NEWS RELEASE

Ferguson joins the charge to electrify Sacramento

2024-02-03

Ferguson partnered with the Sacramento Municipal Utility District (SMUD) to equip plumbing and HVAC contractors with strategies to grow their businesses using incentives and rebates.

Brian Ortiz, Ferguson's Senior Area Manager – Sacramento/Northern Nevada, praised the event, saying, "Our collaboration with SMUD is a cooperative approach aimed at serving our customers better. By leveraging incentives and rebates, we're not only helping our HVAC and plumbing contractors expand their businesses, but we're also providing our customers with tailored solutions and unmatched support."

Ferguson worked with strategic vendor partners like Trane, Mitsubishi Electric, A. O. Smith and Bradford White to showcase their product breadth, depth and expertise. Durastar was also highlighted as a reliable and energy-efficient option.

The event emphasized opportunities for dual-trade contractors to layer multiple incentives while homeowners benefit from IRA tax credits that promote heat pump solutions for both HVAC and water heating. In California, HVAC contractors can permit and install heat pump water heaters, creating dual-trade opportunities.

Stephanie Vega, Director of Environmental Product Sales Strategy at Ferguson, shared, "We are ideally positioned to support our customers to meet regulations in California and beyond."