



**High efficiency
HVAC equipment is
good business for you
and can save your
customers money**

As energy costs remain high, many Wisconsin residents are trying to avoid spending a lot of money on utility bills and are looking for ways to cut those costs. As an HVAC contractor, you can partner with Focus on Energy's Efficient Heating & Cooling Initiative to help your customers realize that high efficiency HVAC equipment is an affordable solution that can reduce energy consumption and subsequently save money.

Through its Efficient Heating & Cooling Initiative, Focus on Energy, Wisconsin's statewide energy efficiency and renewable energy initiative, is partnering with HVAC contractors like you to promote the value of energy efficient equipment to consumers while offering customer Cash-Back Rewards on high efficiency models. The Efficient Heating & Cooling Initiative is a cooperative effort of the Focus Program and interested HVAC manufacturers, distributors, contractors, trade organizations, associations and retailers. The Initiative aspires to increase the demand for high efficiency HVAC equipment and quality installation and maintenance services throughout Wisconsin. The expected outcome is increased business for you, as you will be able to sell yourself as a company that keeps your customer's best interest in mind. In addition, more high efficiency HVAC equipment installed in Wisconsin means a reduction in the state's energy consumption, a cleaner environment and lower utility costs for all Wisconsin residents and businesses.

Program materials help you help customers

The Efficient Heating & Cooling Initiative works with more than 1,200 contractors statewide. The program aids these contractors in informing consumers looking for HVAC equipment of the benefits high efficiency models can offer, especially the importance of correct installation to ensure proper functionality and optimal efficiency. Contractors partnering with the Efficient Heating & Cooling Initiative have the exclusive opportunity to offer the program's Cash-Back Rewards to customers

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as a way to incite them to purchase a higher efficiency unit. These Cash-Back Rewards can save consumers hundreds of dollars on the purchase of qualifying equipment making their investment less cost prohibitive, in addition to helping your bottom line and building confidence in your business. Contractors who choose to participate in the program are supplied with educational pieces for customer distribution and benefit further from being affiliated with Focus on Energy, including a listing on its Web site where interested consumers are encouraged to go to find participating contractors in their area.

For more information about Focus on Energy's Efficient Heating & Cooling Initiative including ways to become a participating contractor, call 800.762.7077, or visit focusonenergy.com.



How to join the ranks

Becoming a participating contractor is as simple as filling out the Market Provider Agreement found on the Focus on Energy Web site, focusonenergy.com. Upon acceptance into the program, contractors receive a program binder that explains the Efficient Heating & Cooling Initiative Program in detail. On an ongoing basis, participating contractors receive program updates, all relevant Focus on Energy newsletters and notification of pertinent training and educational opportunities. The Efficient Heating & Cooling Initiative operates in a manner that does not disadvantage any specific manufacturer, distributor or contractor. Small HVAC contractors are offered the same practical opportunities and assistance as those contractors who are members of larger distributor or trade organizations.