

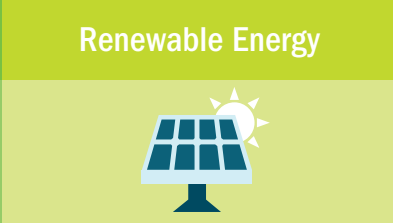


2020 TRADE ALLY SOLUTIONS

Efficiency starts here

FOCUS ON ENERGY® offers several paths to savings, with incentives available for energy improvements both large and small. Offer these incentives to your customers to show the value of your partnership with Focus on Energy and bring them even greater benefits when you collaborate with other Trade Allies offering different services.

	Insulation & Air Sealing	Heating & Cooling	Renewable Energy
			
Offering details	Insulation and air sealing Energy assessment	Heating equipment Cooling equipment	Solar electric systems
Investment	\$\$\$	\$\$\$	\$\$\$
Incentives	\$\$\$	\$\$\$	\$\$\$
Description	The perfect starting point for ultimate home comfort and highest savings.	Need just heating and cooling equipment? This is the spot.	Reach next-level savings by producing your own renewable energy.

Customer checklist

Review these key steps with your customer to check eligibility and get started.

- 1 Visit focusonenergy.com/utilities to confirm the customer's utility participates in Focus on Energy.
- 2 Determine eligibility for Tier 1 or Tier 2 incentives. Customers may be eligible for the higher Tier 2 incentives if they are at or below the following income limits:

Household Size	Annual Income Upper Limit
1	\$38,231
2	\$49,995
3	\$61,757
4	\$73,521
5	\$85,285

- 3 To request Tier 2 incentives:
 - Submit the Income Eligibility Application and supporting documentation and receive approval.
 - Complete the qualifying improvements.
 - Apply for incentives:
 - **Insulation and air sealing:** Trade Ally submits incentive application within five days of invoice.
 - **Heating and cooling equipment:** Submit incentive application within 60 days of project completion.

For more information on Tier 2 incentives, visit focusonenergy.com/tier2.

- 4 If the customer doesn't qualify for Tier 2 incentives, you can begin completing qualifying improvements.

Program applications are available at focusonenergy.com/residentialapps.

Incentives at a glance

Insulation and air sealing incentives effective April 1, 2020. All other incentives effective January 1, 2020. Incentives are subject to change. Incentives cannot exceed project costs.

Heating and Cooling Equipment	Tier 1	Tier 2
	Incentive	Incentive
95% Single- or Multi-Stage Natural Gas Furnace	\$50	\$350
96% Single- or Multi-Stage Natural Gas Furnace	\$100	\$450
97%+ Single- or Multi-Stage Natural Gas Furnace	\$150	\$550
16+ SEER Central A/C when installed at the same time as a qualifying furnace. SEER based on AHRI rating for combination of furnace, coil and condenser.	\$50	\$50
Air Source Heat Pump 16+ SEER, 8.4+ HSPF (propane, oil or electric furnace only; cannot be a mini-split or ductless system)	\$300	\$300
ECM Replacement (must replace existing PSC Motor)	\$50	\$50
95%+ AFUE Natural Gas Home Heating Boiler	\$400	\$550
Indirect Water Heater installed at the same time as a qualifying boiler	\$100	\$150
95%+ AFUE Natural Gas Combination Boiler	\$500	\$675
Smart Thermostat installed by a qualified HVAC contractor or electrician. For use with natural gas furnace, natural gas boiler, electric resistance (baseboard) or air source heat pump only.	\$50	\$50
Single Package Vertical Unit, 90%+ Thermal Efficiency, NG	\$100	\$100
Single Package Vertical Unit, 90%+ Thermal Efficiency, NG, ≥ 10.0 EER Cooling	\$150	\$150
Packaged Terminal Heat Pump < 8,000 BTUh, ≥ 10.7 EER and ≥ 3.1 COP	\$100	\$100
Packaged Terminal Heat Pump 8,000 - 9,999 BTUh, ≥ 10.4 EER and ≥ 3.0 COP	\$100	\$100
Packaged Terminal Heat Pump 10,000 - 12,999 BTUh, ≥ 9.9 EER and ≥ 2.9 COP	\$100	\$100
Packaged Terminal Heat Pump $\geq 13,000$ BTUh, ≥ 9.3 EER and ≥ 2.9 COP	\$100	\$100
Geothermal Heat Pump System	\$750	\$750

Qualified equipment lists and complete eligibility requirements are available at focusenergy.com/heatingandcooling. Educate your customers on the benefits of building shell improvements combined with mechanical system upgrades to maximize a home's comfort and energy savings.

Insulation and Air Sealing Single Family Home (1-3 units) <small>Insulation and air sealing incentives effective April 1, 2020.</small>	Tier 1	Tier 2	Insulation and Air Sealing Multifamily Home (4+ units) <small>Insulation and air sealing incentives effective April 1, 2020.</small>	Incentive
	Incentive	Incentive		
ENERGY STAR® Qualified Air Sealing	\$500	\$800	Air Sealing	\$0.20 per sq. ft. of conditioned space
Attic Insulation	\$400	\$500	Attic Insulation, Existing $\leq R-11$	\$0.50 per sq. ft. of attic space
Foundation Insulation	\$100	\$150	Attic Insulation, Existing R-12 to R-19	\$0.20 per sq. ft. of attic space
Wall Insulation	\$300	\$300	Wall Insulation	\$0.80 per sq. ft. of wall area
Duct Sealing & Insulation	\$50	\$50		

For more information, call 855.339.8866 or visit focusenergy.com/myhome.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Incentives are subject to change and cannot exceed project costs. 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.