

# IRA HOME ELECTRIFICATION AND APPLIANCE REBATE PROGRAM (HEAR)

## How-to Claim an Instant Discount or Post-Purchase Rebate

### Income Qualification

This document assumes you have already income qualified and you know your program eligibility and rebate amount.

Households with income over 150% Area Median Income are NOT eligible.

**Welcome to your one stop for Wisconsin IRA Home Energy Rebates.**

As part of the Inflation Reduction Act (IRA), Wisconsin has been allocated \$149 million for Home Energy Rebates. Focus on Energy was chosen by the Public Service Commission of Wisconsin to deliver IRA Home Energy Rebate Programs. Both Home Efficiency Rebates (HOMES) and Home Electrification and Appliance Rebate (HEAR) are NOW AVAILABLE.

**Steps to Participate**  
Participation in IRA Home Energy Rebates is as easy as 1-2-3!

- 1** Income Qualification
- 2** Registered Contractor or Equipment Selection
- 3** Complete Project

**1 Complete Income Qualification**  
Qualify for both IRA Home Energy Rebate Programs today! Eligibility and rebate amounts are based on household income. All homeowners are eligible to participate in HOMES. Low-income or moderate-income households can participate in HEAR.

1 Visit [focusenergy.com/ira-hear](https://focusenergy.com/ira-hear) to learn more.

Click on the text **“Income Qualification”** to go to the online application.

If you have already completed the Income Qualification Application you have created an account and can **“Sign In”** on the top right hand corner.

Sign In Create Account

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OUR MISSION

**We help people unlock extraordinary energy savings.**

We're committed to helping everyone afford a more sustainable and comfortable home. You may be eligible to receive rebates for energy efficiency upgrades and equipment. Unlock your full energy-saving potential today.

If you were previously income approved for HOMES you are automatically approved for HEAR. If you need a copy of your existing approval notification or need an update on your application status, please contact us at 800.762.7077.

If you already have been qualified and have an account, please sign in using the link above.

2 Clicking **“Sign In”** takes you to the screen below. Enter your email address and password used to create an account for the income qualification application.

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Home Sign In

**Please sign in or create an account to proceed.**

**Email** \*  
Enter your email

**Password** \*  
Enter your password

Sign In

Customers  
Account has many benefits: check out faster, save on one address, track orders and more.

Account

Having trouble accessing your account?  
Update your password

3 Once signed in you will see your name next to **“Welcome”**.

Welcome, Your Name

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Home Ways To Save PreQualification Help Center My Applications

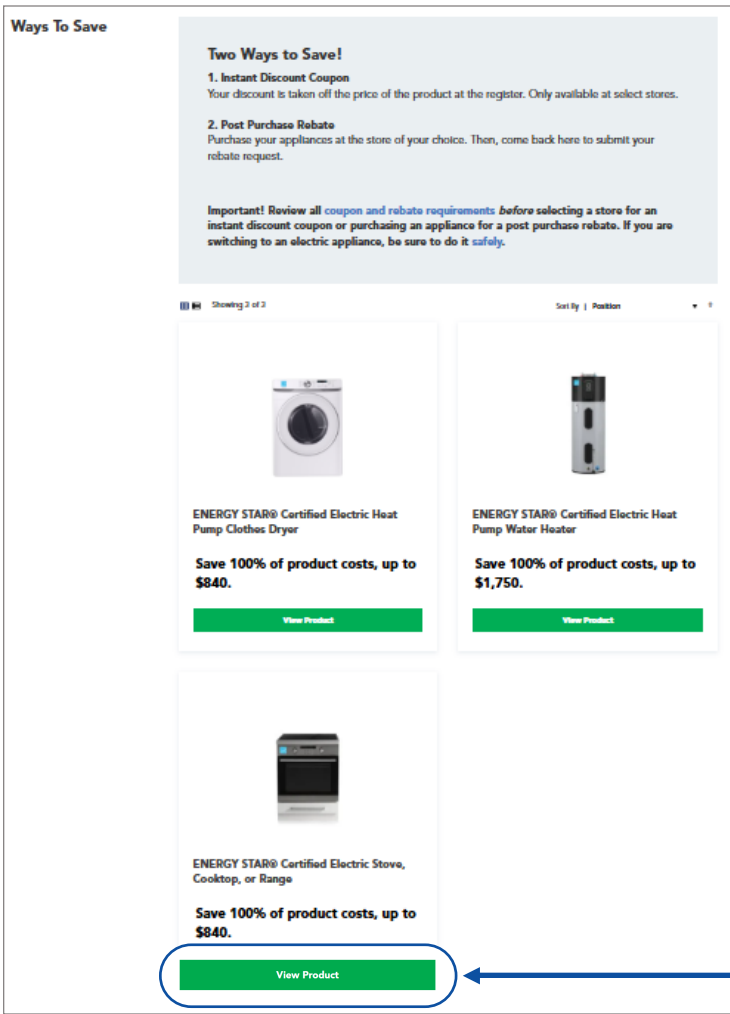
IRA Home Energy Rebates  
You may qualify for additional

