

# 2025 ELECTRONICALLY COMMUTATED MOTOR (ECM) VARIABLE-SPEED PUMP REBATES

## It's Time for Freedom From High Energy and Water Bills

Make the efficient choice when replacing your existing boiler, recirculating, pool, or well pump. You may even save up to \$320 with rebates from FOCUS ON ENERGY®. Read on to learn more, or find a Trade Ally contractor at [focusonenergy.com/findatradeally](https://focusonenergy.com/findatradeally) to get started today.



### Your Benefits

- Reduced service calls.
- Increased equipment lifespan.
- Lower operating costs.
- Rebates.
- Freedom from higher energy and water bills.

## What Are Variable-Speed Pumps?

A variable-speed pump moves water the same way as a single-speed pump, but it can operate at multiple speeds instead of just one. That means it can run at slower, more efficient speeds so it only uses as much energy as needed to deliver the correct flow rate of water through the system. In comparison, single-speed pumps can only operate at full power, using far more energy to do the same job.

And while the upfront cost is a small investment, the energy savings that a variable-speed pump offers over a single-speed pump will likely pay for the initial price difference within a few years.

## Advantages of Upgrading Your Pumps

### Variable-Speed Boilers and Water Recirculating Pumps

- Speed up hot water delivery in the home.

### Variable-Speed Pool Pumps

- Run quietly and prolong the life of your pool's filtering system.
- Use 60% less energy than their single-speed counterparts.

### Variable-Speed Well Pumps

- Reduce the cost to run your well.
- Last longer with less wear and tear than a single-speed pump.

## 2025 Rebates for ECM Variable-Speed Pumps

*These rebates apply to ECM variable-speed pumps installed on or before December 31, 2025. Applications must be submitted within 60 days of installation, no later than January 31, 2026. Rebates are subject to change and cannot exceed project costs. Check [focusonenergy.com/pumps](https://focusonenergy.com/pumps) for current rebate amounts.*

Equipment	Standard Rebate
ECM Variable-Speed Pump <100 Watts	\$50
ECM Variable-Speed Pump 100-500 Watts	\$160
ECM Variable-Speed Pump 500+ Watts	\$320

## Savings Tips

- It's important to insulate your hot water lines to minimize heat loss.
- If your pool pump is over three years old, it's most likely single speed, so upgrade today to immediately see energy savings.
- Keep your system clean to maximize its efficiency. Best practice is to have your well pump inspected every six months.

## Ready To Get Your Rebate?

1. Contact a Focus on Energy Trade Ally contractor for an estimate.  
Visit [focusonenergy.com/findatradeally](https://focusonenergy.com/findatradeally) to find a Trade Ally contractor in your area.
2. Get your efficient pump equipment installed.
3. Receive rebates with support from your Trade Ally contractor.



Contact a Focus on Energy Trade Ally contractor.

To learn more, visit [focusonenergy.com/pumps](https://focusonenergy.com/pumps) or call 800.762.7077.

## Even More Savings!

Focus on Energy rebates are not the only way to save on home energy projects. Your household may be eligible for other programs including instant discounts, IRA Home Energy Rebates, Weatherization Assistance Programs, utility rebates, and tax credits. Plus, if qualified, you can combine rebates for even more savings! Check out [focusonenergy.com/get-started](https://focusonenergy.com/get-started) to learn more.

### 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 rebates help to implement energy efficiency and renewable energy projects that otherwise would not be completed.