



September 3, 2026

Appliance Services Program

Bringing Added Value to Our Customers

New capabilities, new products, and an evolving energy landscape are creating opportunities for new ways to engage with our customers.

Previous CAP Topics:

Fiber to the Home (December 2025)

Electric System Modernization (April 2025)

As a Trusted Energy Partner, KUB can provide solutions that unlock value for our customers.



How KUB Began Offering Appliance Services



- Launched natural gas water heater installation pilot in December 2017
- Offered free installation with natural gas reconnection
- Installed 130 water heaters
- Gained insight into customer needs and installation practices
- Established a dedicated, in-house installation team

Why KUB Started Offering Appliance Services

- Expand access to natural gas appliances where options are limited
- Make appliance selection and installation easier and more convenient for customers
- Provide a trusted, one-stop source for appliances and installation
- Promote the benefits and use of natural gas
- Leverage our natural gas expertise to provide safe, compliant installation and service
- Strengthen customer relationships through high-quality service and support

Current Appliance Offerings

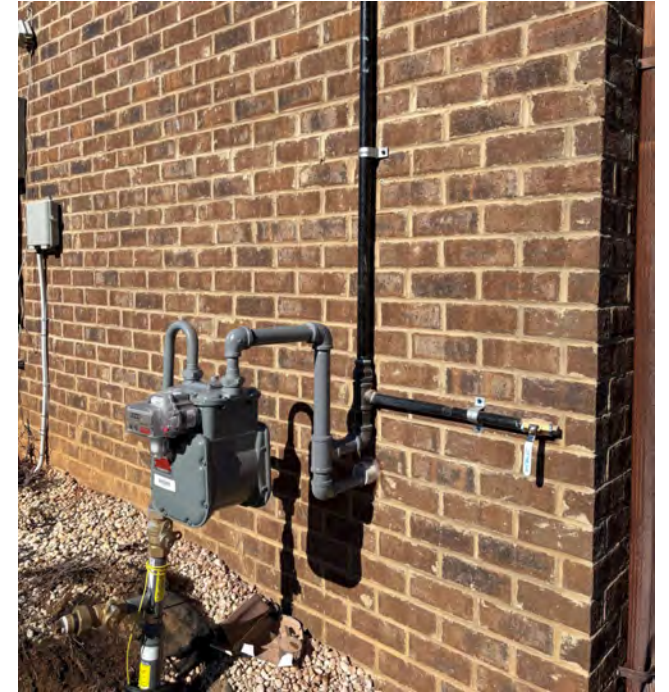
- Appliances
 - Tank water heaters (natural gas and electric)
 - Natural gas tankless water heaters
 - Other gas products: grills, logs, heaters, and stoves
- Customer benefits
 - 0% on-bill financing for appliances purchased from KUB
 - Natural gas appliance rebates





Installation & Support Services

- Installation services
 - Customer-owned fuel line
 - Customer-purchased new appliances
- Ongoing support
 - Annual maintenance for KUB-purchased water heaters
 - Repair and warranty services for KUB-purchased water heaters
 - Limited emergency after-hours service
 - Appliance pilot relighting





