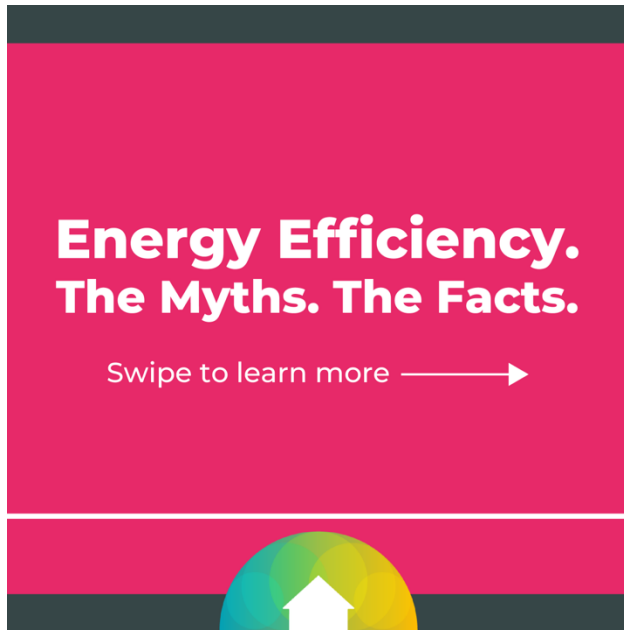
Mike Hughes,  
Comfort Ready Home Field Team Manager



**Caption:**

Testing for air leakage, doing calculations, and commissioning equipment correctly is the best way to save energy within a home for a long time.

Find tools and resources for contractors at [comfortreadyhome.com/contractors](https://comfortreadyhome.com/contractors).



**Caption:**

Ducts in an attic or crawlspace that aren't well sealed can lose almost a third of a system's airflow. An efficient heating system requires proper duct sealing.

Learn more about duct sealing at [comfortreadyhome.com/guides/duct-sealing](https://comfortreadyhome.com/guides/duct-sealing) and find rebate information at [your rebate webpage].

## Energy Efficiency. The Myths. The Facts.

Swipe to learn more →

**MYTH:**  
There is a "Magic  
Bullet" to energy  
efficiency.



**FACT:**  
There is not one  
"Magic" answer.

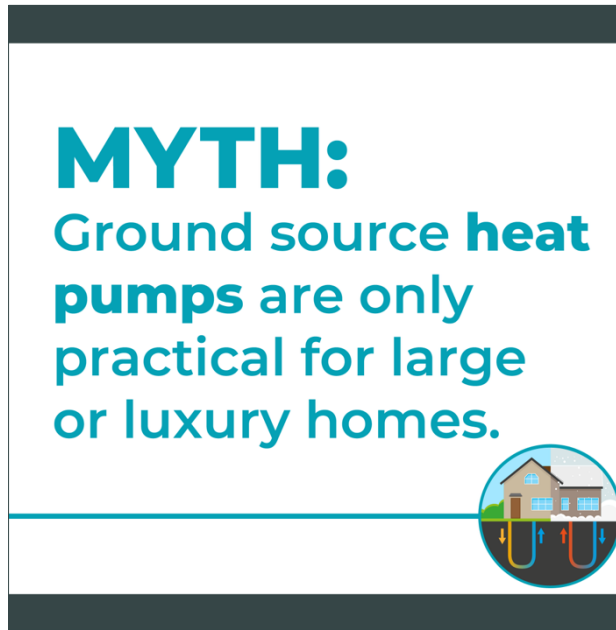
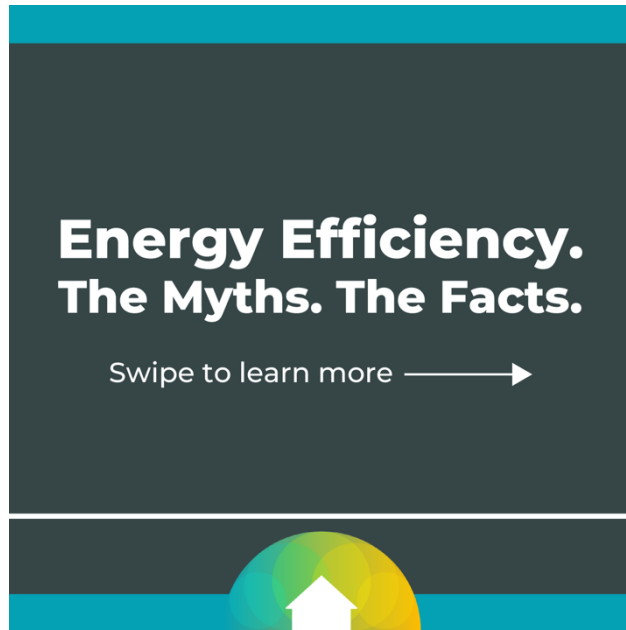
Mike Stothers,  
Comfort Ready Home Field Specialist



### Caption:

Maximum energy efficiency requires a strategic combination of upgrades (often involving multiple trades) completed in a certain order to maximize savings and comfort.

