

# Why Electrify?



THE  
ELECTRIC  
HOME  
COMPANY

April 2026

Founder & CEO

Aaron Stash

# Who am I?

Your Green Home Guide

Aaron Stash, Founder & CEO of **The Electric Home Company**, Host of **The Electric Home Show** and Real Estate Broker with **EXIT Strategy Realty**. Aaron empowers homeowners to create **healthy, efficient, sustainable** living spaces through education, evaluation, and a supportive network of industry professionals.



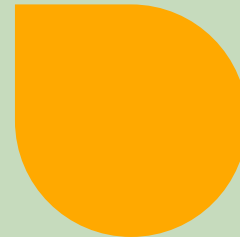
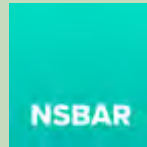
**Aaron Stash**

Founder & CEO

Realtor®

GHI Certified Professional

Our memberships:



Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302

# My Home: LEED Platinum, All-Electric suburban home



Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302

# My Home: LEED Platinum, All-Electric suburban home

## My Electrification Journey

- Built: 2014 - LEED Platinum, Northbrook (ARTICLE XV. - GREEN BUILDING INITIATIVE)
- Solar Installed: 2019 - 39 panels, 10kW+
- First Electric Vehicle: 2019
- Induction cooktop and EV charger: 2020 - 50A + 60A circuits
- Second Electric Vehicle: 2023
- Heat Pump Water Heater: 2025 - 30A circuit
- Heat Pump Dryer: 2025 - 30A circuit
- Gas Meter Removed: 2025