Click on **“Ways to Save”** to start your application.

Welcome, Your Name

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Home Ways To Save PreQualification Help Center My Applications



- 4** You have two options.
- 1. Instant Discount Coupon** — Only available for purchases in-store or online at Lowe's.
  - 2. Post-Purchase Rebate** — Purchase your appliances at the store of your choice. Then, come back to submit your rebate request.

**Important!** Review all coupon and rebate requirements before selecting a store for an instant discount coupon or purchasing an appliance for a post purchase rebate. **If you are switching to an electric appliance, be sure to do it safely. See guidance.**

Click on the “**View Product**” on the appliance that you want to purchase.

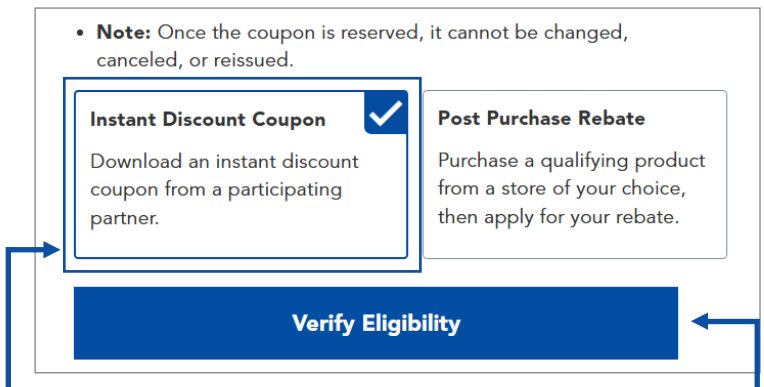
Either option **requires a photo of your existing appliance!** Details are reviewed in the Upload Photo section.

If you are following the Post-Purchase rebate, proceed to **page 7**.

Process should take approximately 10 minutes, if you have all required documentation/ information ready.

- 5** In this example, the ENERGY STAR® Certified Electric Stove, Cooktop, or Range was chosen.
- This application example is for a Low Income customer choosing the instant discount coupon. The process is the same for Moderate approved customers.
  - The Instant Discount Coupon is the default if you choose this way to save.

**PLEASE review all of the information on this page.**



- 6** Click on “**Instant Discount Coupon**” to select the coupon path.
- Click on “**Verify Eligibility**” to open the coupon request.

## 7 Customer Details

Ensure your information is correct here. It is prepopulated from your Income Eligibility application.

## 8 Utility Information

Select your Electric Utility Provider from the drop down list.

Choose “None” at the end of the list if your provider is not listed.

## 9 Select from the drop down “How did you hear about the program?”

Read the “Terms & Conditions.” When read—check the box and click “Next”.

**Home Details**  
Please provide some additional details about your home. (Fields marked with an asterisk (\*) are required.)

I am as\*  
HOMEOWNER x

Building Type\*  
SINGLE\_FAMILY\_DETACHED x

Existing or New Construction\*  
EXISTING x

Existing Appliance Fuel Type\*  
GAS x

Energy Data Evaluation Permission\*  
YES x

Back Next

## 10 Home Details

I am a - Choose from the drop down menu:

- Homeowner
- Tenant
- Other

Building Type - Choose from the drop down menu:

- Single\_Family\_Attached  
Side by side Duplex or Townhouse
- Single\_Family\_Detached  
Classic stand alone home
- MultiFamily\_in\_Unit  
Apartments or Condo units
- Manufactured  
Mobile Home

• Complete the last three questions on this page and click **“Next”**.

