



BECOME A FOCUS ON ENERGY TRADE ALLY

Raise your profile and expand your customer base by offering energy efficiency options backed by Wisconsin's statewide energy efficiency program. FOCUS ON ENERGY® partners with contractors to help businesses, schools, farms, and local organizations reduce energy costs and improve building performance. By becoming a Registered Trade Ally, your company gains access to tools, resources, and opportunities designed to help you win more projects and better serve your customers.

Why Become a Trade Ally?

Easier Lead Generation

- Get listed on the Focus on Energy Trade Ally Finder, where thousands of customers search for qualified energy efficiency contractors.

Enhanced Credibility

- Be recognized for high-quality work through program spotlights and annual awards competitions.

Easier Conversions

- Reduce customers' up-front project costs with available program incentives to make it easier to get to "yes."

Free Training

- Stay ahead of the competition with no-cost trainings on the latest technologies, installation best practices, and program updates.

Free Technical Support

- Work one-on-one with a Focus on Energy Energy Advisor for guidance on projects, incentives, and opportunities.

Free Promotional Tools

- Save effort and energy promoting your business with free co-branded materials, brochures, and sector-specific sales tools.

How to Get Started

Becoming a Trade Ally is simple and free:

1. Visit the Focus on Energy Trade Ally page: focusonenergy.com/trade-ally.
2. Complete the short online registration form.
3. Receive one-on-one support from an Energy Advisor assigned to your business after signup.

Become a Trade Ally today. **800.762.7077**
focusonenergy.com/trade-ally



2026 ENERGY ADVISOR TERRITORY MAP

Trade Ally Representatives



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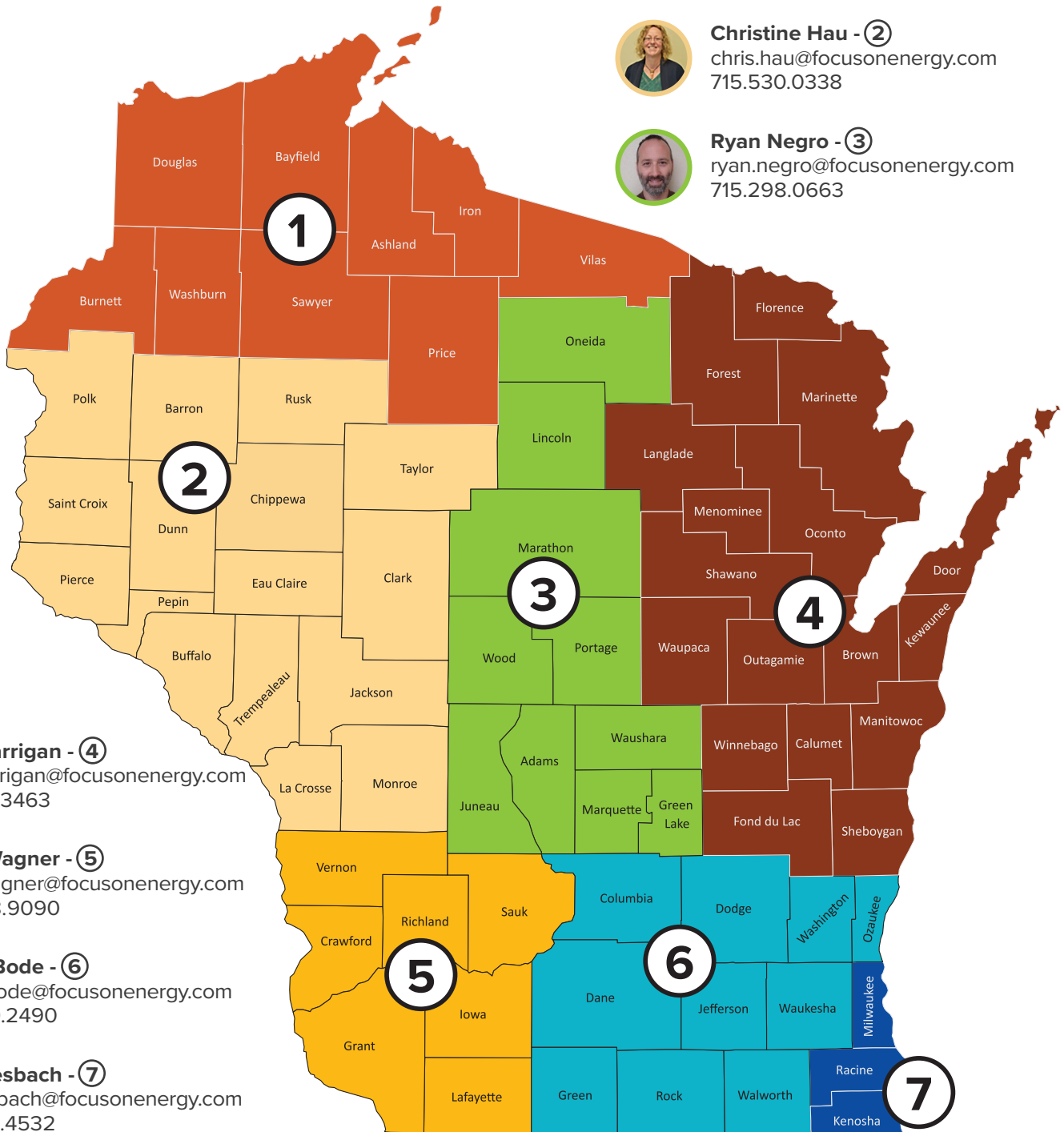
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REDUCING ENERGY WASTE ACROSS WISCONSIN

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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