



RESIDENTIAL HEATING AND COOLING

UP TO
\$1,000

IN CASH-BACK REWARDS

If your furnace, boiler, or air conditioner is over 15 years old, you may benefit from replacing the equipment with an energy-efficient model. Today's high-efficiency heating and cooling equipment converts almost all fuel into energy to cover your home's heating and cooling needs more efficiently and cost-effectively.

Focus on Energy offers two levels of Cash-Back Rewards for heating and cooling equipment. Standard rewards are available through the Residential Rewards Program, while the Enhanced Rewards Program offers larger rewards for income-qualified participants.

STEP 1 CHOOSE A PROGRAM
You may only participate in one program per each piece of equipment and are unable to receive Cash-Back Rewards from both programs.

Residential Rewards: Provides customers of participating utilities with Cash-Back Rewards for choosing qualified heating and cooling equipment for their existing single family home or two- to three-unit dwelling.

Enhanced Rewards: Offers larger rewards on home heating and cooling equipment to income-qualified customers of participating utilities. Customers who choose this program must submit an Income Eligibility Application. See the self-screening tool to the right or visit focusenergy.com/rewards to see if you are eligible.

STEP 2 INSTALL EQUIPMENT
Choose qualifying equipment. See the reverse side for Cash-Back Reward opportunities.

Pre-qualified equipment lists: Use the qualifying equipment lists to determine which equipment to install. Lists are organized by program and reward amount, and can be downloaded at focusenergy.com/rewards.

Ask the right questions: Go to focusenergy.com/findatradeally to find a participating Trade Ally near you. Select a Trade Ally based on their professionalism and references, not just their price. Ask if your equipment is sized properly for your home and discuss any concerns you have related to equipment noise, temperature fluctuations, or indoor air quality. Finally, be sure to ask about additional offers that may be available from the equipment manufacturer or Trade Ally.

STEP 3 SUBMIT AN APPLICATION
Save now with Cash-Back Rewards. Save later by reducing your energy costs.

Download: Go to focusenergy.com/rewards to download the appropriate application, or go paperless by applying online at focusenergy.com/myrewards (Residential Rewards Program only at this time).

Submit: Submit your application along with supporting documentation within 60 days of installation.

Receive: Allow 8-10 weeks for Focus on Energy to process a complete application.

ENHANCED REWARDS PROGRAM SELF-SCREENING TOOL

Household Members	Gross Annual Income Upper Limit (2015)
1	\$33,543
2	\$43,853
3	\$54,171
4	\$64,489
5	\$74,808
6	\$85,126

If your gross annual income falls below the upper income limit for your household size, you may be eligible for the Enhanced Rewards Program. If you are above the upper limit, you may qualify for Residential Rewards. Follow these steps to become pre-approved for Enhanced Rewards:

STEP 1 Download an Income Eligibility Application at focusenergy.com/rewards or call 800.762.7077.

STEP 2 Collect documentation displaying your gross income for the previous three months or follow the Express Income Approval track on the application.

STEP 3 Submit your application, receive approval, and install qualified equipment by June 30, 2015.

Landlords/renters are eligible to receive Enhanced Rewards. Income eligibility is determined by the utility account holder's documented household income level. Rewards are paid to the party on the invoice.



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CONTACT US

With the support of programs and rewards from Focus on Energy, you will be saving energy and money in no time. Want to learn more? Call **800.762.7077** or visit **focusonenergy.com** today.

ELIGIBLE HEATING AND COOLING EQUIPMENT (January 1, 2015 through June 30, 2015)	STANDARD REWARD	ENHANCED REWARD
Propane multi-stage furnace with ECM, 90% AFUE or greater	\$100	\$700
Natural gas furnace, 95% AFUE or greater	Not Available	\$475
Natural gas multi-stage furnace with ECM, 95%-96% AFUE	\$150	\$700
Natural gas multi-stage furnace with ECM, 97% AFUE or greater	\$225	\$850
Natural gas multi-stage furnace with ECM, 95% AFUE or greater installed with a 16 SEER or greater air conditioner	\$250	\$1,000
Air source heat pump (traditional split), 16 SEER and 8.4 HSPF or greater (propane, oil, or electric furnace only)*	\$300	Not Available
ECM replacement	\$125	Not Available
Natural gas boiler, modulating with outdoor reset, 95% AFUE or greater	\$400	\$750
Indirect water heater (must be installed at the same time as a qualified boiler)	\$100	\$150
Modulating natural combination gas boiler with integrated domestic hot water and outdoor reset control, 95% AFUE or greater	\$500	\$900

EFFICIENCY TIPS

- Use these simple energy-saving tips to save money on heating and cooling bills:
- Maintain:** Check your filter regularly and have a contractor service your equipment annually to keep it running at peak efficiency.
 - Temperature:** Set back the temperature on your thermostat when you are asleep or away.
 - Close 'em up:** Make sure doors and windows close properly and seal tightly.
 - Pull the shades:** Close shades during summer days to keep rooms cool. In the winter, keep shades open to take advantage of the sun's heat.
 - Run the fan:** Use ceiling fans to circulate air in the room. Move air up during the winter and down during the summer to stay more comfortable. Remember, fans don't regulate room temperature, they keep people comfortable. Turn them off when you leave the room.

Note: The air source heat pump component cannot be substituted for a central air conditioner. Heat pumps cannot be combined with other rewards.

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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MORE WAYS TO SAVE

Now that you've started saving energy, explore other options available from Focus on Energy.

Lighting: Switch to compact fluorescent lights (CFLs) or light-emitting diodes (LEDs). Watch for instant discounts from Focus on Energy at your local retail stores.

Appliance Recycling: Remove and recycle that second refrigerator or freezer. Focus on Energy will pick it up and provide a reward.

Express Energy Efficiency: Upgrade to energy-efficient lighting and water saving devices like showerheads and aerators. Best of all, it is free.

Air Sealing and Insulation: Reduce your heating and cooling needs while improving home comfort. Rewards are available through the Residential Rewards Program or the Home Performance with ENERGY STAR® Program.

Renewables: Now that you have reduced your energy use as much as possible, eliminate utility bills altogether. The Renewable Rewards Program offers rewards on certain technologies.

SAVING ENERGY AND MONEY FOR WISCONSIN

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