If you are unsure of what a field means, click the **?** above each box for more information.

## 11 Upload Photo of Existing Item

Your photo must include the location, date, and time it was taken.

### Check Your Photo File

The photo you upload must contain the location where it was originally taken. Most smartphones automatically include this information if location services are enabled for the camera app.

### Use Your Browser’s Location

If location data is missing from your photo file, your browser will ask for your location after you upload. You must click **“Allow”** to proceed.

### Document Checklist

Required Documents

- Photo of existing appliance or installation site (include surrounding area).
- Photo of manufacturer label on existing appliance or installation site (include surrounding area).

Once you have uploaded your required photos you will see a check next to each one under the Required Documents.

**\*If you need to change a photo you can by click on “Delete Document” to remove it.**

You can click **“Next”**.

**Upload Photo of Existing Item**  
To confirm your project, your photo must include the location, date, and time it was taken.

1. Check Your Photo File  
The photo you upload must contain the location where it was originally taken. Most smartphones automatically include this information if location services are enabled for the camera app.

2. Use Your Browser’s Location  
If location data is missing from your photo file, your browser will ask for your location after you upload. You must click Allow to proceed.

Uploaded Documents

Select Document(s) to Upload\*  
- Please Select -

Upload document(s)\*  
Drag & drop file or click to browse  
Supported: PNG, PDF, JPG, JPEG  
Filename must be 110 characters or less.

A document is required for upload. Please select a file.

Document Checklist

Required Documents

- Photo of Existing Appliance or Installation Site (Include Surrounding Area)
- Photo of Manufacturer Label on Existing Appliance or Installation Site (Include Surrounding Area)

Uploaded Documents

Photo of Existing Appliance or Installations Site.png  
0.99 MB

Document Type\*  
Photo of Existing Appliance or Installation Site (Include Surrounding Area)

Delete Document

Uploaded Documents

Photo of Existing Appliance or Installations Site.png  
0.99 MB

Photo of Manufacturer Label or Existing Appliance.png  
0.07 MB

Select Document(s) to Upload\*  
Photo of Manufacturer Label on Existing Appliance or Installation Site (Include Surrounding Area)

Upload document(s) (Optional)  
Drag & drop file or click to browse  
Supported: PNG, PDF, JPG, JPEG, Mobile (HEIC, HEIF)  
Filename must be 110 characters or less.

Back Next

## 12 Summary

Review all details to make sure everything is correct and accurate. If needed, you can go back and make corrections, click “Next”.

