



The smarter wi-fi thermostat with remote sensors
For homes with more than one room™



The smarter way to drive business and revenue

Contractor Essentials

Select a topic to learn more

Meet ecobee3

Why it's a smarter choice

Selling ecobee3

Meet the customer

The smart thermostat market

From niche to mainstream

Tools to grow your business

Drive sales and service revenue

Online resources



Meet ecobee3

Comfort where it matters. Savings where it counts.

Homeowners want to be comfortable. Ordinary thermostats only read the temperature in one room, but are supposed to deliver comfort in all rooms. ecobee3 uses remote sensors to deliver the right temperature in the rooms that matter most. Keeping consumers comfortable when they're home and saving energy and money when they're away.

Select a feature to learn more

REMOTE SENSORS

ECOBEE3 IS SMARTER

DATA INSIGHT

FOUR MORE REASONS



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Remote Sensors
ecobee3 is smarter
Apple HomeKit-enabled
Data Insight
Four more reasons to love

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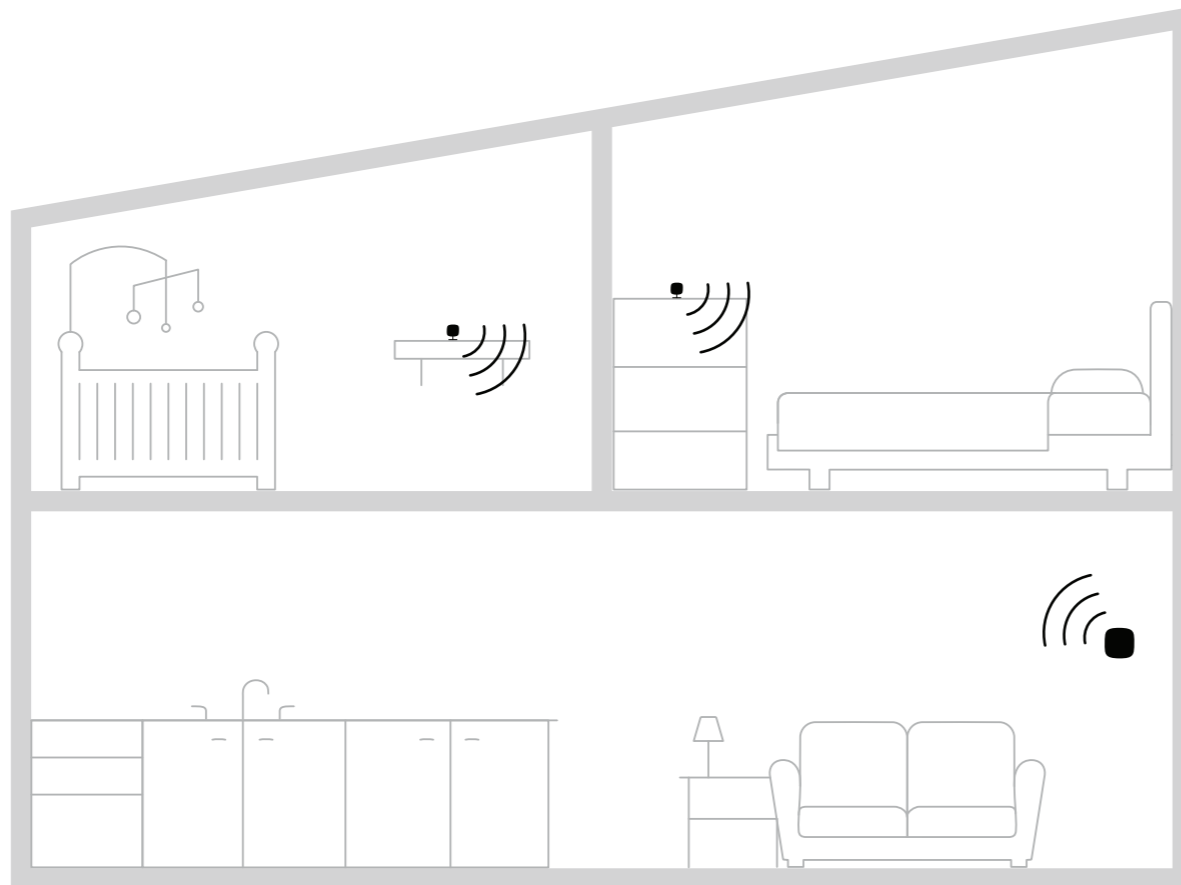
Designed for your success

Online resources



Remote Sensors

ecobee3 comes with one (1) free remote sensor that **measures temperature and occupancy**. The system can support up to 32. The more sensors homeowners add, the smarter ecobee3 becomes, enabling them to enjoy a more comfortable living environment.