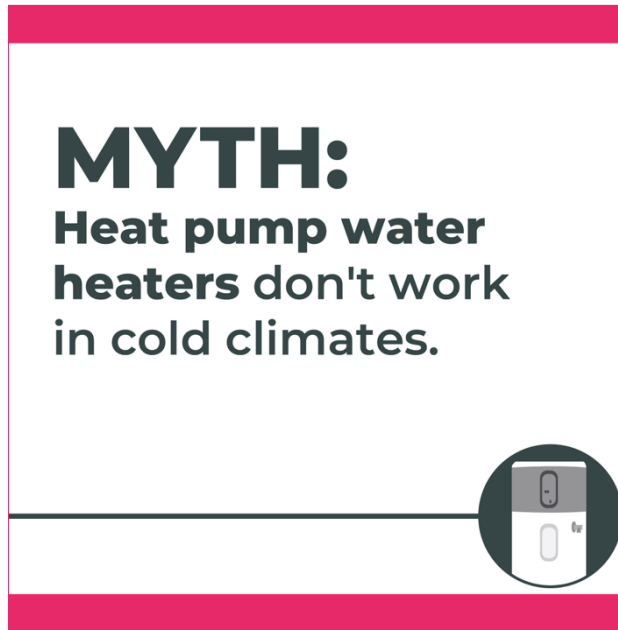
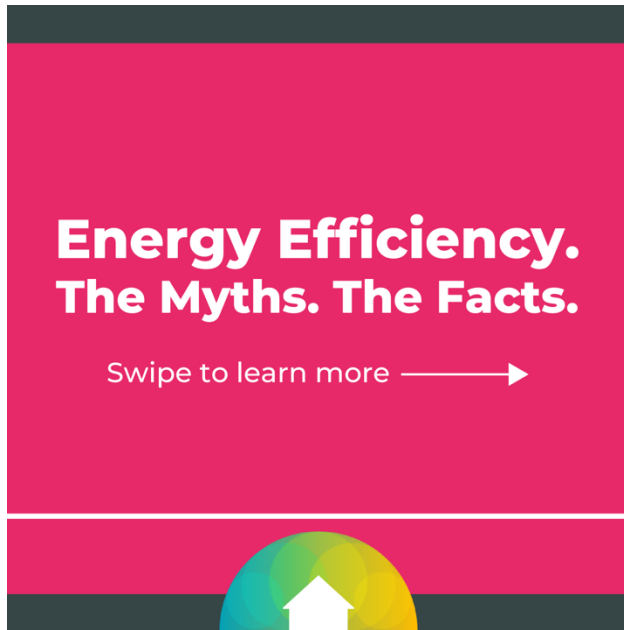
Learn more about which upgrades might be a good fit for your home at [comfortreadyhome.com/homeowners](https://comfortreadyhome.com/homeowners) and find rebate information at [your rebate webpage].



**Caption:**

Geothermal heat pump systems are exceptionally efficient with a long lifespan. With flexible loop designs, they are a viable option for residential properties of any size.

