











EFFICIENCY STARTS HERE

HOME PERFORMANCE PROGRAM

Help your customers save on energy improvements

The Home Performance Program 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.

Choose a path

	Whole Home Improvements	Heating & Cooling Improvements	Renewable Energy
Program details	  Energy assessment Customized report Air sealing and insulation	 Heating equipment Cooling equipment	 Solar electric systems Geothermal systems
Investment			
Incentives			
Description	The perfect starting point for ultimate home comfort and highest savings.	Need just heating and cooling improvements? This is the spot.	Reach next-level savings by producing your own renewable energy.

Larger incentives for Whole Home and Heating and Cooling Improvements are available for income-qualified homeowners.

Customer checklist

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

- 1 Visit focusonenergy.com/utilities to confirm the customer's utility participates in Focus on Energy.
- 2 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	\$36,640
2	\$47,913
3	\$59,188
4	\$70,461
5	\$81,734

- 3 To request Tier 2 incentives:
 - Submit the Income Eligibility Application and supporting documentation, and receive approval
 - Complete the qualifying improvements
 - Apply for incentives:
 - **Whole Home Improvements:** Trade Ally submits incentive application within 5 days of invoice.
 - **Heating and Cooling Improvements:** Submit incentive application within 60 days of project completion
- 4 If the customer doesn't qualify for Tier 2 incentives, you can begin completing qualifying improvements.

Program applications are available at focusonenergy.com/residentialapps.



Program incentives at a glance

Effective January 1, 2019. Incentives are subject to change. Incentives cannot exceed project costs.

Whole Home Improvements

AIR SEALING AND INSULATION	TIER 1	TIER 2
10%–19% energy reduction	\$850	\$1,000
20%–29% energy reduction	\$1,250	\$1,500
30%+ energy reduction	\$2,000	\$2,250

Note: Customer must first complete an energy assessment to qualify for air sealing and insulation incentives. Savings estimates are not a guarantee of utility bill reduction. Individual results may vary depending on a variety of factors specific to the home.

Heating and Cooling Improvements

HEATING AND COOLING EQUIPMENT	TIER 1		TIER 2	
	INCENTIVE	INCENTIVE WITH SMART THERMOSTAT*	INCENTIVE	INCENTIVE WITH SMART THERMOSTAT*
90%+ AFUE Multi-Stage Propane Furnace w/ ECM	\$100	NA	\$300	NA
95%+ AFUE Natural Gas Furnace	NA	NA	\$350	\$475
95%+ AFUE Multi-Stage Natural Gas Furnace w/ ECM	\$125	\$250	\$525	\$650
95%+ AFUE Multi-Stage Natural Gas Furnace w/ ECM & 16+ SEER Central A/C	\$250	\$375	\$750	\$875
Air Source Heat Pump 16+ SEER, 8.4+ HSPF (propane, oil or electric furnace only; cannot be a mini-split or ductless system)	\$300	\$425	\$300	\$425
ECM Replacement (must replace existing PSC Motor)	\$100	NA	\$100	NA
95%+ AFUE Natural Gas Home Heating Boiler	\$400	\$525	\$550	\$675
Indirect Water Heater installed at the same time as a qualifying boiler	\$100	NA	\$150	NA
95%+ AFUE Natural Gas Combination Boiler	\$500	\$625	\$675	\$800
Ductless/Mini-Split Heat Pump, 18+ SEER, 9.0+ HSPF (for homes heated ONLY with electric resistance heat)	\$500	NA	\$500	NA
Smart thermostat stand-alone (not installed along with new program qualified HVAC equipment). For use with natural gas furnace, natural gas boiler, and air source heat pump only.	\$75	NA	\$75	NA

*Includes installation and smart thermostat incentive. 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.

Renewable energy

RENEWABLE PROJECT	INCENTIVE
Solar electric (PV) system	
Residential	
<ul style="list-style-type: none"> 1–3 units (owner-occupied or rental) 1–3 units in eligible ZIP codes (see list at focusenergy.com/renewable) 	<ul style="list-style-type: none"> 12% of installed cost, not to exceed \$2,000* 12% of installed cost, not to exceed \$4,000*
Business	
<ul style="list-style-type: none"> Any property outside of a 1–3 unit home 	<ul style="list-style-type: none"> 12% of installed cost, not to exceed \$4,000*
Geothermal heat pump system	
Residential or Business	\$650

*Maximum incentive amounts based on system cost averages from the previous 12 months and will be updated every six months. 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

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.

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