# What does it mean to have an all-electric home?

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302

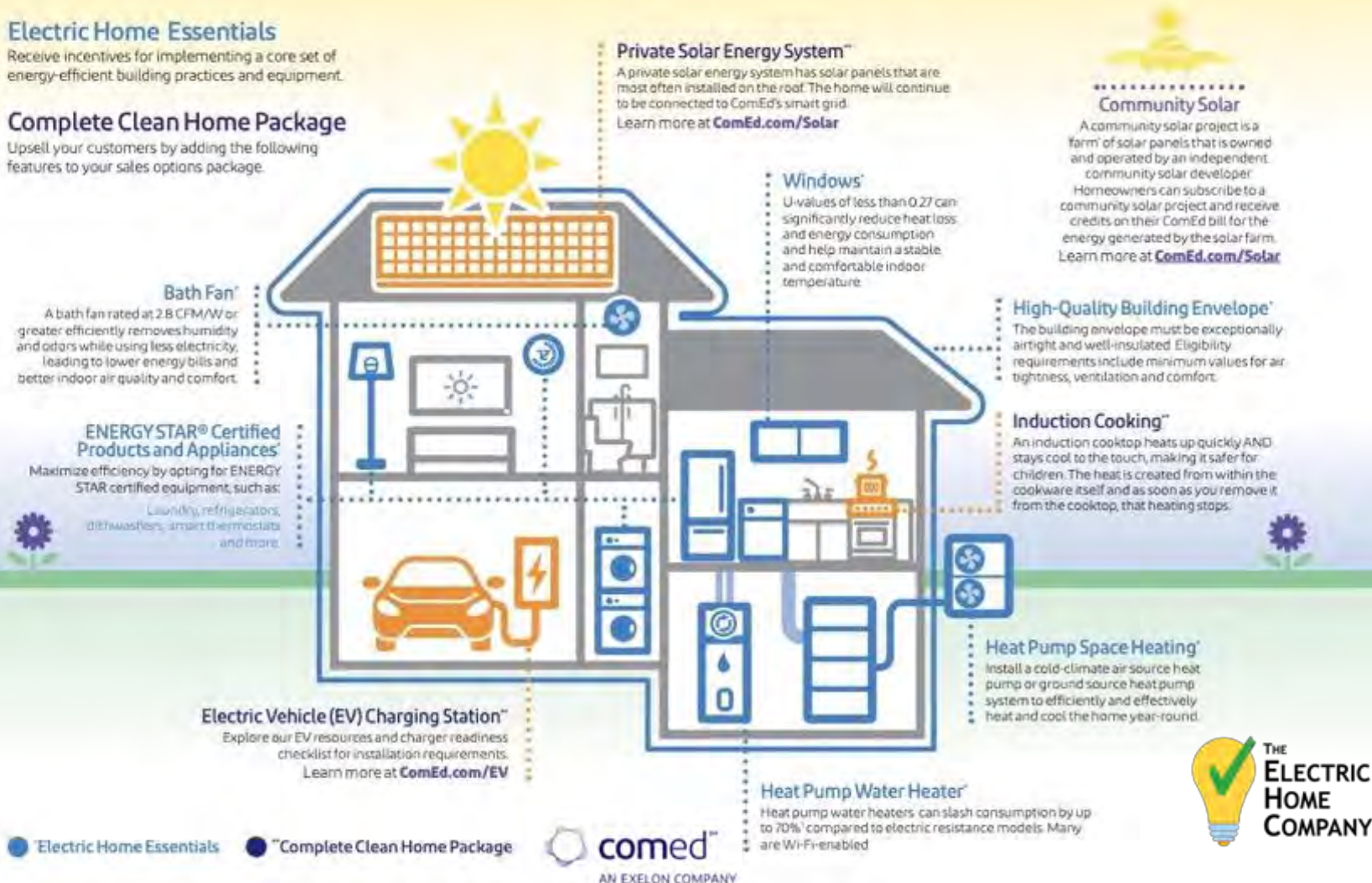


## Electric Home Essentials

Receive incentives for implementing a core set of energy-efficient building practices and equipment.

## Complete Clean Home Package

Upsell your customers by adding the following features to your sales options package.



# What should I electrify?



Heat Pump  
HVAC



Heat Pump  
Water Heater



Heat Pump  
Dryer



Induction  
Cooking

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# Does anyone have a heat pump?

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



# Does anyone have an air conditioner or fridge?



One-Way  
Air Conditioner



Refrigerator

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



**Then you have a heat pump!  
...but let's back up.**

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



1850

2024

# Why Electrify?

CLIMATE. HEALTH. SAFETY. COMFORT. COSTS.

Each stripe represents the global temperature averaged over one year, from 1850 to 2024. Red stripes are years that were hotter than the 1961-2010 average; blue stripes are years that were cooler.



Based on Ed Hawkins' "Warming Stripes". Anomalies relative to 1961-2010 average. Source: UK Met Office.

