



NEWS RELEASE

Turning rebates into results: Ferguson makes energy-efficient upgrades easier

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In Southern California, Ferguson helped a large natural gas utility turn an energy efficiency rebate program into a solution that customers and contractors could use every day. While the rebates were already in place, product availability, delivery and fulfillment often created barriers that limited participation.

Ferguson helped remove those barriers.

Working alongside the Enervee Marketplace, Ferguson helped make energy-efficient upgrades more accessible for customers across the region by aligning product availability, rebate incentives and delivery logistics. Homeowners and contractors could purchase qualifying ENERGY STAR® gas tankless water heaters with instant rebates and direct delivery, eliminating many of the delays and complications that previously discouraged participation.

Now, what began as a small utility incentive offering has grown into one of the market's most active energy efficiency programs. Since launching in August 2025, the program has delivered approximately 8,000 high-efficiency gas tankless water heaters.

"When people can get the right product, at the right price, without extra hurdles, participation follows," said Andrew Erdos, Manager, Utility and Government Incentives & Rebates. "Our role is to connect the pieces behind the scenes,

so efficiency programs are easy for contractors and homeowners to use."