



Frequently Asked Questions

What is the process for participation?

- 1. **Enroll.** Distributor begins enrollment by signing the Distributor Participation Agreement provided by Focus on Energy.
- 2. **Access.** Distributor will be given access to the online discount application website at focusonenergyinstantdiscounts.com.
- 3. **Train.** Distributor will receive training regarding how to apply for discounts on the online system.
- 4. **Sell.** Distributor will sell qualifying equipment to eligible customers and collect customer installation address data from the installing contractor.
- 5. **Apply.** Distributor will submit discount claims for qualifying equipment sales to the online system within 90 days of installation.
- 6. **Incent.** Focus on Energy will pay discounts to distributor for qualifying sale.

How can a distributor enroll and offer discounts?

Contact Focus on Energy to participate via phone at 608.341.2505 or email at instantdiscounts@focusonenergy.com.

Qualifying distributors purchase equipment directly from manufacturers or manufacturers’ representatives to sell to an eligible customer and install at their facility or home.

An entity who purchases equipment from a distributor, such as a contractor or end-user, does not qualify for enrollment in this program.

Can contractor or vendor information be provided in place of installation address?

No, the installation address must be provided.

How quickly will I get paid?

Focus on Energy typically pays claims within 14 days of claim approval in the online system.

How do I know if my equipment qualifies for an instant discount?

Equipment must meet minimum efficiency requirements found in this guide or by visiting focusonenergy.com/instantdiscounts.

How does the discount structure work?

Distributors are required to pass the instant discount to the contractor for all qualifying sales. The distributor will receive a designated spiff to help cover administrative costs.

Installers/contractors must provide the instant discount as an invoice line-item or a credit to the customer on the sale.

Why are other technologies and equipment not included?

Equipment and technologies not found in this guide may be eligible for standard rebates.

For commercial-sized HVAC equipment, commercial lighting, process equipment, and more, visit focusonenergy.com/catalogs. For other residential rebate opportunities, visit focusonenergy.com/residential.

How do I apply instant discounts on bulk equipment purchases from contractors who do not yet have final installation project details?

In these cases, the distributor can sell the eligible equipment to the contractor at normal price. Upon installation, when the contractor provides customer information and installation address, a credit for the discount can be provided to the contractor. The contractor must pass the discount along to their customers.

DISTRIBUTOR PROCESS GUIDE

1. Verify Equipment Eligibility

- Confirm the unit being sold qualifies for an instant discount by checking one of these resources:
 - Qualified Products List (QPL) at focusonenergy.com/instantdiscounts.
 - The Minimum Efficiency Table can be found on the Focus website: focusonenergy.com/instantdiscounts.

2. Verify Site Eligibility

- Qualifying equipment must be installed at a location receiving electric and/or natural gas service from a FOCUS ON ENERGY® utility. To confirm a customer’s utility provider:
 - Utilize the ZIP code lookup tool provided by the Focus on Energy team, or
 - Contact Focus on Energy at 608.341.2505 or instantdiscounts@focusonenergy.com.
 - For a list of participating utilities, visit focusonenergy.com/utilities.
- Both new construction and replacement projects are eligible.

3. Complete the Sale

- Apply sales tax to the full price of the equipment, not to the equipment cost after the discount.
- For all sales to customers, distributors are required to apply the instant discount as either a point-of-sale discount or as a credit to the contractor. The sales invoice must include a line item specifying the discount.
 - Contractors must pass this discount to the customer.

4. Submit Claim for Instant Discounts

- Within 90 days of installation, log in to your account at focusonenergyinstantdiscounts.com and select “Submit new claim.”
- Collect the following information:
 - Project Information**
 - End-user customer name.
 - Installation address.
 - Customer utility provider.
 - Project type (retrofit or new construction).
 - Building type.
 - Existing fuel system type.
 - Sales Information**
 - Contractor name.
 - Equipment make, model, and serial number.
 - Distributor invoice number.
 - Equipment purchase date.
 - Equipment cost.
- Add optional claim notes.
- Claims are typically reviewed and approved within seven business days and reimbursement transactions sent within two weeks of approval.