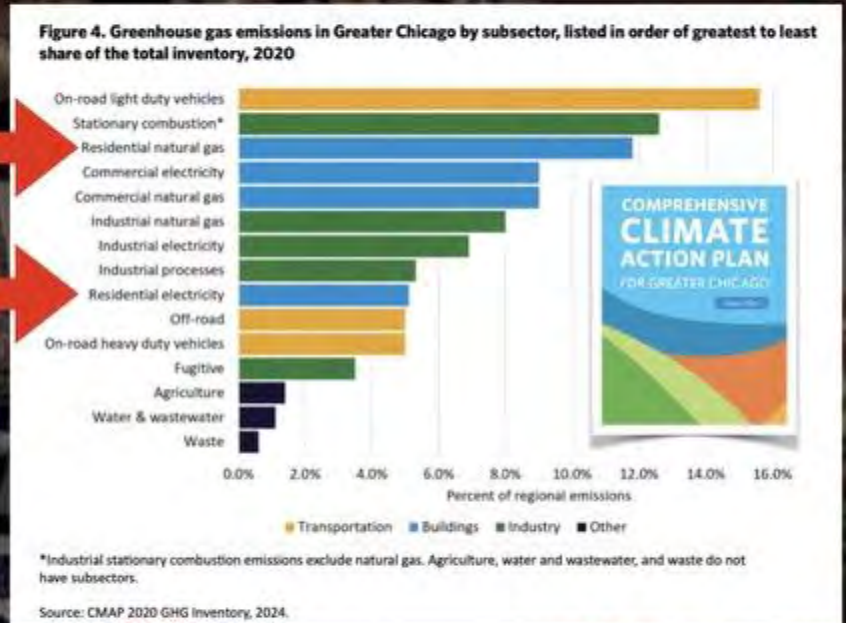
# Climate

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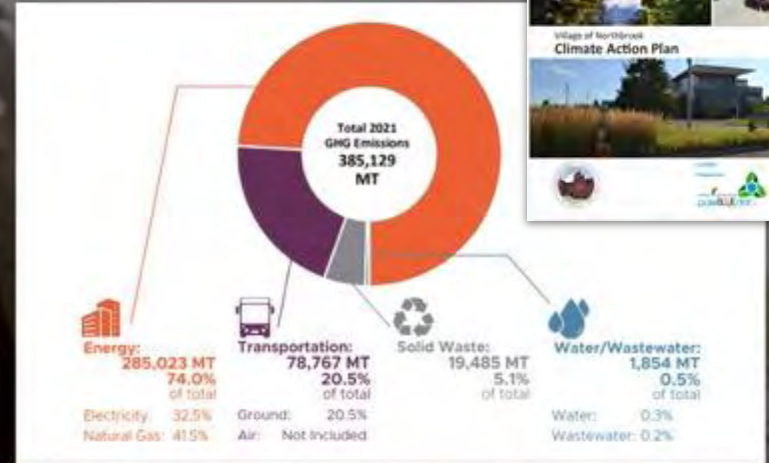


# 17% of Greater Chicagoland emissions come from residential energy use



Residential Energy: 70% from natural gas, 30% from electricity

# 74% of Northbrook, IL emissions come from the **energy** of buildings



Electricity: Northbrook uses 160% of the Regional Average  
Natural Gas: Northbrook uses 140% of the Regional Average

\*Regional average calculations are based on the Chicago Regional Greenhouse Gas Emissions Inventory published by CMAP.



# Health

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# Americans spend 90% of our lives indoors

Would you drink this water?



Would you eat this orange?

What about the air you breathe?

**Gas appliances affect air quality, circulating pollutants and raising risk for asthma and other illnesses.**



# Safety

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**In 5 years, Illinois has seen 28 natural gas explosions resulting in 12 deaths.**

**From June 12, 2025**

**SOUTH SUBURBS**

**Natural gas suspected to be cause of deadly home explosion, fire in Crestwood**

by: Ethan Illers, Emmy Victor, Gabriel Castillo  
Posted: Jun 12, 2025 / 03:11 PM CDT  
Updated: Jun 13, 2025 / 10:45 AM CDT



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**Background photo: Melanie Lane, Northbrook, Illinois - January 17, 2019**

# Comfort

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



Do you have a  
room  
that's  
too cold or too hot?

