Instant Discounts

DISTRIBUTOR FREQUENTLY ASKED QUESTIONS

Getting Started

When can I enroll in the Program?
We are actively recruiting distributors to participate in the Instant Discounts Program. Email instantdiscounts@focusonenergy.com to get started today!

What is involved in the enrollment process?
During the enrollment process you will receive an overview of the Program, have your questions answered, and sign a Distributor Participation Agreement (DPA). Signing this agreement states you understand and agree to the Program guidelines. It also gathers the information we need to get you set up to start offering instant discounts to your customers.

In addition, you will receive access to our simple-to-use online platform which will allow you to submit claims for reimbursement. You'll receive training on the claim submission process as part of your enrollment.

What information or resources do I receive once I'm enrolled?
Upon enrollment you'll receive a Process Guide explaining how to verify equipment and customer eligibility, how to submit your claim, and details about discounts and distributor spiffs. You'll also receive training for using the online claim submission tool and gain access to marketing materials.

How quickly can I begin offering an instant discount once I'm enrolled?
You can begin offering instant discounts upon receipt of the signed Distributor Participation Agreement (DPA) and completion of the necessary training.

Will there be special software I need to use?
Distributors will use a web-based submission portal called IRIS. This portal houses data from our qualified product lists to verify equipment eligibility and collects required customer and sales information. The portal allows distributors to submit individual sales or use a bulk upload feature to input multiple sales at once. The portal will also provide insight into payment tracking and provides reporting functionality. Reach out to the program team if you would like an in-person or virtual training on the IRIS platform.

Will I receive training on how to submit information to be reimbursed?

During the enrollment process you'll receive training on our easy-to-use online platform. We also host online trainings during the year which will be recorded and available for reference. You can always reach out to our **team** if you have questions at any time.

How much time should I plan to commit to participating in the Program?

Submitting a claim typically takes less than five minutes, and you have the option to submit a single claim or use a batch upload process to submit multiple claims at one time. You'll receive training on the claim submission process as part of your enrollment.

When can I expect to hear more about the Program?

We are communicating with distributors every few weeks throughout the launch of the Program. Visit focusonenergy.com/instantdiscounts for previous communications as well as other resources.

Who will my point of contact be if I have questions about the Program?

If you have questions or concerns, contact Trade Ally Manager, Jeremy Wilkinson.

How does this Program benefit me as a distributor?

Being able to offer discounted pricing on eligible equipment can increase your sales of high-margin, energy-efficient equipment. Plus, you'll earn sales spiffs for your participation and your customers benefit from saving energy and money thanks to their new energy-efficient equipment.

Payment

How quickly will FOCUS ON ENERGY® pay me?

Focus on Energy typically reimburses for instants discounts within 14 days of approving the claim in the online system.

Will I be required to be a registered Trade Ally?

Yes, Focus on Energy requires distributors to be a registered Trade Ally to participate in the Program. This step is important as we want to ensure all participating distributors understand and agree to our Trade Ally Code of Conduct. The registration process is quick using our online application and allows us to set your company up to receive payments directly from Focus.

Not sure if you're a registered Trade Ally? If your business is listed in our Find a Trade Ally tool, you are a registered Trade Ally. You can contact us if you have questions or need further assistance with verifying whether your business is a registered Trade Ally.

How will I receive payment? (check/ACH/other?)

The preferred payment method is ACH (direct deposit), but a check can be provided if a distributor opts to not enroll in ACH. Distributors who are not currently a registered Trade Ally can be set up to receive ACH payments during the Trade Ally registration process. Distributors already registered as a Focus Trade Ally can use the ACH Payment Authorization Form to start receiving ACH payments.

Not sure if you're a registered Trade Ally? If your business is listed in our Find a Trade Ally tool, you are a registered Trade Ally. You can contact us if you have questions or need further assistance with verifying whether your business is a registered Trade Ally.

Am I required to be reimbursed for the discount or can a contractor receive it instead?

All reimbursement of instant discounts will be provided directly to the participating distributor. Payments will not be made directly to contractors. Distributors are required to pass the instant discount to the contractor as a line-item or a credit for all qualifying sales and will retain the distributor spiff to help cover administrative costs.

What documentation is required to prove the discount has been provided to the contractor?

Distributors will be required to provide sales invoices for the first five claims submitted to the Program. This step ensures the Program process is being followed and the correct discount is applied to qualifying sales. For sales thereafter, invoices will not be required for every claim submitted, however Focus will regularly request invoices from distributors for randomly selected equipment sales to verify the discount is being passed along to the required party as a line item or credit.

Am I limited in how many discounts I can offer to my contractors (total cumulative incentives offered)?

Distributors are not limited on the cumulative total of discounts offered. Instant discounts are reimbursed on a first come, first served basis.

Am I required to keep the distributor spiff, or can I pass this along to my contractor?

The distributor spiff is intended to cover the administrative costs for a distributor to participate in the program. The spiff is not required or expected to be passed along to the contractor or customer, however, a distributor may opt to pass this along at their own discretion.

Equipment Eligibility

What equipment is eligible for an instant discount?

Commercial food service equipment, water heating equipment, and residential and light-commercial sized heating and cooling equipment are eligible for instant discounts. All equipment must be on the Program's Qualified Product List (QPL) to be eligible.

How will I know if the equipment I am selling qualifies for a discount?

Distributors have access to the Program's QPL and Minimum Efficiencies Table. The QPL includes all eligible models and corresponding discount amounts. The Minimum Efficiencies Table provides technical specifications to determine equipment eligibility. If you're unsure if a product you regularly purchase is qualified, contact us for help.

What happens if I offer a discount on equipment that ends up not qualifying? Distributors have a range of resources - including the qualified product lists and IRIS platform - to help minimize the potential for offering discounts on non-qualifying equipment. However, in the event it does happen, distributors are encouraged to work with the Program directly to find a solution.

Contractor Engagement

Will I receive anything to help me explain the Program to contractors I work with?

Enrolled distributors will receive marketing materials and training to help explain the Program and its benefits to contractors. These resources will be available soon on the Instant Discounts web page.

What information do I need to collect from my contractor?

Most of the information needed to reimburse you for the instant discount is data you have readily available. This includes information about the sale, like an invoice number, sale date, purchasing entity, and equipment price, as well as equipment details, including make, model, and quantities. We will also require a few additional pieces of information, including the installation address, building type, and customer's electric and/or natural gas utility. A complete list of information to be collected is detailed in the Program's Process Guide, provided to distributors upon enrollment.

The Program also offers increased incentives for households meeting income qualifications. Should your contractor sell equipment to a confirmed income-qualified household, your contractor will also provide you with an income qualification (IQ) code. If you receive an IQ code, the corresponding IQ discount or credit amount should be offered on the equipment sale. This code should be recorded and included in your claim submission.

Will contractors need to enroll or be a registered Focus Trade Ally to pass the discount to their customers?

No, contractors do not need to enroll in the Program or be a registered Trade Ally to pass the discount to their customers. Contractors should confirm their distributor is participating in the Program before passing the discount to their customers.