By knowing which rooms are occupied and when homeowners leave, ecobee3 sensors not only deliver the right temperature in the rooms that matter most. They also allow homeowners to enjoy greater energy and money savings, while driving additional revenue for your business through accessory sales.



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Smart Home/Away

ecobee3 uses sensors to determine if anyone is home. If, according to the schedule, ecobee3 is in a “home” period but the home is unoccupied, ecobee3 will adjust so it’s not unnecessarily heating or cooling the home. If anyone returns during a scheduled “away” period, ecobee3 will adjust the home to the desired temperature.

ecobee3 is smarter

Free cooling

In homes with whole house fans or ventilators, ecobee3 will recognize when the air outside is cool and dry enough to cool down your customers home, instead of using the air conditioner.

Follow me

Controls comfort by averaging the temperature of the selected sensors that detect motion or all of the selected sensors in the home, regardless of motion.

Visit ecobee.com/How-We-Are-Smarter/ for more smarter features.



Smart recovery

ecobee3 understands how a home heats up and cools down, and uses wi-fi to track the local weather. It then uses this information to determine the best way to bring a home to the desired indoor temperature when a homeowner gets home and maintain it, while minimizing how long the heating or cooling equipment will run to maximize energy and money savings.



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Apple HomeKit-enabled

HomeKit makes it easy to discover, group, and control Apple HomeKit-enabled accessories in your home. Control your ecobee3 by using Siri on your iPhone, iPad, and iPod Touch. Requires iOS 8.1 or later.

Voice commands that work with the HomeKit-enabled ecobee3

“What is my thermostat temperature?”

“Set my thermostat to 21° C degrees”

“Siri, enable Home”

“Siri, enable Away”

“Siri, enable Resume Schedule”



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Data Insight

Home IQ™ provides personalized reports and energy savings insights.

Most homeowner's find it difficult to understand their home's energy performance without an expensive home energy audit. ecobee3's exclusive Home IQ service delivers many of the benefits of a personal home energy audit - for FREE.



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No need to teach ecobee3

Busy people have better things to do than teach their thermostat. That's why ecobee3 comes with a schedule right out of the box. Early riser? No worries, customers can change their schedule in seconds.

Four more reasons they'll love ecobee3

Easy to use

From the easy installation and automated setup process, to the intuitive interface and large touch screen (similar to the smartphone), ecobee3 has been meticulously designed with you in mind.

Control on the go

Customers can adjust their ecobee3 anytime, anyplace, on their smart phone, tablet or computer. And if they're heading home late? All they need to do is let ecobee3 know so it conserves energy while they're out.



Lower your energy bills

Heating and cooling can account for over 50% of a home's energy use. We estimate the average ecobee3 owner saves 23%* annually, paying them back in energy savings, year after year. The idea that ecobee3 could pay for itself in a year makes it easy to explain the 'value' in upgrading to a smarter smart thermostat.

*Visit ecobee.com/savings



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Selling ecobee3

Homeowners want to live in a comfortable home, save money and do good for our planet. Capitalize on this growing demand. Build your sales and service revenue. And connect with more customers by showcasing an advanced solution that makes their lives easier. And better.



Select an item to learn more

WHO IS THE CUSTOMER?

HOW TO SELL ECOBEE3

CONVERSATION STARTERS



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Who is the ecobee3 customer?

Homeowner's who want comfort, connectivity and simplicity.

ecobee3 customers lead busy lives. They're smart people who want their homes to be both beautiful and comfortable. They're willing to spend on upgrades such as kitchens, hardwood, and home furnishings. They're consumers who appreciate the convenience connectivity offers them at home and on the go.

ecobee3 customers appreciate sophisticated design. They want greater control over their utility bills. They want to do good for our planet. And, they love devices that work with their smartphone to make their lives simpler and better.

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How to sell ecobee3

Understanding customers potential concerns will enable you to proactively answer their questions and help improve your bottom line by closing more sales.

