

IRA HOME ENERGY REBATES HOME ELECTRIFICATION AND APPLIANCES REBATE PROGRAM (HEAR)

Retail Purchase Program Guide

HEAR gives rebates to help low- and moderate-income families electrify their homes. You can now upgrade qualifying kitchen or laundry appliances, or self-install an ENERGY STAR® electric heat pump water heater. Before making your purchase, be sure to follow all income and rebate eligibility guidelines.

Income Eligibility

Always check your income eligibility **BEFORE** shopping. All participating households must verify their total household annual income is less than 150% of the Area Median Income (AMI).

Income Eligibility	Maximum Project Rebate
Households below 80% AMI	100% of project costs up to \$14,000
Households between 80% and 150% AMI	50% of project costs up to \$14,000

Higher income households (>150% AMI) are NOT eligible for this program.

Visit focusonenergy.com/ira-hear to access our online application and more information.

Eligible Products

Only ENERGY STAR certified products are eligible for rebates. You can purchase from any store or website that carries qualifying products. Always verify income eligibility first.

HEAR Upgrade	Rebate Max Per Product Category	Eligible for New Appliance Installation and Removal
ENERGY STAR electric heat pump water heater*	Up to \$1,750	Yes
ENERGY STAR electric heat pump clothes dryer	Up to \$840	Yes
ENERGY STAR electric stove, ENERGY STAR cooktop, ENERGY STAR range	Up to \$840	Yes

* ENERGY STAR electric heat pump water heaters are also available for an instant discount through participating [IRA Registered Contractors](#).

Product Notes

- Only new [ENERGY STAR products](#) qualify. No used or refurbished equipment.
- Replacing an existing electric stove with a new electric appliance DOES NOT qualify. Existing equipment must be gas, delivered fuels, wood, or a new construction project.
- A new heat pump appliance cannot replace an existing heat pump appliance.
- Delivery, installation, and removal of the old appliance are eligible project costs. Conversion costs of capping gas lines, etc. are also eligible. Sales tax is not.
- If electric appliances require panel or wiring upgrades, we encourage you to work with an IRA Registered Contractor to take advantage of additional HEAR rebates.

How to Participate

1

Income Qualification

- Apply online.
- Households must verify income at or below 150% of AML.
- Plan ahead, approval is not instant.

2

Make Your Purchase

You can purchase from any store or website that carries qualifying products.

Apply for a post-purchase rebate. After you make your purchase, you will fill out your [rebate request online](#) and receive a check in the mail. Some retailers offer an instant discount at the time of purchase. See our [website](#) for more information.

Not sure where to shop? Check here for a list of stores near you that carry qualified products.

3

Installation/Rebate Submission

- Be sure appliances are installed properly and safely.
 - Check out our Safe Switch fact sheet.
- Keep proof of purchase documentation.
 - Itemized receipts, model numbers, etc.
- Photos
 - Take photos of the OLD appliance before removal AND of the NEW one installed.
 - Your rebate will NOT be approved without photos.
- Submit documentation online
 - If you received an instant discount, please keep your documentation and photos. They could be requested for project verification purposes.
- Post-purchase rebate check arrives by mail in about 4 weeks.

Program Requirements

- Installation must be at your primary Wisconsin residence.
- Rebates are capped at \$14,000 per household across all HEAR projects.
- No retroactive rebates. Rebates are available if products were purchased on or after September 30, 2025.

For more information, visit focusonenergy.com/ira-hear or call 800.762.7077.

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.

Funding for the Wisconsin IRA Home Energy Rebate programs is provided by the U.S. Department of Energy pursuant to the Inflation Reduction Act of 2022. While the Focus on Energy program is the implementor for the IRA Home Energy Rebate programs, the programs are funded and managed as separate programs and not included in the Focus portfolio.

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Updated 102225