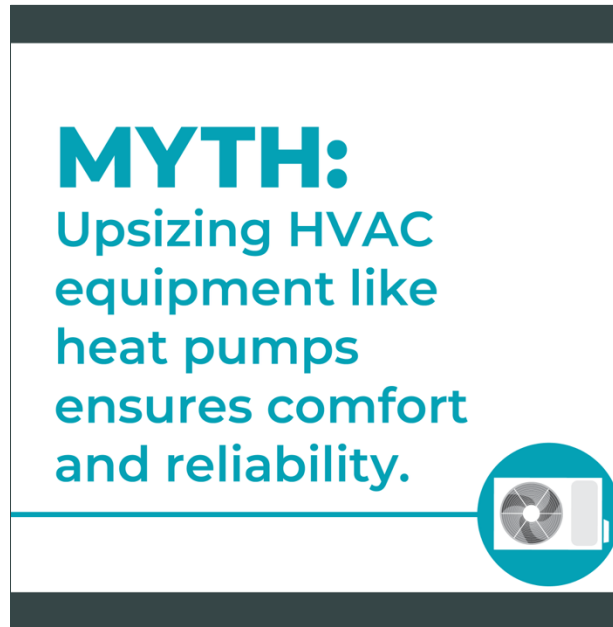
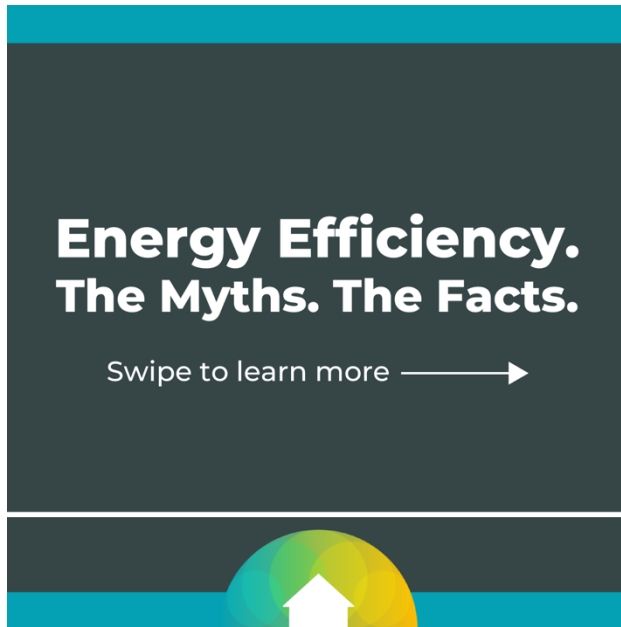
Learn more about heat pumps at [comfortreadyhome.com/guides/heatpumps](https://comfortreadyhome.com/guides/heatpumps) and find rebate information at [your rebate webpage].



**Caption:**

Modern heat pump water heaters are designed to use ambient air to heat water efficiently, even in cool spaces. While efficiency may dip when the air gets extremely cold, they still deliver significant savings compared to standard electric models.

Learn more about heat pump water heaters at [comfortreadyhome.com/guides/heat-pump-water-heaters](https://comfortreadyhome.com/guides/heat-pump-water-heaters) and find rebate information at [your rebate webpage].



### Caption:

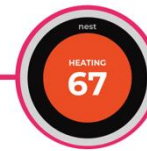
Heat pumps have a minimum operating capacity. If sized too large, the system may short cycle, causing comfort issues, lower efficiency, and unnecessary wear. Variable capacity improves flexibility but doesn't replace proper load calculations and sizing.

Find tools and resources for contractors at [comfortreadyhome.com/contractors](https://comfortreadyhome.com/contractors).

## Energy Efficiency. The Myths. The Facts.

Swipe to learn more →

**MYTH:**  
Smart thermostats  
need someone at  
home to work.



**FACT:**  
Smart thermostats  
keep the comfort  
going whether you're  
home or away.

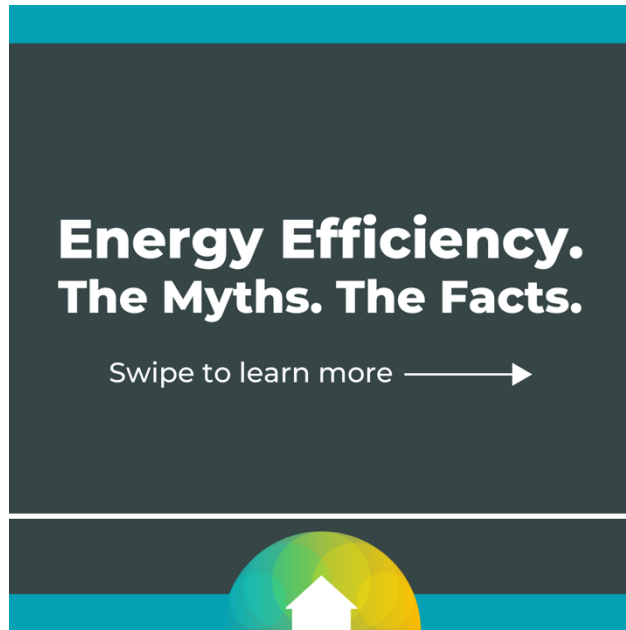
Miesha Yagle,  
Comfort Ready Home Field Specialist



### Caption:

New smart thermostats offer many options for better comfort, including traditional up-down temperature options, weekly scheduling, and advanced smart sensors.

Learn more about smart thermostats at [comfortreadyhome.com/guides/smart-thermostats](https://comfortreadyhome.com/guides/smart-thermostats) and find rebate information at [your rebate webpage].



**Caption:**

By tightening a home and pairing it with mechanical ventilation, you allow the home to control the exact amount of fresh air required to keep it safe, healthy and efficient.

Learn more about air sealing and ventilation at [comfortreadyhome.com/guides/ventilation](https://comfortreadyhome.com/guides/ventilation) and find rebate information at [your rebate webpage].



**Have a question? Get in touch!**  
**[info@comfortreadyhome.com](mailto:info@comfortreadyhome.com)**

