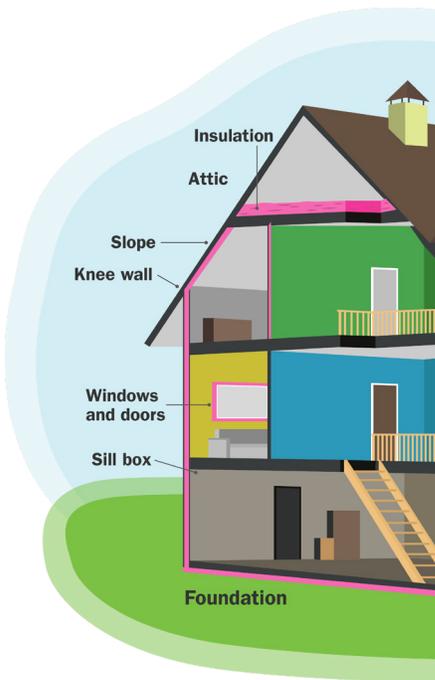


# INSULATION

## Advantages of Insulation

Properly insulating your home is one of the most basic and important steps you can take to achieve year-round comfort and lower your energy costs. Most older homes—and newer homes, too—can benefit from additional insulation in the attic, exterior walls, overhangs, sill boxes, or the foundation.

For even greater results, insulate and seal air leaks at the same time. It is a strategy that works to prevent wasted energy and money from slipping through the cracks, and it quickly pays for itself in reduced utility bills.



### Why Insulate?

Insulation slows down the movement of heat, keeping it where you want it. That means out in the summertime, and in during the chilly winter months.

### Benefits of Insulation:

- Increased comfort.
- Lower utility bills.
- Less noise.

### Benefits of Air Sealing:

- Greater comfort.
- Lower utility bills.
- Fewer drafts.
- Less pollen and dust.
- Prevention of ice dams.
- Humidity control.



### Evaluating Your Home

To determine whether you should add insulation, you first need to find out how much you already have. FOCUS ON ENERGY® is here to help. Simply contact one of our participating Trade Ally contractors. They can provide a simple consultation or fully assess your home using special diagnostic tools and make recommendations specific to your needs.

**Cash incentives are available for eligible home improvements.**

Watch our short video with tips for planning your insulation project.



## Unlock Financial Incentives

Review insulation and air sealing incentives and find a Trade Ally contractor to assess your home at [focusonenergy.com/wholehome](https://focusonenergy.com/wholehome) or call **855.339.8866**.

### 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. ©2022 Wisconsin Focus on Energy HPE-2503-0122



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