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# THE HETTER LETTER

HEATING, COOLING AND BEYOND

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## Expansion of 25C federal tax credit is compelling



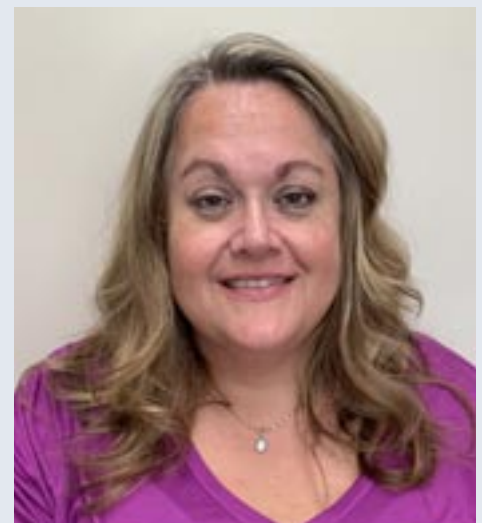
The federal tax credit 25C has not only been expanded but extended and that could be a game changer for those wanting to install a heat pump, according to some in the industry. “If there’s going to be something that’s transformative for 2023 for heat pumps,” says Dana Fischer with *Mitsubishi Electric* in the April edition of the *HVACR NEWS*, “it’s really the 25C tax credits. The other components (of the Inflation Reduction Act) are going to take a while to get started.” The lifetime limit of \$500 per household for the 25C tax credits has been eliminated. Homeowners now could be eligible for a credit of up to **\$2600** annually on ongoing improvements including energy saving doors, windows & insulation in addition to installing a qualifying HVAC equipment. The credits themselves have been increased

to 30% of the cost up to **\$600** for installing a **97%** gas furnace; **\$600** for installing a qualifying air conditioner (16 SEER2/ 12 EER2); and **\$2000** for a qualifying heat pump (15.2 SEER2 / 8.1 HSPF2 plus three other parameters). Another part of the IRA that is still to come is the High Efficiency Electric Home Rebate Program (**HEEHRP**) which will have household income limitations and according to many in the industry may not be available until 2024.

*“When the inspector for the city of Powell came out to inspect the job he said, ‘these guys do REALLY good work’ which also gave me a warm fuzzy feeling I picked the right company.”* ~ Ryan (Powell)

## HETTER office veteran hits milestone

**Hetter** dispatcher **Carrie Friedberg** celebrates her ten year anniversary at Hetter this spring. Carrie has thirty years of experience in the HVAC & plumbing industry so when you talk to her on the phone, she knows what she is talking about. **Hetter** GM Mike Graessle: “Carrie has dedicated her professional life to excellent customer service. **Hetter** improved the moment Carrie joined our staff 10 years ago. Carrie is very much in tune with the strengths of our staff, the personalities of our technicians, clients and fellow employees, the efficiency of our operation and the ability of our staff to serve seven days per week. She is always willing to assist the technicians with customer communication after hours or weekends from home & she has developed great relationships with area residents over her time at **Hetter**.” Carrie is a Huber Heights High School alumni and lives on the north end with her husband Kirk and their 90 pound mastiff Marmalade.



## IVY MACIOCE LAID THE FOUNDATION FOR HETTER HEATING & COOLING



**Ivy Macioce** was a very kind & loving lady who just so happened to have SEVEN kids. After all seven reached school age, Ivy found a need to enter the work force. The year was 1970. As fate would have it, one of her six girls – Karen – happened to have a friend Julie whose dad had a new mechanical business that needed someone to answer his phone. After a short negotiation, a new phone line was installed in Ivy's home in Hilliard and – BOOM – Ivy Macioce became America's first remote worker. Her boss – Dick Hetterscheidt – owned Dick's Appliance Service that later became **Hetter Heating & Cooling**. This partnership was a Win-Win for both parties involved. Ivy's warm & friendly nature quickly won over everyone – from customers to vendors to wrong numbers. Ivy retired in the mid-80s. If Dick was **Hetter's** founding father, Ivy most assuredly was the mortar that held everything together. Ivy passed away on February 26, 2023, with her family by her side. She was 95. God bless this beautiful soul & her equally beautiful family. Thank you from the **Hetter** family!

## HETTER NEWS & NOTES

According to a recent article in *HVACR News*, private equity firms have purchased almost 400 privately owned HVAC dealerships in the U.S. in the last two years. **Hetter Heating & Cooling** is still a proud **family owned & operated** company.



A third party consumer advocacy group led by Rich Noonan has awarded **Hetter Heating & Cooling** the *Best of the Best* in 2022 designation. Their unsolicited video capturing the essence of our company is posted on [hetterheating.com](https://hetterheating.com).

**Hetter** hired **Tim Spence** (pictured at right) this past fall into our service department. Tim, a Mechanicsburg native, has six years of HVAC experience and lives in Springfield. Tim is the father of one and loves to bow hunt.



**NBC4** last fall featured **Hetter** owner John Hetterscheidt on its program Daytime Focus. John talked about **Hetter's** continued support of homeless veterans through ongoing donations to the U. S. Dept of Veteran Affairs. The video is on our website [hetterheating.com](https://hetterheating.com).