Customer says:

“It’s too expensive.”

“Why ecobee over other smart thermostats in the market?”

“My life is busy enough. I don’t want another device to manage.”

You might try:

Heating and cooling can account for over 50% of home energy use. The average ecobee3 owner saves 23% annually on their heating and cooling costs, which means ecobee3 could pay for itself within a year.

Ordinary thermostats only measure temperature in one room, but are supposed to deliver comfort in all rooms. ecobee3 remote sensors deliver the right temperature in the rooms that matter most – keeping you comfortable when you’re home and saving you energy and money when you’re away.

ecobee3 knows you have better things to do than teach your thermostat. That’s why we’ve taken great care in designing a user experience that’s easy to use, with mobile web apps and a schedule right out of the box.



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Conversation starters

Asking a lead-in question can help start a conversation with your customers.

Do you have rooms that are either too hot or too cold?

Ordinary thermostats only read the temperature in one room, but are supposed to deliver comfort in all rooms. ecobee3 remote sensors read the temperature wherever you place them, delivering the right temperature to the rooms that matter most, reducing those annoying hot and cold spots in your home.

How much do you spend on heating and cooling each month?

The average ecobee smarter thermostat owner saves 23% annually on heating and cooling costs, which means ecobee3 could pay for itself within a year.

Would you like a smarter thermostat that you don't need to teach?

ecobee3 intuitively understands when to turn on your heating or cooling equipment based on your home's unique energy profile, your schedule and the weather outside and comes with a schedule right out of the box that you can adjust to your lifestyle within seconds.

Do you use apps on your smartphone?

With the ecobee3 app, you can monitor and control your home comfort from anywhere, anytime on your smartphone, tablet or computer. Available on iTunes and Google Play.



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The smart thermostat market

ecobee3 makes it simple for you to connect with more customers and more sales and service revenue.



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Market Opportunities

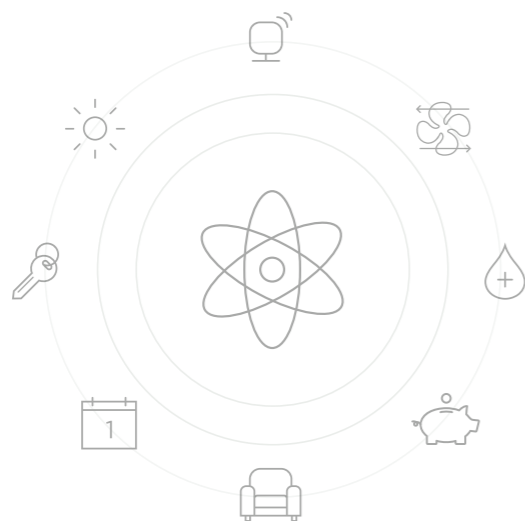
The Internet of Things is exploding

The adoption of connected technology is increasing at a dramatic rate. It's rare to find someone without a smart phone or tablet device. ecobee3's wi-fi connectivity and mobile apps cater to the new connected reality, making it easier for you to connect with new business opportunities.

\$146.9 million in 2014

\$2.3 billion in 2023

Smart thermostat revenues growth prediction



Smart thermostats are expected to have 43% adoption in the next five years and, according to Navigant Research, global revenue for communicating and smart thermostats is expected to grow from \$146.9 million in 2014 to \$2.3 billion in 2023.



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Tools to grow your business

ecobee3 and our contractor portal were designed to make your job easier and your business more profitable.



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Guided set-up

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Multiply your revenue 15x

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We've made significant enhancements to the design of our hardware and software to make **installation faster, easier and more reliable.**

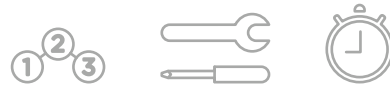
Easy installation

Power Extender Kit

ecobee3 does not use power stealing from the furnace board because they weren't designed to be used this way. We believe it's unreliable and will fail in 2 - 8% of cases. We've designed the PEK for homeowners that don't have a c wire. Having a 24 VAC connection to the thermostat will ensure reliable operation for years to come, without having to rely on batteries that will not last.