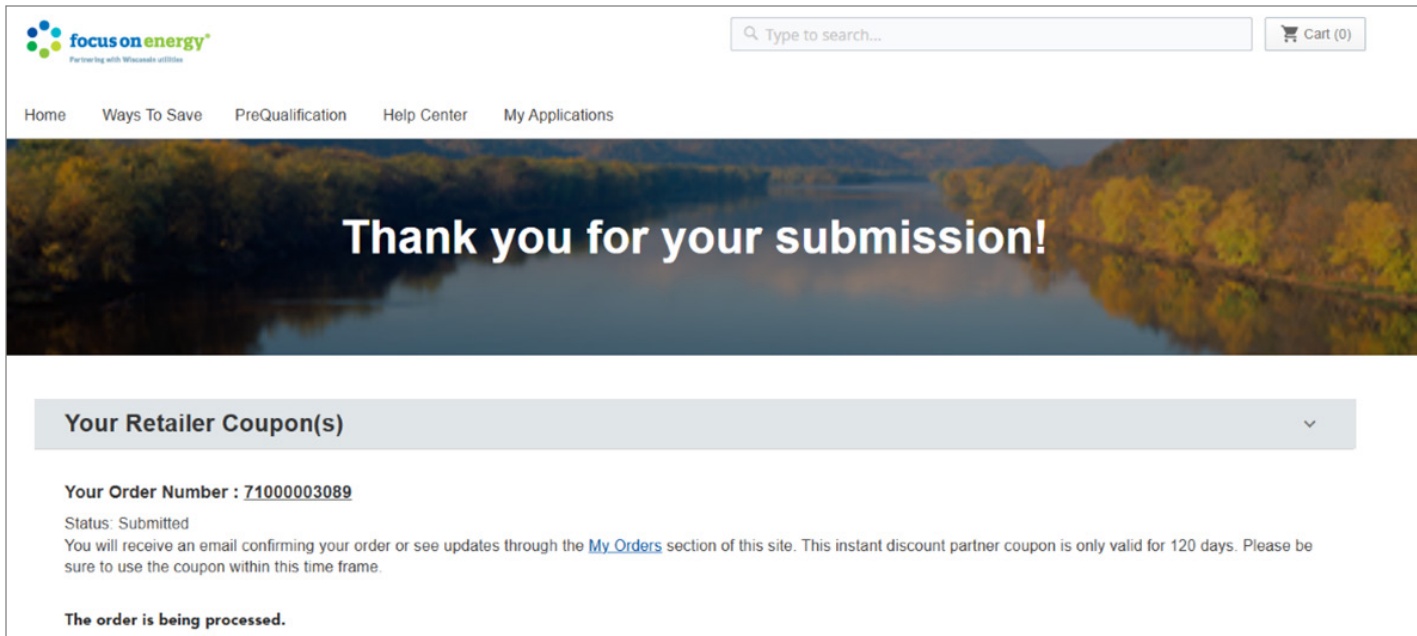
## 13 Coupon Requirements

**All requirements listed below must be met to receive a coupon.**

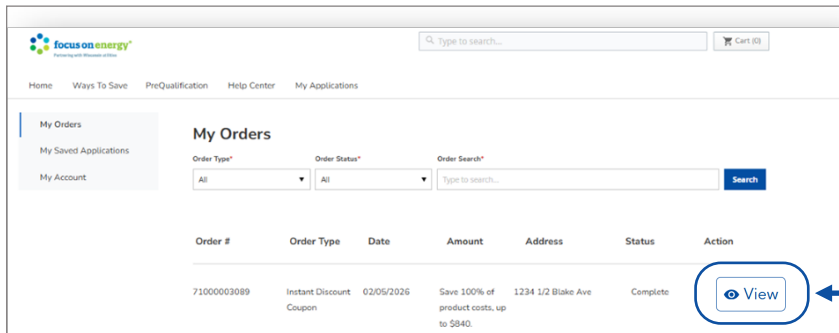
- Coupons are available for Wisconsin residents only.
- New construction is eligible.
- Qualifying products must be ENERGY STAR certified and legal for distribution in the United States at the time of purchase.
- Equipment must be purchased as new. Eligible cooking equipment includes ENERGY STAR certified electric:
  - Stove
  - Cooktop
  - Range
  - Oven
- New gas-electric (hybrid) cooking appliances are not eligible.
- New appliances can replace existing gas-electric (hybrid) appliances.
- Replacing an existing electric stove with a new electric appliance DOES NOT qualify.
- A heat pump dryer, may replace an existing electric dryer.
- This coupon may be subject to store limitations.

### Retailer

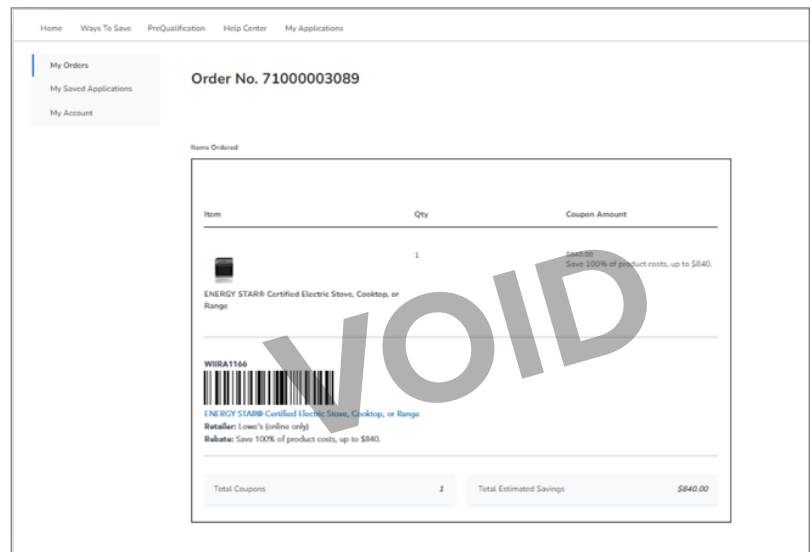
These coupons can only be redeemed at Lowe’s. Choose whether you will use the coupon in-store or online. Click “Submit”.