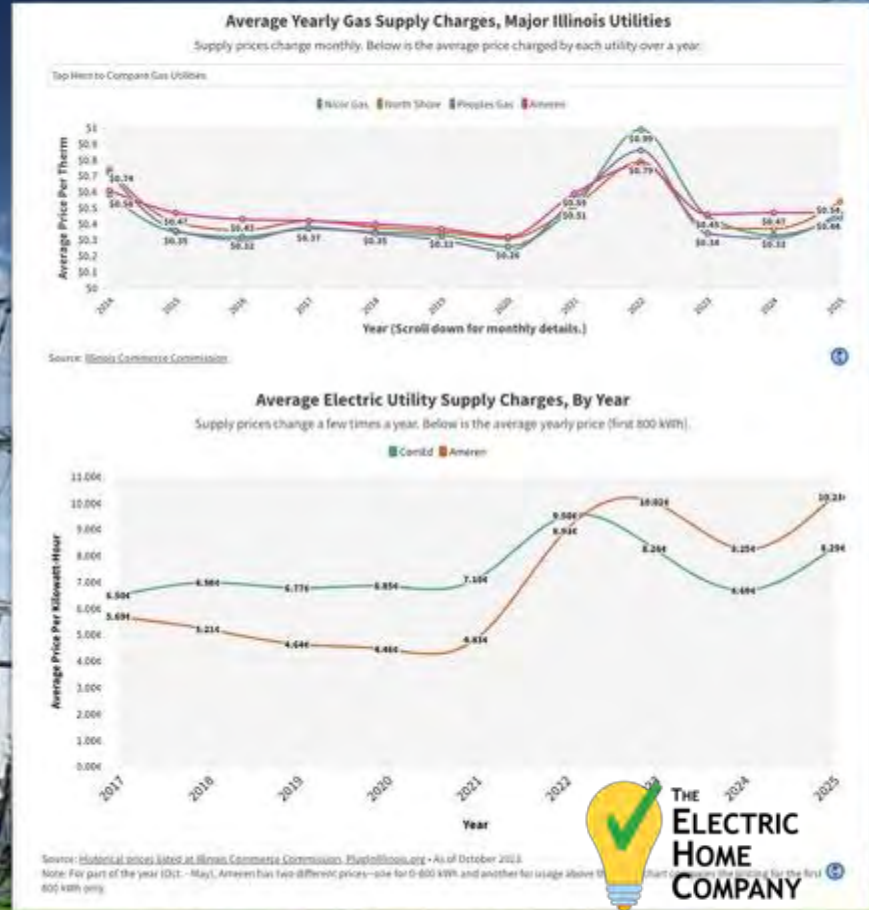


# Cost

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



# Fluctuating energy prices create volatility for homeowners



# Where should you start?



# Understanding & Awareness

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302





# Your Guide to a Healthy Home

## Healthy Home Review



**Interactive Finder**  
Visit our website to explore additional savings

**Radon Test**  
Recommend testing every 2 years. Buy a kit today.  
\$19 = analysis (\$20)

**IAQ Monitor**  
Monitor your indoor air quality (IAQ).  
\$195\*

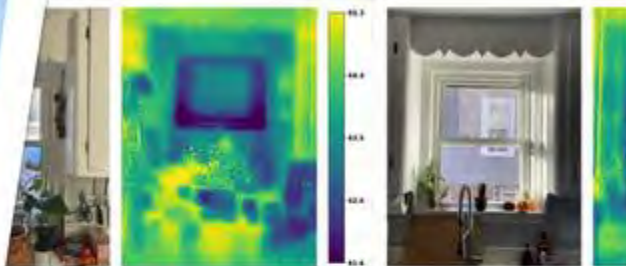
\*Annual office fee

### You're almost fully electric!

Wow! Your electric journey is almost complete. Thank you for using solar, electric heat pump HVAC and electric vehicles. These solutions help you AND the planet.

Your laundry system is past its useful life and should be replaced ASAP! Your on-demand gas water heater still has 5-8 years of useful life so this may not be the best time — financially — to replace it, but you're ready.

<b>1</b> HVAC	<b>2</b> HOT WATER	<b>3</b> COOKING	<b>4</b> LAUNDRY
Complete Your heat pump HVAC is the healthiest, most comfortable system	Maintain and identify external exhaust points to avoid CO poisoning	Complete Your heat pump HVAC is the healthiest, most comfortable system	Upgrade to a heat pump clothes dryer to save 50% on energy. (\$2000 Could rebate)



**KITCHEN**  
(Orientation: 94° E, Outside Temperature: 45° F, Wind Speed: 4 mph)

Window Inserts to help balance room temps, the sunlight throughout the day for your plants

**WINDOW (KITCHEN)**  
(Orientation: 177° S, Outside Temp: 45° F, Wind Speed: 4 mph)

Add Indow Window Inserts

## REBATE & TAX CREDITS

**Rebate & Tax Credits**

**Rebate - Heat Pump - A, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z**

**Rebate - Heat Pump - A, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z**

**Rebate - Heat Pump - A, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z**

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**Rebate - Heat Pump - A, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z**

## Your Appliance Guide

APPLIANCE	ENERGY STAR	ENERGY STAR CERTIFIED	ENERGY STAR CERTIFIED PLUS	ENERGY STAR CERTIFIED PREMIUM	ENERGY STAR CERTIFIED ULTIMATE
Air Conditioner (Central)	Yes	Yes	Yes	Yes	Yes
Clothes Dryer (Electric)	Yes	Yes	Yes	Yes	Yes
Clothes Dryer (Gas)	Yes	Yes	Yes	Yes	Yes
Dishwasher	Yes	Yes	Yes	Yes	Yes
Electric Range / Cooktop	Yes	Yes	Yes	Yes	Yes
Refrigerator (Freestanding)	Yes	Yes	Yes	Yes	Yes
Water Heater	Yes	Yes	Yes	Yes	Yes



**THE ELECTRIC HOME COMPANY**

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# Your Guide to a Healthy Home

## What do we provide?

- Building Envelope: Thermal scans
- Electrical capacity: Panel review
- Appliance age: HVAC, water heater, laundry, cooking, refrigerator
- Electrification/decarbonization plan: Steps 1-9
- Incentive information: Local, State, Utility, etc
- Reports: 3-page summary, 30+ page detailed report, highlight video

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# Your Guide to a Comfortable Home

# HVAC Load Calculations

## HVAC Load Calculation

Make sure your equipment is sized correctly!

