




2020 TRADE ALLY SOLUTIONS

Efficiency starts here

FOCUS ON ENERGY® 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.

	Insulation & Air Sealing	Heating & Cooling	Renewable Energy
Offering details	 <p>Insulation and air sealing Energy assessment</p>	 <p>Heating equipment Cooling equipment</p>	 <p>Solar electric systems Geothermal systems</p>
Investment	\$\$\$	\$\$\$	\$\$\$
Incentives	\$\$\$	\$\$\$	\$\$\$
Description	The perfect starting point for ultimate home comfort and highest savings.	Need just heating and cooling equipment? This is the spot.	Reach next-level savings by producing your own renewable energy.

Customer checklist

Review these key steps with your customer to check eligibility and get started.

- Visit focusenergy.com/utilities to confirm the customer's utility participates in Focus on Energy.
- 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	\$38,231
2	\$49,995
3	\$61,757
4	\$73,521
5	\$85,285
- To request Tier 2 incentives:
 - Submit the Income Eligibility Application and supporting documentation and receive approval.
 - Complete the qualifying improvements.
 - Apply for incentives:
 - Insulation and air sealing:** Trade Ally submits incentive application within five days of invoice.
 - Heating and cooling equipment:** Submit incentive application within 60 days of project completion.
- If the customer doesn't qualify for Tier 2 incentives, you can begin completing qualifying improvements.

Program applications are available at focusenergy.com/residentialapps.

Incentives at a glance

Insulation and air sealing incentives effective April 1, 2020. All other incentives effective January 1, 2020. Incentives are subject to change. Incentives cannot exceed project costs.

Heating and Cooling Equipment	Tier 1	Tier 2
	Incentive	Incentive
95% Single- or Multi-Stage Natural Gas Furnace	\$50	\$350
96% Single- or Multi-Stage Natural Gas Furnace	\$100	\$450
97%+ Single- or Multi-Stage Natural Gas Furnace	\$150	\$550
16+ SEER Central A/C when installed at the same time as a qualifying furnace. SEER based on AHRI rating for combination of furnace, coil and condenser.	\$50	\$50
Air Source Heat Pump 16+ SEER, 8.4+ HSPF (propane, oil or electric furnace only; cannot be a mini-split or ductless system)	\$300	\$300
ECM Replacement (must replace existing PSC Motor)	\$50	\$50
95%+ AFUE Natural Gas Home Heating Boiler	\$400	\$550
Indirect Water Heater installed at the same time as a qualifying boiler	\$100	\$150
95%+ AFUE Natural Gas Combination Boiler	\$500	\$675
Smart Thermostat installed by a qualified HVAC contractor. For use with natural gas furnace, natural gas boiler and air source heat pump only.	\$50	\$50
Single Package Vertical Unit, ≥ 90%+ Thermal Efficiency, NG	\$100	\$100
Single Package Vertical Unit, ≥ 90%+ Thermal Efficiency, NG, ≥ 10.0 EER Cooling	\$150	\$150
Packaged Terminal Heat Pump < 8,000 BTUh, ≥ 10.7 EER and ≥ 3.1 COP	\$100	\$100
Packaged Terminal Heat Pump 8,000–9,999 BTUh, ≥ 10.4 EER and ≥ 3.0 COP	\$100	\$100
Packaged Terminal Heat Pump 10,000–12,999 BTUh, ≥ 9.9 EER and ≥ 2.9 COP	\$100	\$100
Packaged Terminal Heat Pump ≥ 13,000 BTUh, ≥ 9.3 EER and ≥ 2.9 COP	\$100	\$100

Qualified equipment lists and complete eligibility requirements are available at focusenergy.com/heatingandcooling. Educate your customers on the benefits of building shell improvements combined with mechanical system upgrades to maximize a home's comfort and energy savings.

Insulation and Air Sealing Single Family Home (1-3 units) <small>Insulation and air sealing incentives effective April 1, 2020.</small>	Tier 1	Tier 2	Insulation and Air Sealing Multifamily Home (4+ units) <small>Insulation and air sealing incentives effective April 1, 2020.</small>	Incentive
	Incentive	Incentive		
ENERGY STAR® Qualified Air Sealing	\$500	\$800	Air Sealing	\$0.20 per sq. ft. of conditioned space
Attic Insulation	\$400	\$500	Attic Insulation, Existing ≤ R-11	\$0.50 per sq. ft. of attic space
Foundation Insulation	\$100	\$150	Attic Insulation, Existing R-12 to R-19	\$0.20 per sq. ft. of attic space
Wall Insulation	\$300	\$300	Wall Insulation	\$0.80 per sq. ft. of wall area
Duct Sealing & Insulation	\$50	\$50		

Residential Customer Solar PV Incentives

Incentive	Max Incentive
\$300 per kW (DC)	\$1,500

Business Customer Solar PV Incentives

System Size in kW (DC)	Incentive	Max Incentive
Up to 5 kW	\$300 per kW	\$1,500
5–10 kW	\$1,500 + \$200 per kW above 5 kW	\$2,500
10–100 kW	\$2,500 + \$150 per kW above 10 kW	\$16,000
100–300 kW	\$16,000 + \$120 per kW above 100 kW	\$40,000
300–500 kW*	\$40,000 + \$100 per kW above 300 kW	\$60,000

*Solar PV systems 500 kW and above will be capped at the maximum incentive of \$60,000.

Additional incentives are available for rural residential customers and agricultural producers.

- Residential rural customers will get up to a **\$500 bonus** for installing a system. See eligible rural ZIP code list at focusenergy.com/renewable to confirm eligibility. Bonus received cannot be larger than prescriptive incentive. It will be equal to the incentive amount or \$500.
- Agricultural producers (business customers) will qualify for an **incentive match up to \$10,000**. Agricultural producers are defined as “businesses engaged in the production of grain, livestock, milk, poultry, fruits, vegetables, bees and honey, fish, shellfish, or other common agricultural products including greenhouses.”

Geothermal Heat Pump System	Incentive
Residential and multifamily	\$750

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

For more information, call 855.339.8866 or visit focusenergy.com/myhome.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Incentives are subject to change and cannot exceed project costs. 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.