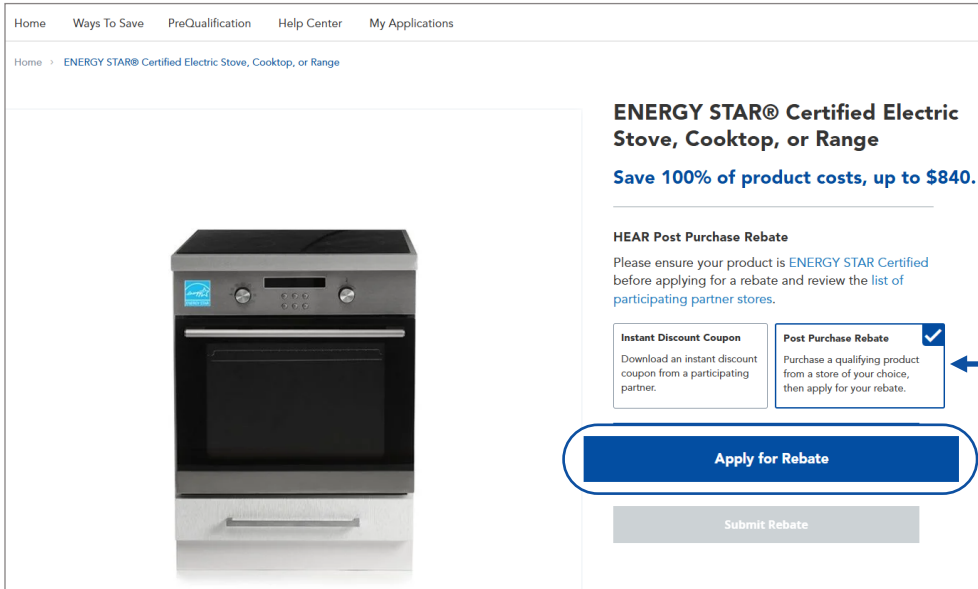
- 14 Once your order has been approved you will receive an email your coupon is available for use. Log in to your account, click on “[My Applications](#)”. You will see your order listing under “[My Orders](#)”. Click on “[View](#)”.



- 15 Once you click on “[View](#)” it opens up your coupon. The coupon will expire in 120 days.



# Ways to Save: Post-Purchase



## 16 Ways to Save: Post-Purchase

- Select the Post-Purchase rebate.
- Click on **“Apply for Rebate”**. This will open the rebate application. It will be prepopulated with your information.

- 17 This will open the application. It will be prepopulated with your information. Select where you learned about the program and review the Terms & Conditions. Then click **“Next”**.

- 18 **Payee Details:** Who is receiving the rebate. Choose from the dropdown menu.

1. I am (the Homeowner)
2. I am (the Tenant)
3. My Landlord is
4. Someone else

For this example, “I am the Homeowner” was chosen. The details are auto populated.

Click **“Next”**.

**19 Rebate Selection**

Confirm the selected upgrade is correct.

**20 Rebate Details**

Confirm the selected upgrade is correct.

Select from the drop down menus to answer the questions on the application.

Click "Next" when complete.

## 21 Upload Documents

### Required Documents Checklist

Select from the drop down menu which document you will upload.

1. Receipt/Invoice
2. Photo of Existing Appliance or Installation Site (include surrounding area).
3. Photo of Manufacturer Label on Existing Appliance or Installation Site (include surrounding area).
4. Photo of Installed Appliance and Include Surrounding Area.
5. Photo of Manufacturer Label on Installed Application.

The photos must be tagged with location, date, and time taken. If your images do not, a “pop up” window will appear asking you to turn your location services on. You **cannot** complete the application without completing this step.