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↑ Ceilings: **Common attic** >

↕ Walls: **2 total** >

☒ Windows: **1 total** >

☀ Skylights: **0 total** >

🚪 Doors: **0 exterior** >

↓ Floors: **0 exterior** >

☐ Openings: **0 total** >

Height 8.0 ft  
Area 148.3 sq ft  
Volume 1,190 cu ft

**Heat 1,820 Btu/hr**

Ceiling 262 (14%)

Wall 698 (38%)

Window 784 (43%)

Skylight 0 (0%)

# How much can I cut emissions?



Heat Pump  
HVAC

**25%**



Heat Pump  
Water Heater

**10%**



Heat Pump  
Dryer

**5%**



Induction  
Cooking

**3%**

What am I electrifying again?

HVAC

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



# Replace your AC with **two-way** heat pump

**Mitsubishi h2i® Technology**

100% heating capacity down to 5°F with guaranteed heating down to -13°F

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



...But I live in a rental?  
...But I use a window unit?



Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



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# Gradient and Midea



~\$4,000-\$5,000 retail



What am I electrifying again?

# Water Heater

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302





180 °F

# Heat Pump Water Heater

**Heat Pump Water Heater**

**No vent to the outside  
(no icicle)**

**&  
uses 300% less energy**



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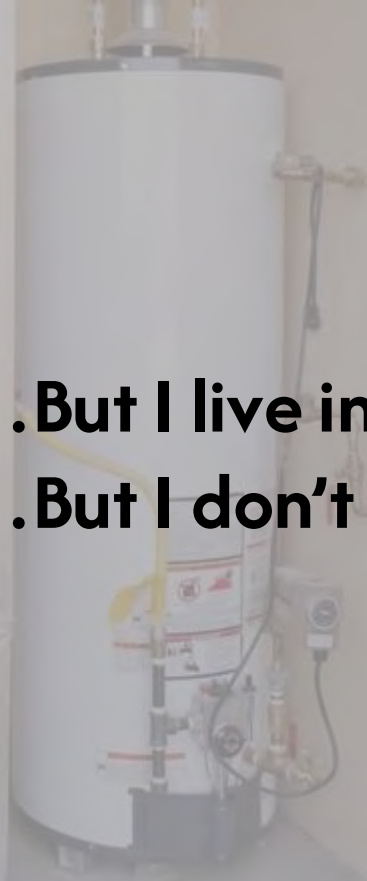


# What's inside?

# It's a Heat Pump!



**...But I live in a rental?**  
**...But I don't have 240V?**



**GE Profile GeoSpring**

or

**AO Smith  
Voltex 120V**



**50**  
gallon capacity

**120v**  
and  
**240v**  
Options



What am I electrifying again?

# Clothes Dryer

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



**Heat Pump Clothes Dryer**

**No vent to the outside  
&  
uses 200-300%  
less energy**



Clothes Drying



**...But I live in a rental?  
...But I already have  
an electric dryer?**

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



**Ventless  
Tower**

**or**

**Ventless  
All-in-One  
Washer/Dryer**



What am I electrifying again?

# Cooking

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## Induction Cooking

An induction cooktop uses electricity to create a magnetic field that generates heat within the pan

