










EFFICIENCY STARTS HERE

Home Performance Program

Help your customers save on energy improvements

The Home Performance Program 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.

CHOOSE A PATH

	Whole Home Improvements	Heating & Cooling Improvements	Renewable Energy
Program details	 Energy assessment Customized report Air sealing and insulation	 Heating equipment Cooling equipment	 Solar electric systems Geothermal systems Renewable energy loans
Customer investment			
Customer incentives			
Description	The perfect starting point for ultimate home comfort and highest savings.	Not quite ready for the full home treatment? You can still save on heating and cooling improvements.	Reach next-level savings by producing your own renewable energy.

Larger incentives for Whole Home and Heating and Cooling Improvements are available for income-qualified homeowners.

CUSTOMER CHECKLIST

Review 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	\$34,134
2	\$44,637
3	\$55,140
4	\$65,642
5	\$76,145
6	\$86,648

- 3 To request Tier 2 incentives:
 - Submit the Income Eligibility Application and supporting documentation, and receive approval
 - Complete the qualifying improvements
 - Apply for incentives:
 - **Whole Home Improvements:** Trade Ally applies the incentive as an instant discount
 - **Heating and Cooling Improvements:** Submit incentive application within 60 days of project completion
- 4 If the customer doesn't qualify for Tier 2 incentives, you can move right to completing qualifying improvements. There's no need to submit an Income Eligibility Application.

Program applications, if applicable, are available at focusonenergy.com/applications.

PROGRAM INCENTIVES AT A GLANCE

Incentives valid August 1, 2016 through December 31, 2016. Incentives cannot exceed project costs.

Whole Home Improvements

AIR SEALING AND INSULATION	TIER 1	TIER 2
10-19% energy reduction	\$850	\$1,000
20-29% energy reduction	\$1,250	\$1,500
30%+ energy reduction	\$2,000	\$2,250

Heating and Cooling Improvements

HEATING AND COOLING EQUIPMENT	TIER 1	TIER 2
Propane multi-stage furnace with ECM, 90%+ AFUE	\$100	\$300
Natural gas furnace, 95%+ AFUE	N/A	\$350
Natural gas multi-stage furnace with ECM, 95%+ AFUE	\$125	\$525
Natural gas multi-stage furnace with ECM and 95%+ AFUE installed with a 16+ SEER air conditioner	\$250	\$750
Modulating natural gas boiler with outdoor reset control, 95%+ AFUE	\$400	\$550
Modulating combination natural gas boiler with integrated domestic hot water and outdoor reset control, 95%+ AFUE	\$500	\$675
Indirect water heater (installed at the same time as qualified boiler)	\$100	\$150
Air source heat pump, 16+ SEER and 8.4+ HSPF (propane, oil or electric furnace only; cannot be a mini-split or ductless system)	\$300	See Tier 1
ECM replacement	\$100	See Tier 1
Ductless/Mini-Split Heat Pump for Electric Resistance Heated Home, 25+ SEER and 9.0+ HSPF (only for homes heated solely with electric resistance heat)	\$500	See Tier 1

\$250 BONUS when you complete Whole Home Improvements and Heating and Cooling Improvements together
Tier 1 only. Must be completed within 90 days of each other.

Educate your customers on the benefits of building shell improvements combined with mechanical system upgrades to maximize a home's comfort and energy savings.

Renewable Energy

RENEWABLE PROJECT	INCENTIVE
Solar electric (PV) system	\$600/kW DC rated capacity \$300 minimum \$2,400 maximum
Geothermal heat pump system	\$650
Renewable energy loans	0% interest for up to 50% of project cost through participating lenders

SAVING ENERGY AND MONEY FOR WISCONSIN

For more information, call **800.762.7077** or visit focusonenergy.com/myhome.

Incentive amounts and requirements are subject to change. Visit focusonenergy.com/myhome for complete program information.

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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