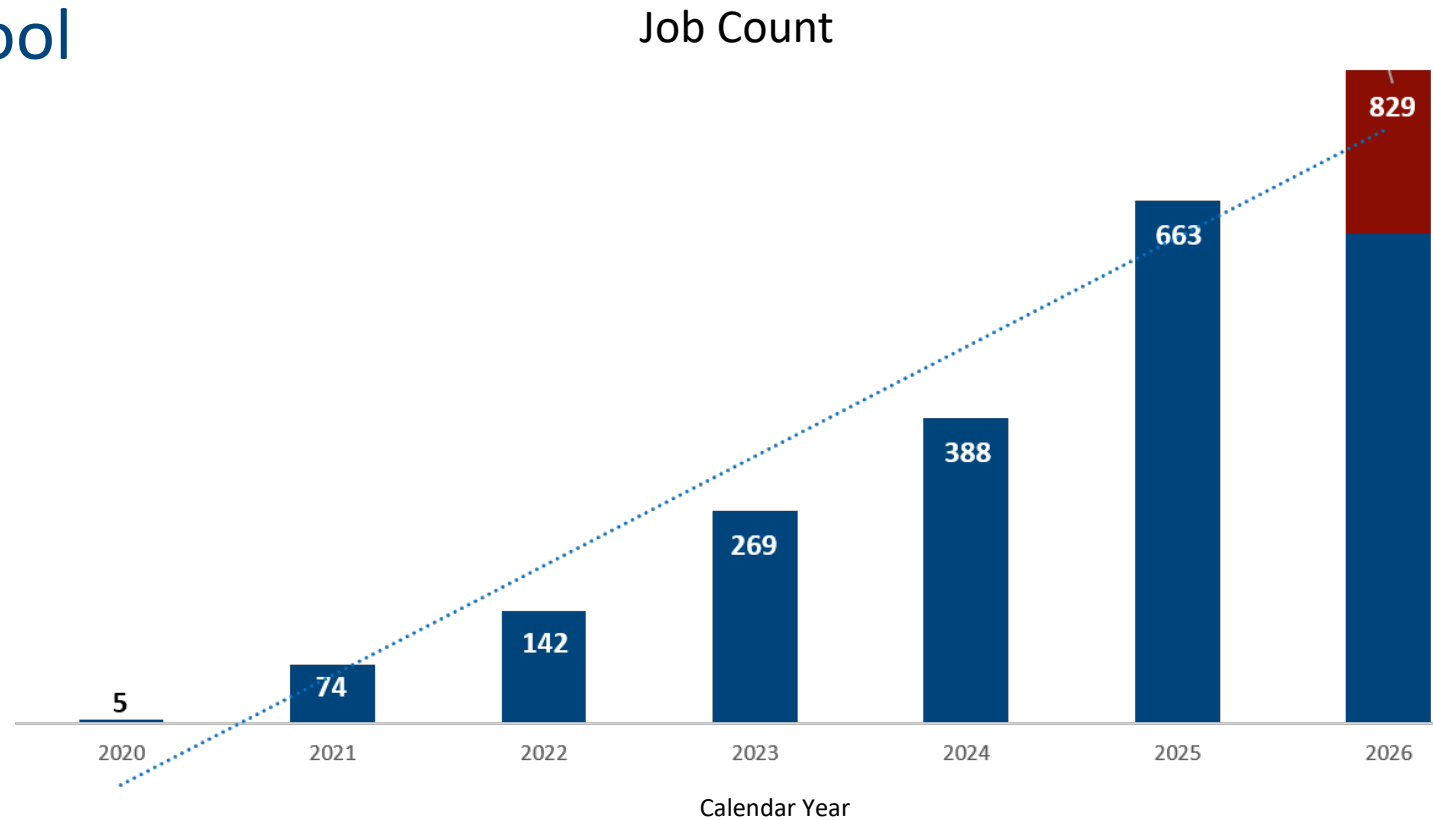
What Customers Can Expect

- Personalized onsite consultation
- Clear options, pricing, and timelines
- Coordinated permitting and scheduling
- Efficient, one-day installation goal
- Ongoing warranty support



One System – One Seamless Process

- All-in-one work management tool
- Dispatching, scheduling
- Customer communication
- Manage customer interactions
- Send estimates and contracts
- Track jobs and sales
- Collect customer reviews and feedback





D, Julie

Feb 25, 2026



I have been a residential contractor for 21 years so I deal with all the trades everyday. I hired KUB to run gas lines to my personal home and bought and had them install a tankless water heater. My service and experience was excellent. Brad and Coffey were so professional. The work was top quality. I highly recommend using KUB!



W, Janet

Aug 05, 2026



Had a great experience with KUB regarding my gas log purchase and install. From estimate to install quick and efficient. I had priced gas logs through two other companies and they were four times what KUB quoted me. Very appreciative that this service was available.



H, Tim

Jun 26, 2026



Excellent service, quality, and support. The technicians are some of the best, if not the best, in the industry. I am highly pleased and recommend considering KUB first for your next natural gas solution, whether it is a new water heater, gas logs, or gas appliance. Thank you KUB!



P, Melissa

May 14, 2026



Had new gas logs installed and a new gas line designed for our outdoor built in grill area.....they were on time, efficient and installed the new grill! Would highly recommend using them rather than a private plumber.....the gas inspector also said as included in the price quote. Reasonable price and efficient work! Thank you Dillion and your team!!!



O, Scott

Jul 08, 2026



KUB did an excellent job removing and replacing the hot water heater in our house. The team is efficient, professional and explained the water heater installation and operation so I fully understood.

Marketing & Advertising

- Billboards
- TV ads and sponsorships
- Radio advertisements
- Social media
- Magazines and publications
- Direct mail and email
- KUB customer portal
- Vehicle graphics
- High school banners
- ETNG marketing program



KUB SELLS & INSTALLS NATURAL GAS WATER HEATERS



Natural Gas Generator Pilot

- Piloting generator installations
- Building internal expertise and processes
- Refining payment and program requirements
- Preparing for a soft fall launch



We'd Like to Hear from You

- Before today, what did you know about KUB's appliance program?
- Which current or potential products and services are most valuable to customers? What might be missing?
- How could we better market and build awareness of the program?
- How can the program strengthen KUB's role as a trusted energy expert?

Previous CAP Topics

- Inflation Response Plan
- TVA Energy Efficiency
- Vegetation Management
- Renewable Energy Programs
- TVA Integrated Resource Plan (IRP)
- Customer Self-Service and Customer Information System
- Electric System Modernization Strategy
- Supporting Our Community's Growth
- KUB's Fats, Oils, and Grease Program
- KUB Fiber
- Emergency Preparedness & Response
- Water Treatment Process Discussion



KUB

KNOXVILLE
UTILITIES BOARD