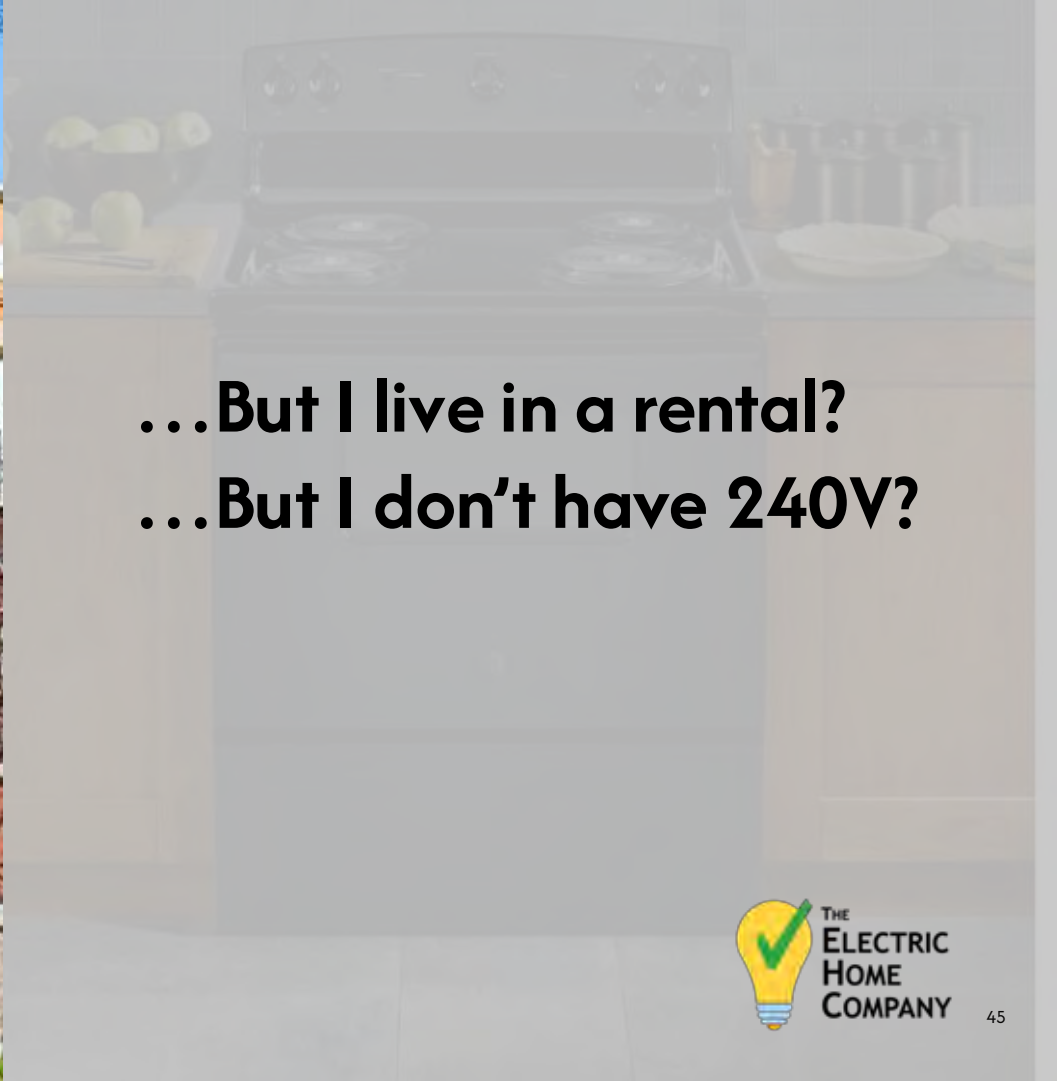


# Induction:

# Cooking with magnets!



Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



**...But I live in a rental?**  
**...But I don't have 240V?**





**Induction “Hot Plates”: \$75-150**

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



# Battery-equipped Induction Stove - Copper or Electra



~\$4,000-\$6,000

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# Challenges & Considerations

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



# Cost

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# Equipment costs increase further up the pyramid