Learn more at focusonenergy.com/instantdiscounts

HVAC Eligibility Requirements & Instant Discounts

Equipment Type	Efficiency Requirement	Eligible Size	Heating Fuel	Instant Discount (per unit)	Income-Qualified Discount*** (per unit)	Distributor Spiff	Building Type
Heat Pump Tier 1	15.2 SEER2, 8.1 HSPF2	< 65,000 Btuh (< 5.4 tons)	Natural gas & all electric	\$400	\$600	\$50	Commercial, Residential, Multifamily
			Propane/other*	\$100	\$300	\$50	
Heat Pump Tier 2	15.2 SEER2, 8.5 HSPF2	< 65,000 Btuh (< 5.4 tons)	Natural gas & all electric	\$500	\$700	\$50	Commercial, Residential, Multifamily
			Propane/other*	\$100	\$300	\$50	
Heat Pump Tier 3	16.0 SEER2, 9.0 HSPF2	< 65,000 Btuh (< 5.4 tons)	Natural gas & all electric	\$600	\$800	\$50	Commercial, Residential, Multifamily
			Propane/other*	\$150	\$350	\$50	
Heat Pump Tier 4	16.0 SEER2, 10.0 HSPF2	< 65,000 Btuh (< 5.4 tons)	Natural gas & all electric	\$700	\$900	\$50	Commercial, Residential, Multifamily
			Propane/other*	\$150	\$350	\$50	
Furnace	≥95% AFUE	<300,000 Btuh	Natural gas	\$100	\$400	\$25 (standard) \$50 (Income-Qualified)	Commercial, Residential, Multifamily
Boiler - Space Heating	≥90% AFUE	<300,000 Btuh	Natural gas	\$300	\$500	\$50	Commercial, Residential, Multifamily
	≥95% AFUE	<300,000 Btuh	Natural gas	\$350	\$550	\$50	
Boiler - Combination**	≥95% AFUE	<300,000 Btuh	Natural gas	\$450	\$650	\$50	Residential, Multifamily (in unit)
Smart Thermostat	See the Instant Discounts qualified products list for eligible models.		Natural gas & all electric	\$50	N/A	\$10	Commercial, Residential, Multifamily

*Customers who heat with propane or another heating fuel will receive ONLY the “Propane/other” discount amount.
**Combi-boilers installed in commercial application will be eligible for standard boiler discounts.
***Residential only

Water Heater Eligibility Requirements & Instant Discounts

Equipment Type	Efficiency Requirement	Eligible Size	Instant Discount (per unit)	Distributor Spiff	Building Type
Heat Pump Water Heater	≥3.3 UEF	<120 gallons	\$300	\$50	Residential, Multifamily (in unit)
	≥2.0 COP	–	\$300	\$50	Commercial, Multifamily (shared)
Indirect Water Heater	Boiler w/ AFUE ≥90%	Boiler capacity <300,000 Btuh	\$200	\$50	Residential
	Boiler w/ TE ≥90%	Boiler capacity ≥300,000 Btuh	\$200	\$50	Commercial, Multifamily (shared)
Tankless Water Heater	≥0.87 UEF	<200,000 Btuh	\$100	\$50	Residential, Multifamily (in unit)
	≥0.87 UEF	<200,000 Btuh	\$2.50/MBH	\$.50/MBH	Commercial, Multifamily (shared)
	≥0.90 TE	>200,000 Btuh	\$2.50/MBH	\$.50/MBH	Commercial, Multifamily (shared)
Storage Water Heater	≥0.90 TE	>75,000 Btuh	\$2.50/MBH	\$.50/MBH	Commercial, Multifamily (shared)
Domestic Hot Water Boiler (Volume Water Heater)	≥0.90 TE	≥300,000 Btuh	\$2.50/MBH	\$.50/MBH	Commercial, Multifamily (shared)