

# RESIDENTIAL HVAC & WATER HEATING 2011 PROGRAM UPDATES

**Date: December 21, 2010**

**To: HVAC and Plumbing Contractors and Distributors**

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Please note the following updates for the 2011 Focus on Energy Residential HVAC and Water Heating Programs:

- 1. There are no changes to the Focus on Energy Residential HVAC and Water Heating Cash-Back Rewards for 2011.** The enclosed application contains the same Rewards that have been available to Focus on Energy customers in 2010. Note that these applications can only be used on equipment that is installed between *January 1, 2011, and June 30, 2011*. In June, the program will provide information for the remainder of the year.
  - 2. ALL CONTRACTORS CAN OFFER RESIDENTIAL HVAC AND WATER HEATING REWARDS TO THEIR CUSTOMERS.** Until now, customers could only receive residential HVAC Rewards through participating contractors. Starting January 1, all contractors can offer these Rewards to their customers.
  - 3. HVAC AND WATER HEATING CONTRACTORS MUST SIGN A NEW PROGRAM ALLY APPLICATION BY JANUARY 31, 2011 TO CONTINUE RECEIVING THESE BENEFITS:**
    - a. A listing on the Focus search tool, [finditwithfocus.com](http://finditwithfocus.com). Customers use this tool to find local businesses who partner with Focus on Energy.
    - b. Notification of program updates as they occur. These updates will be delivered to you via e-mail or mail.
    - c. Use of the Focus on Energy name and logo for advertising. Only participating allies may promote their participation in the Focus on Energy program. See application for details.
  - 4. RESIDENTIAL HVAC COOPERATIVE ADVERTISING FUNDS ARE NO LONGER AVAILABLE.**
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#### Enclosed materials

- **Updated Residential HVAC and Water Heating Reward Applications** are effective January 1, 2011, through June 30, 2011. ***Make copies of these applications for further use*** or download current applications at [focusonenergy.com/hvac](http://focusonenergy.com/hvac) or [focusonenergy.com/waterheaters](http://focusonenergy.com/waterheaters).
- **Program Ally Application** which you must complete to be listed on the Focus search tool in 2011.

If you have any questions about these updates, please contact **Doug Dettlaff** at [ddettlaff@weccusa.org](mailto:ddettlaff@weccusa.org) or **888.509.3247, ext. 321**.