# Energy Efficiency is not the same as Electrification



**Electric  
baseboard heat**  
\$\$



**Electric on-demand  
water heater**  
\$\$\$



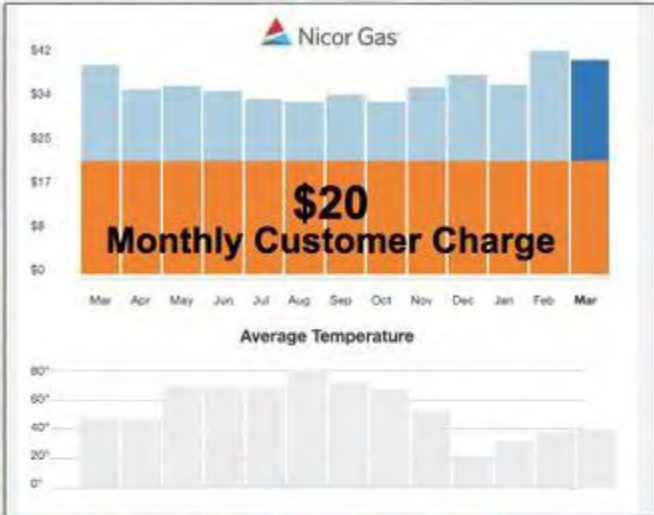
**Electric ducted  
dryer**  
\$\$



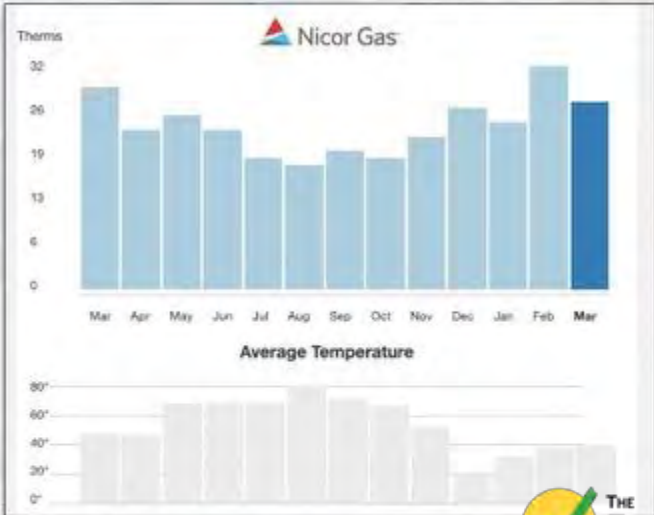
**Electric resistance  
stove**  
\$

# Operating Costs (Gas) - \$240 savings per year

**Monthly cost (\$)**  
March 2024 - March 2025



**Monthly usage (Therms)**  
March 2024 - March 2025

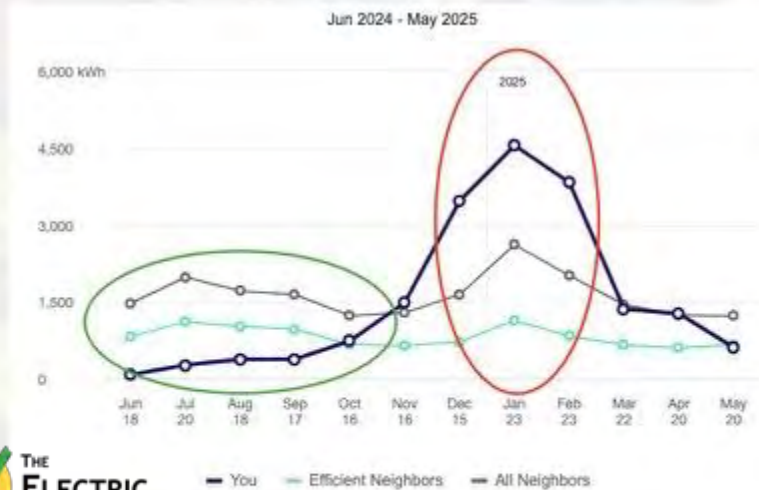


**Save \$240/year**



# Operating Costs (Electricity)

## Nighborhood comparison Jun 18, 2024 - May 20, 2025



## Emporia Vue Data

July 2024 - June 2025

Balance	
EV Plug	17%
Basement heat pump	11%
Kitchen heat pump	10%
Kids/Guest heat pump	8%
Primary Bed heat pump	4%
Humidifier	3%
CERV	3%

**2 EVs + HVAC = 56% Electricity Usage**  
**- 46% generated by Solar**

# Other Challenges & Considerations

**Electrical  
service**

**Commissioning  
systems**

**Outdoor  
setbacks**

**Spark gap**

**Market-rate  
residents**

Contact Aaron: [aaron@electrichomecompany.com](mailto:aaron@electrichomecompany.com) or 847-612-2302



# Other Challenges & Considerations

**100, 200, 400  
Amps?**

Commissioning  
systems

Outdoor  
setbacks

Spark gap

Market-rate  
residents

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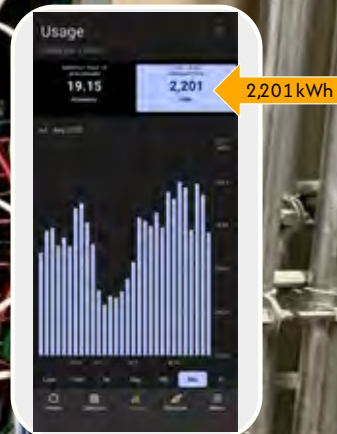


# Manage What You Measure: Emporia Energy Monitor

## Energy Monitoring System

Actively monitor what circuits are using the most energy in your home

products: **Emporia Vue Home Energy Monitor**,  
**Emporia Smart Plugs**,  
**Emporia Pro EV Charger**



# Other Challenges & Considerations

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# Other Challenges & Considerations

100, 200, 400  
Amps?

