Geothermal

Cash-Back Reward

Using the earth’s constant temperature offers clean, reliable, and cost-effective energy for heating, cooling, and water heating. Focus on Energy helps Wisconsin residents and businesses offset the costs of installing renewable energy equipment by offering Cash-Back Rewards on geothermal and ground source heat pump systems.

What is a Geothermal Heat Pump?

You may have also heard geothermal heat pumps referred to as GeoExchange, earth-coupled, ground-source, or water-source heat pumps. All of these terms refer to the same type of renewable energy. Geothermal systems are:

Ground powered: Even though Wisconsin has an extreme climate—hot summers and below-zero winters—temperatures stay constant a few feet below the ground’s surface. Geothermal systems exchange heat below ground instead of with fluctuating outside air temperatures, resulting in more than 100 percent greater efficiency than traditional heating systems.

Geothermal Reward: $650

You can earn a $650 Cash-Back Reward for qualifying geothermal systems.

Your Focus on Energy Trade Ally can help you estimate your savings and choose a system that is right for your home or business.

Focus on Energy Geothermal Heat Pump System Requirements

- Energy efficiency ratio (EER) of 15 or above.
- Air-conditioning, Heating & Refrigeration Institution (AHRI) rated or independently rated based on an appropriate test.
- Coefficient of performance (COP) of 3.5 or above.
- Has a multi-stage compressor.
- Air handler is equipped with an electronically commutated motor (ECM).
- Conforms to Air Conditioning Contractors of America’s (ACCA) Standard 5 Quality Installation.
- Air cooling option.
- Minimum 5-year warranty.
- Serves as the site’s primary heating and cooling source.
- See application for complete details.

Maximize Efficiency First

To optimize energy savings from your renewable system, Focus on Energy recommends that you make at least one of the below energy efficiency improvements prior to installation:

Building shell
- Air sealing
- Duct sealing
- Insulation

Mechanical
- Heating
- Cooling
- Ventilation

Electric
- ENERGY STAR® lighting
- New, energy-efficient appliance

Specialty improvements
- Compressed air
- Building control management

Focus on Energy
Partnering with Wisconsin utilities
HOW TO RECEIVE YOUR CASH-BACK REWARD

**STEP 1 CHECK AVAILABLE FUNDS**
Cash-Back Rewards are available on a first-come, first-served basis for systems purchased and installed between January 1, 2014 and June 30, 2014. Before installing your new geothermal system, visit focusonenergy.com/renewable to see if funds are still available.

If you are installing a geothermal heat pump system with auxiliary natural gas, you must be a customer of a participating electric utility and natural gas utility. On the other hand, if your geothermal heat pump has auxiliary electric resistance or LP, you must be a customer of a participating electric utility and you cannot have access to natural gas.

Call 800.762.7077 or visit focusonenergy.com/geothermal to confirm your eligibility.

**STEP 2 COMPLETE INSTALLATION**
Your next step is to choose a geothermal heat pump that qualifies for a Cash-Back Reward.

The easiest way to do this is to work with a Focus on Energy Trade Ally. Trade Allies are contractors that partner with Focus on Energy to provide consultation and installation services.

Trade Allies can help you choose a geothermal system that’s right for your home or business. View the qualified product list or find a Trade Ally near you at focusonenergy.com/geothermal.

**STEP 3 SUBMIT APPLICATION**
Take advantage of Cash-Back Rewards to offset the initial investment on your geothermal system. Visit focusonenergy.com/geothermal to download the reward application.

**Submit:** Email, fax, or mail your completed application within 60 days of installing your renewable system. Submission information is listed at the bottom of the application form.

**Get paid:** You should receive your Cash-Back Reward from Focus on Energy within 8-10 weeks.

**Tip:** Turn in your application immediately to collect your reward before funds are exhausted. Please note that applications submitted after funds have been exhausted will not be processed.

SAVING ENERGY AND MONEY FOR WISCONSIN
For more information, call 800.762.7077 or visit focusonenergy.com.