### Sector: New Construction

**Specifier or Purchaser**: Design/Build Contractor or Mechanical Design Contractor  
Responsible for the bulk of a project, D/B contractor is motivated to meet owner’s requirements at minimal cost but will not ultimately pay energy bills. Pumps are a small component of a total project. Works through distributors to specify pumps and respond to rebates on efficient products.

**Bill Payer**: Building Owner  
Managing a large project, the building owner is unlikely to worry about details like pumps within larger mechanical systems. However, utility rebate programs can capture their attention and validate the benefits of efficient products, especially for buildings pursuing green certifications.

**Maintenance**: Not applicable

### Sector: Commercial

**Specifier or Purchaser**: Mechanical Contractor  
The mechanical contractor is likely to be both a purchaser and installer in existing commercial buildings. Many buildings replace equipment on planned schedules, and place pressure on mechanical contractors to provide the lowest bids possible in like-for-like replacement. They may perceive risk in proposing a different or higher cost product, but can provide value to the building owner by communicating future energy savings from efficient pumps.

**Bill Payer**: Building Owner  
While primarily motivated by reliability, the building owner is likely to be motivated by lifecycle costs and perceptions of environmental friendliness.

**Maintenance**: Building Operator  
Engaged in preventative maintenance, the building operator makes sure systems work reliably and are upgraded on.

### Sector: Industrial

**Specifier or Purchaser**: Industrial or Process Engineer  
Pumps are integral components of many industrial processes. An engineer is likely to be involved in selecting and installing a pump, with the primary concern being reliability and performance. Like-for-like replacement introduces less risk, but there is potential value in the performance and energy savings of efficient pumps.

**Bill Payer**: Manufacturer  
Industrial facilities require that all motor-driven products operate consistently and as expected. Reliability is paramount, but operating cost is a consideration as well.

**Maintenance**: Maintenance Tech  
Depending on the size of the farm, pump maintenance may be performed by the owner or a technician. Replacement may occur as part of a planned schedule or in emergency replacement. The selection may be as simple as the pump in stock, but consider long-term operating costs.

### Sector: Agricultural

**Specifier or Purchaser**: Irrigation Contractor or Commercial Farmer  
Agricultural pump purchases are guided by past experience, like-for-like replacements, and first costs. Operating costs are a secondary consideration.

**Bill Payer**: Building Owner  
While primarily motivated by reliability, the building owner is likely to be motivated by lifecycle costs and perceptions of environmental friendliness.

**Maintenance**: Maintenance Tech  
Maintenance is extremely important to prevent downtime and flag potential failures ahead of time.