



## Energy Efficient Boilers – Another Way For Your Customers to Save

In Wisconsin, winter means a drop in temperature, and for your customers, an increase in heating bills. Though there are many ways for Wisconsin residents to heat their homes during the cold winter months, some may prefer boilers because the level of comfort they offer and the lack of drafts sometimes created by other system types. Fortunately, energy efficient models exist, which offer the dual benefits of lower operating costs and less energy used, making them better for the environment.

ENERGY STAR® qualified boilers have an AFUE rating of 85 percent and higher. Focus on Energy's Efficient Heating & Cooling Program encourages you to steer your customers toward even higher efficiency boilers with AFUE ratings of at least 90. Your customers will also benefit from units that have modulating burners and outdoor air reset controls, which studies have shown can save up to 26 percent on energy use. Let customers know that as a contractor partnering with the Efficient Heating & Cooling Program, you can offer them up to \$400 in Cash-Back Rewards on these units, making them an even more lucrative investment.

Beyond encouraging your customers to purchase the most efficient equipment available, there are other

things that, as a contractor, you can do to make sure your customers' boilers are running efficiently. Installing the correct size unit is extremely important because units that are too large will short cycle and never reach peak efficiency, costing the homeowner more money to run than necessary. Modulating and outdoor reset controls should eliminate some sizing issues, but a load calculation should still be done to guarantee units aren't oversized.

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Without proper maintenance, even the most efficient equipment won't operate at peak performance. Encourage your customers to contact you annually for a system check to protect their short term energy investment and long term equipment investment.

**To learn more about energy efficient heating equipment or how to become an Efficient Heating & Cooling participating contractor, call 800.762.7077, or visit [focusonenergy.com/ehcp](http://focusonenergy.com/ehcp).**



## Cash-Back Rewards on Energy Efficient Water Heaters

Your customers might be interested in knowing that a water heater is the second largest energy user in a typical Wisconsin home. As with other major household equipment, energy efficient models exist that operate using less energy, resulting in lower utility bills and a healthier environment. Focus on Energy is now offering customers of participating gas utilities a \$50 to \$150 Cash-Back Reward on energy efficient natural gas water heaters. The program also offers rewards on indirect water heaters, water heater flue closures and water heater fuel conversion from electric to natural gas. These Cash-Back Rewards present a unique opportunity for you to pass savings on to your customers and ultimately differentiate yourselves from other contractors. For more information about Cash-Back Rewards on energy efficient water heaters, call 800.762.7077, or visit [focusonenergy.com/WaterHeaters](http://focusonenergy.com/WaterHeaters).