

# DIY INCENTIVES: INSULATION & AIR SEALING

## Support for do-it-yourself home improvements

Are you someone who prefers a hands-on approach to home improvement? FOCUS ON ENERGY® offers \$200 cash back for self-installed attic insulation and air sealing. Completing these projects together is one of the most cost-effective ways to increase the comfort and energy efficiency of your home.

## Why insulation?

Heat flows from warm to cool spaces. Insulation keeps it where you want it: inside your living space during the colder months and outside when the weather heats up.

## Why air sealing?

Even tiny gaps can make it hard to control your home's temperature and cause your heating and cooling system to work overtime. Sealing up air leaks helps maintain comfort while preventing wasted energy.

## Prevent common issues

Along with the comfort and energy-saving benefits, insulation and air sealing may also prevent condensation and harmful ice dams that form when snow on your roof melts and refreezes.

## Steps to participate

1. Confirm eligibility (see back for DIY flowchart). Consult with a Trade Ally contractor if needed.
2. Download the Installation Guide.
3. Buy your supplies and take pre-project pictures.
4. Complete your project.
5. Take post-project photos.
6. Submit the online application with photos and receipts.

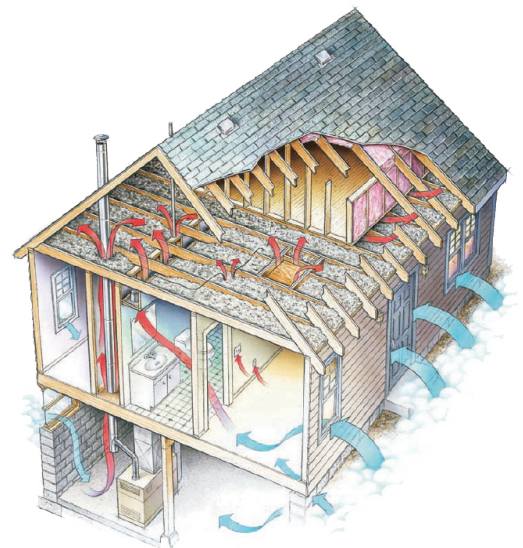
## Get started

Find DIY incentive details and resources at [focusonenergy.com/diy](https://focusonenergy.com/diy).



### Your benefits

- Greater home comfort
- Lower energy bills
- Improved indoor air quality
- Financial support
- Installation guide

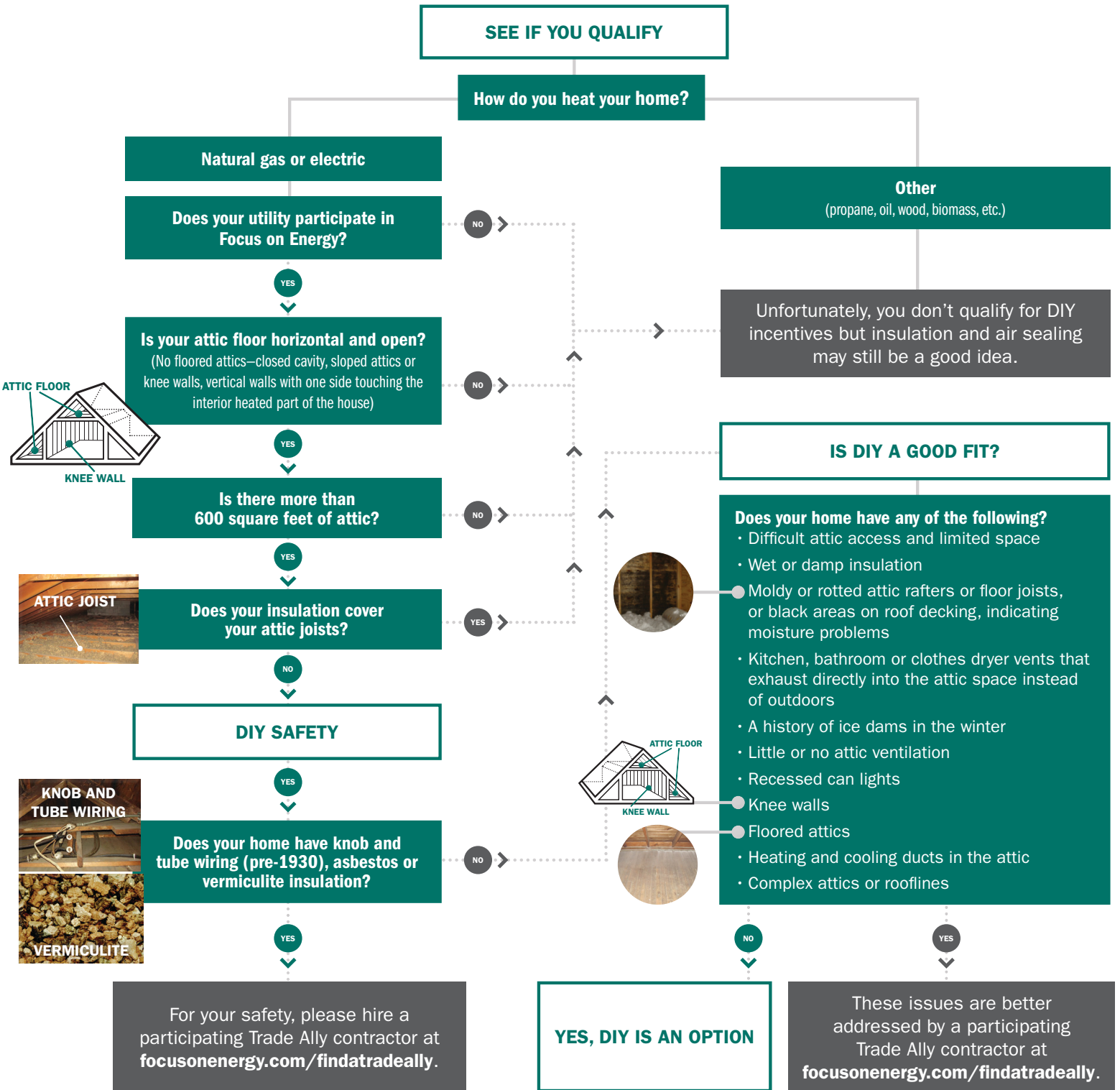


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See back for DIY flowchart.

# DIY: Is my home eligible?



Learn more at [focusonenergy.com/diy](http://focusonenergy.com/diy) or call 855.339.8866.

## REDUCING ENERGY WASTE ACROSS WISCONSIN

Incentives are subject to change. Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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