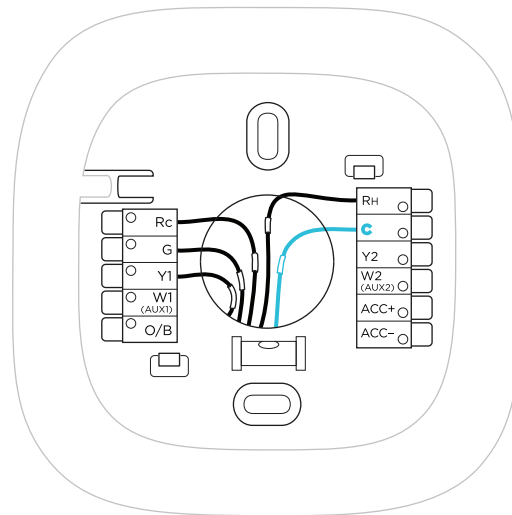
You won't have to run a c-wire to power the thermostat.

Installation is less than 45 minutes.



Terminal blocks

We have simplified our terminal blocks to make wiring easier. No need for tools, just insert the wire.



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Guided set-up

ecobee3 provides a guided set-up to ensure you've got everything installed perfectly before leaving your customer's home.



Connecting. Easy as 1, 2, 3.

1. Auto detects your customer's wi-fi
2. Enter your customer's wi-fi password
3. Register using the web portal or app.

✓ Automatic wire configuration

ecobee3 automatically detects which wires are installed and diagnoses what type of equipment and accessories are running. It's easy to make sure the right wires are installed in the right terminals and test that everything is working properly.

Fast installation.
Less than 45 minutes.



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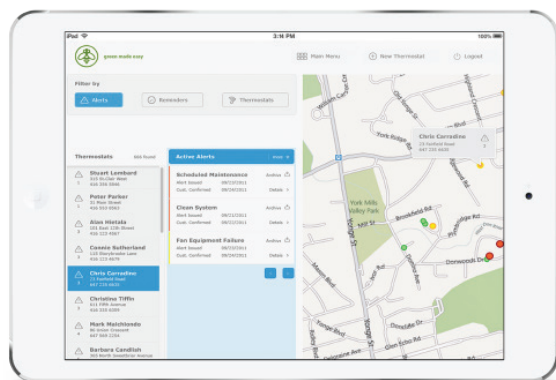
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Contractor Portal

Your online connection to the tools you need to boost your bottom line.



✓ Know your customer

Get quick access to detailed information including customer contact, alerts reminders, current connectivity status, and more.

✓ Remotely diagnose and troubleshoot issues

View detailed HVAC reports and see a list of new and archived alerts for historical reference so you can provide proactive customer service and avoid unnecessary site visits.

✓ Be prepared and save time

Enter your customer's equipment details so you only have to take the necessary tools and parts on a site visit.

✓ Send branded service reminders and specials

Upload your business contact info, and it'll appear in the alerts and reminders section of your customers' thermostat. This will remind them to contact you when their equipment needs service, and help deepen your customer relationship, and ultimately win the service, repair and replacement business.

✓ Work more efficiently

The Map View helps you to plan your scheduled routes by alert and reminder type and save valuable time by routing your service calls more efficiently.

✓ Schedule service reminders to offset slow periods

Even out your workflow, keep your techs busy and provide better, more timely service to your customers by sending out reminders early in the season, rather than waiting for the first hot day of summer to arrive.



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By helping you win the service, repair and replacement business, you can earn 15x the initial revenue of the initial thermostat install.

ecobee3 creates a strong connection between you and your customers to ensure you are top of mind. With branded alerts and reminders, your contact information will be presented to customers right on the ecobee3 thermostat when they are in need of service or repairs. This will ensure they call you instead of trying to find your business card or calling someone else. By keeping your name front and center, ecobee3 helps you win the service business. Those that win the service business typically win the repair business. And, those who win the repair business are almost 3x more likely to win the replacement business.

**Multiply
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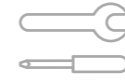
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Online resources



You'll need an online connection for these resources.

Online resources



Select a topic to link to resource

Videos

Manual

Find a reseller

Contractor University

Resources for HVAC industry professionals on topics such as home wi-fi networking, open APIs and more.

Contractor Portal

Accessible 24/7 from ecobee.com

1.877.932.6233 (Toll Free)
1.647.428.2220 (International)
info@ecobee.com (General)
support@ecobee.com (Support)



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