Once you have uploaded the required documents click on “**Next**”.

## 22 Summary

Review the project details before submission. Use the “**Back**” button to make any edits to the previous steps.

## 23 Summary Continued

Review the project details before submission. Use the “**Back**” button to make any edits to the previous steps.

Click “**Next**”.

✓ Applicant Details  
✓ Payee Details  
✓ Rebate Selection  
✓ Rebate Details >  
✓ Upload Document(s)  
✓ Summary

**Installation Address**

Installation Address  
100 12345 St.

City State Zip Code  
Milwaukee Wisconsin 53207

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**Service Providers**

Electric Service Provider <b>We Energies</b>	Electric Account Number <b>00000000</b>
Gas Service Provider <b>We Energies</b>	Gas Account Number <b>00000000</b>
Other Heating Fuel Provider --	Other Heating Fuel Provider Account Number --

**Program Awareness**

How did you hear about us?  
**Billboard**

✓ Payee Details  
✓ Rebate Selection  
✓ Rebate Details >  
✓ Upload Document(s)  
✓ Summary

**Payee Details**

Payment Method <b>Check</b>	First Name jason
Last Name jason	Email jason.manager@clearresult.com
Phone Number 9204242222	
Mailing Address 100 12345 St.	
City State Zip Code Milwaukee Wisconsin 53207	

✓ Applicant Details  
✓ Payee Details  
✓ Rebate Selection  
✓ Rebate Details >  
✓ Upload Document(s)  
✓ Summary

**Terms & Conditions**

I have read, understood, and agree to the Terms and Conditions  
**Yes**

**Payee Details**

Payment Method <b>Check</b>	First Name jason
Last Name jason	Email jason.manager@clearresult.com
Phone Number 9204242222	
Mailing Address 100 12345 St.	
City State Zip Code Milwaukee Wisconsin 53207	

✓ Applicant Details  
✓ Payee Details  
✓ Rebate Selection  
✓ Rebate Details >  
✓ Upload Document(s)  
✓ Summary

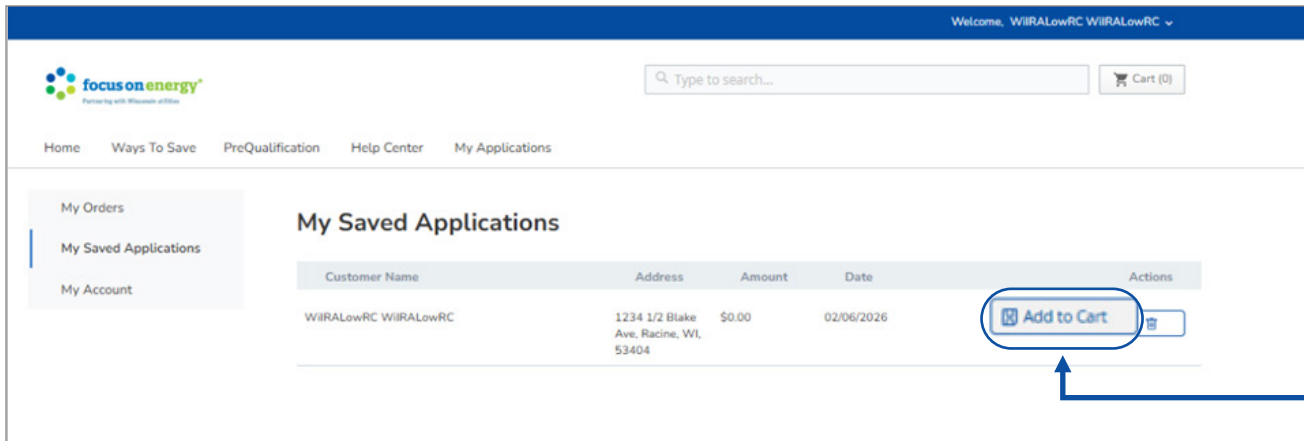
**ENERGY STAR Electric Stove - Oven**

Brand Name <b>GE</b>	Model Number <b>GRF400PV**</b>
Purchase Price <b>\$1,000</b>	Delivery and Installation Costs <b>\$150</b>
Purchase Date <b>02/03/2026</b>	I am a: <b>HOMEOWNER</b>
Building Type <b>SINGLE_FAMILY_DETACHED</b>	Existing or New Construction <b>EXISTING</b>
Existing Appliance Fuel Type <b>GAS</b>	Energy Data Evaluation Permission <b>YES</b>

