

CONTRACTOR FREQUENTLY ASKED QUESTIONS

Getting Started

When can I expect to hear more about the Program?

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

Can I enroll to offer instant discounts?

Enrollment in the program is limited to distributors, however, as a contractor, you play a key role in making sure your customers are benefiting from the discounts being offered. Contractors will no longer need to submit rebate applications or gather specification sheets, saving you time and money, and your customers still see you as being their trustworthy source for saving energy and money.

How will I know if a distributor is participating?

The most current list of participating distributors can be found on our [website](#). If your preferred distributor is not listed, email Trade Ally Manager, [Jeremy Wilkinson](#). Our team is actively enrolling distributors, and we anticipate our network will steadily grow.

Will I need to be a registered FOCUS ON ENERGY[®] Trade Ally to pass the discount to my customers?

No, contractors do not need to 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.

How will I know if I received an instant discount?

The discount should be reflected on your distributor invoice at the time the equipment is purchased. This is with the understanding that the information required to offer the discount has been provided to your distributor.

If you purchased equipment in bulk and are applying the discount as equipment is sold, your distributor will issue a credit to you as you submit the installation address and other project details to your distributor. You are still expected to pass the discount along to your customers.

What incentive options are available if my distributor isn't participating in the Program?

If your distributor is not enrolled in the Program, then an instant discount is not available for the sale. If your distributor is not yet participating, [contact us](#) to get them enrolled.

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

The best person to contact with questions is Trade Ally Manager, [Jeremy Wilkinson](#). If you have another point of contact with Focus, they can also be of assistance.

How does this Program change benefit me as a contractor?

Being able to offer discounted pricing on eligible equipment can increase your sales of high-margin, energy-efficient equipment. In addition, the Instant Discount Program allows contractors to continue providing discounts to customers but without the need for completing traditional rebate applications or providing specification sheets. As a contractor, you will save time and your customers will continue to see you as their trustworthy source for saving energy and money.

Payment

What customer information will I need to provide to my distributor?

Most of the information needed to receive an instant discount is information you have (or will have) readily available. This includes:

- Your name, phone number and/or email
- Business or customer name
- Installation address
- Electric and/or natural gas utility for the installation address
- Income qualification code (if applicable)

If you purchase equipment in bulk and won't have customer information until later, you can still qualify for an instant discount. Our online form allows you to easily share required customer information directly with your distributor as you sell equipment. Your distributor will provide a credit back to you upon receipt of the required customer information.

How do I know my distributor isn't marking up prices on equipment?

Focus on Energy cannot guarantee price mark ups won't happen. We encourage all Trade Allies to check with other participating distributors to ensure they are receiving the best price available for a product.

I often purchase equipment in bulk and don't always have customer information until later. Do I still qualify for an instant rebate?

If you purchase equipment in bulk and won't have customer information until later, you can still qualify for an instant discount. Our online form allows you to easily share required customer information directly with your distributor as you sell equipment. Your distributor will provide a credit back to you upon receipt.

Distributors may offer bulk purchase discounts; however, this is at the discretion of the distributor and is not common.

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 will be 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?

Contractors and your distributor(s) have access to the Program's Qualified Product List (QPL) and Minimum Efficiencies Table. The Qualified Product List 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.

Customer Engagement

What do I need to do to pass the discount to my customer?

Start by making sure the distributor you're working with participates in the Program and the equipment you are looking to purchase is eligible for an instant discount. Once the customer decides to move ahead with the equipment purchase, provide the required information to your distributor. Your distributor will then include the instant discount as a negative line item directly on your equipment sales invoice. When you're ready to invoice your customer for parts and labor, you will include the instant discount as a negative line item on your own sales invoice. That's it – no traditional paper or online application required! Your distributor will take care of the rest.

Will there still be higher rebates for income-qualified (IQ) households? If so, how do I apply?

The Program will offer households meeting income eligibility requirements with higher instant discounts. You can find more details on income-qualified discount amounts on the [Instant Discounts page](#).

Similar to all of our income-qualified offers, customers will need to complete an [online](#) Income Eligibility Application or by calling 855.339.8866. Customers will receive a confirmation code once their application has been approved.

In most cases, income eligibility is verified immediately upon application submission, however the Program will randomly select applicants who will be required to provide proof of eligibility.

As a contractor, you will need to collect this code from your customer. Customers have the option to identify a Trade Ally during the application process who can be notified of their approval if desired. This confirmation code is passed along to your distributor who will record this information and offer you the increased instant discount amount.

More information about our offerings for income-qualified households can be found [here](#).

How will I direct/promote IQ rebates for customers?

The Program will have marketing resources available to help you raise awareness about income-qualified discounts. We will post these resources to the [Instant Discounts page](#) once available and will also notify you via email.

With our online Income Eligibility Application, most customers can be approved for income-qualified discounts in a matter of minutes, meaning they could be qualified before you even leave the job site. Customers have the option to identify a Trade Ally during the application process who can be notified of their approval if desired. We encourage customers to complete the Income Eligibility Application early in the process to ensure all discount options are being considered.