**Economic vs.  
Environmental  
balance points**

Outdoor  
setbacks

Spark gap

Market-rate  
residents

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# Other Challenges & Considerations

100, 200, 400  
Amps?

Economic vs.  
Environmental  
Balance points

**Higher SEER2;  
quieter (dBA)**

Spark gap

Market-rate  
residents

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# Other Challenges & Considerations

**Electrical  
service**

**Commissioning  
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**Outdoor  
setbacks**

**Spark gap**

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residents**

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# Other Challenges & Considerations

100, 200, 400  
Amps?

Economic vs.  
Environmental  
Balance points

Higher SEER2;  
quieter (dBA)

**Gas vs.  
Electricity  
Costs**

Market-rate  
residents

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# A Tale of Two All-Electric Homes



**Chicago** (North Kenwood)

**Income Qualified**

**February 2026**

**LEED Platinum**

**Northbrook**



**Built: 1885; ~3,200 sq. ft. >5ACH50**  
**FREE:** Windows, Insulation, Weatherization,  
Heat Pump HVAC + **Electric Back-up**, HPWH,  
Induction Stove & Heat Pump Dryer

**Built: 2013; ~3,200 sq. ft. >2ACH50**  
**High-Performance New Build:** Heat Pump HVAC  
(No Back-up), HPWH, Induction Cooktop, Heat  
Pump Dryer & **2 Electric Cars**



# ComEd Electric Heat Delivery Rates

- **Monthly Customer Charge**

- Non-electric heat: \$15.45/month
- Electric heat: \$17.59/month = **\$2.14 more**

Note: Helps cover the utility's administrative costs of doing business, such as billing, postage and customer assistance.

- **Distribution Facilities Charge**

- Non-electric heat: 6.062¢/kWh
- Electric heat: **2.924¢/kWh = 52% Savings**

Note: The Distribution Facilities Charge covers the costs of maintaining equipment/wires, and other costs not recovered through the customer charge.





# ComEd Electric Heat Delivery Rates



## DELIVERY - ComEd

		<b>\$36.76</b>
Customer Charge		\$17.68
Standard Metering Charge		\$4.02
Distribution Facility Charge	1,351 kWh X 0.02922	\$39.48
IL Electricity Distribution Charge	1,351 kWh X 0.00125	\$1.69
Net Metering Credit - Delivery	857 kWh X -0.03047	-\$26.11

- **Savings vs. "Non-electric heat" for my 7/22-8/20**
  - Non-electric heat Customer Charge = \$15.45 or **\$2.23 less**
  - Non-electric heat Distribution Facility Charge @ 6.062¢/kWh = \$81.90 or **\$42.40 more**

**Total savings for July/August 2025 = \$40.17**

# Other Challenges & Considerations

**Electrical  
service**

**Commissioning  
systems**

**Outdoor  
setbacks**

**Spark gap**

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# Other Challenges & Considerations

100, 200, 400  
Amps?

Economic vs.  
Environmental  
Balance points

Higher SEER2;  
quieter (dBA)

Gas vs.  
Electricity  
Costs

**75%+**  
**customers**

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# Other Challenges & Considerations

## Standardize & Prioritize



Eleven communities are working together as part of a regional effort to evaluate the need and impact for gas powered leaf blower regulations to be considered by each representative municipality.



Caucus Responds to Governor's New BUILD Housing Proposal  
February 25th, 2026

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# THE ELECTRIC HOME COMPANY

Your Guide to an All-Electric Home



**AARON STASH**

THE ELECTRIC HOME COMPANY

Founder & Chief Electrification Officer

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@ElectricHomeShow

FREE 15-MINUTE VIRTUAL COFFEE



SCAN ME!



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