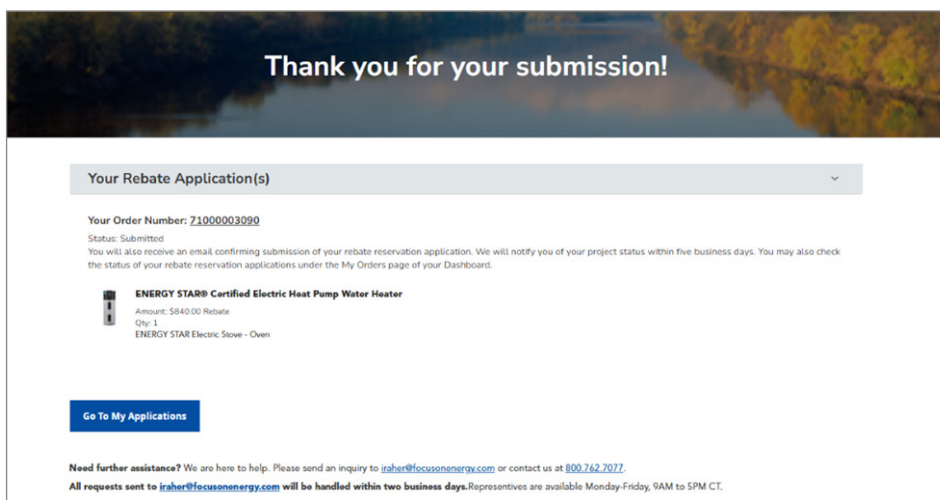
**Retailer Details**

Retailer Name <b>Home Depot</b>	Retailer Address <b>150 W Holt Ave</b>
Retailer City <b>Milwaukee</b>	Retailer State <b>Wisconsin</b>
Retailer Zip <b>53207</b>	

**Next**



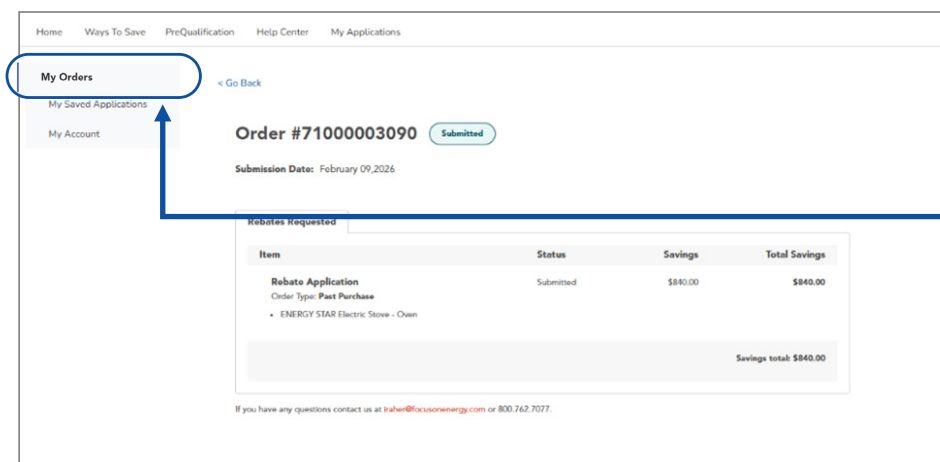
24 When you are ready to submit the application, it will direct you to the “**My Saved Applications**” page. Click on “**Add to Cart**” - this will submit your application. A pop-up window will appear confirming your submission.



25 You will also receive an email confirming submission of your rebate application.

We will notify you of an incomplete or rejected application within five business days.

You may also check the status of your rebate reservation applications under the “**My Orders**” page of your Dashboard.



26 You will see your order listed in the “**My Orders**”.

Once your application has been approved, you will receive a check in approximately four weeks.

For more information, visit [focusenergy.com/ira-hear](https://focusenergy.com/ira-hear) or call 800.762.7077.