



High efficiency HVAC equipment is profitable business for you and saves your customers money

High energy costs continue to impact Wisconsin businesses, forcing facility managers in every industry to look for ways to reduce energy usage. What can you do? As an HVAC contractor, you can help your business customers save money and grow your business profitably at the same time by becoming a Focus on Energy HVAC Trade Ally.

Focus on Energy, Wisconsin's statewide energy efficiency and renewable energy initiative, partners with HVAC manufacturers, distributors and contractors through its HVAC Program. The HVAC Program's goal is to increase demand for energy efficient HVAC equipment in Wisconsin businesses by offering financial incentives on high efficiency furnaces, boilers, controls, chillers, ERVs, PTACs, PTHPs and rooftop units. As a Focus Trade Ally, you are able to differentiate your company not only by offering these financial incentives, but also by having the environment's best interest in mind. Remember, more high efficiency HVAC equipment installed in Wisconsin means a reduction in energy consumption, a cleaner environment and lower utility costs for Wisconsin businesses.

Focus on Energy HVAC Trade Allies are promoted through the Focus on Energy web search engine, are eligible to receive co-operative advertising dollars and will receive the Energy Partner eNews, a quarterly electronic newsletter which keeps allies current on program enhancements.

Program materials help you help your customers

The HVAC Program assists Trade Allies in selling premium efficiency products by teaching Wisconsin businesses about the benefits of high efficiency equipment. Focus supplies numerous educational materials to encourage decision makers to step up to the "next level" of energy efficient equipment.

Focus on Energy helps you grow your business by increasing your sales of high efficiency equipment and differentiating your company from competitors.

Focus on Energy Trade Allies have the exclusive opportunity to offer the program's financial incentives on energy efficient technologies. These incentives can save your business customers hundreds of dollars on the purchase of qualifying equipment (making the investment less cost prohibitive), in turn improving your bottom line and building confidence in your business within the marketplace.

For more information about Focus on Energy's HVAC Program for business customers, call 800.762.7077, or visit focusonenergy.com/hvac.



How to partner with Focus on Energy

Becoming a Focus on Energy Business Programs Trade Ally is easy! Simply fill out the Business Programs Ally Application at focusonenergy.com/partner and you will receive a program binder explaining the HVAC Program in detail. You will also receive HVAC Program updates, relevant Focus on Energy newsletters and notifications of pertinent training and educational opportunities on an ongoing basis. Focus' HVAC Program does not disadvantage any manufacturer, distributor or contractor; small and large companies alike have the same opportunities and receive the same assistance through Focus, regardless of distributor or trade association affiliation.