LUNCH AND LEARN: WHAT YOU NEED TO KNOW TO PROMOTE IRA HOME ENERGY REBATES

Brady Steigauf, August 2026

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AGENDA

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- What is FOCUS ON ENERGY®?
- Why Promote IRA Home Energy Rebates
- Overview of IRA Home Energy Rebates Programs
  - HOMES
  - HEAR
- Resources
- Main Takeaways
- Q&A

FOCUS ON ENERGY®

Wisconsin utilities' statewide energy efficiency and renewable energy program.

- Help Wisconsin residents and businesses manage rising energy costs.
- Provide education, information, and incentives.
- Promote in-state economic development.
- Protect our environment.
- Control Wisconsin's growing demand for electricity and natural gas.

WE WORK WITH WISCONSIN RESIDENTS

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Focus offers homeowners and renters a wide range of rebates and services to support energy efficiency projects.

SMART ENERGY OPTIONS

- FREE Energy Saving Packs.
- Heating & Cooling.
- Insulation & Air Sealing.
- New Homes.
- Solar Energy.
- Water Heating.
- Smart Thermostats.

INCOME-QUALIFIED

- **Free products** available through local food bank and nonprofit partners.
- **Higher rebates** available for insulation air sealing upgrades.
- **IRA Home Energy Rebates** offer additional federal funding for home energy projects.

IRA HOME ENERGY REBATES

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Wisconsin was awarded nearly $150 million for two programs.

HOMES PROGRAM

Home Efficiency Rebates

HEAR PROGRAM

Home Electrification and Appliance Rebates



CUSTOMER ELIGIBILITY DETERMINES PROGRAM ACCESS

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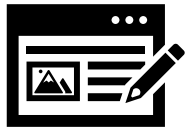
Higher-Income Households



HOMES



HOMES is often best for **whole home projects.**



Qualified Low- and Moderate-Income Households



HEAR

HEAR is great for making **single upgrades.**

WHY PROMOTE IRA HOME ENERGY REBATES

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- Help your community members save money and energy while promoting sustainability.

- Help households that need energy efficiency upgrades the most.
  - Over 85% of projects so far have served low-income households.
  - Income qualified households may get up to 100% of project costs covered.

- Focus on Energy can help you to promote these programs, identify customer eligibility, attend events, and has over 200 IRA Registered Contractors available to complete projects.

HOME EFFICIENCY REBATES (HOMES)

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WHAT IS HOMES?



- Wisconsin was the first state to launch HOMES!
- Modeled whole-home rebates.
  - Requires professional energy assessment.
- Rebate tiers based on predicted savings and household income.

REBATE AVAILABILITY

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Open to all Wisconsin Residents.

Income-based Rebates Require Verification.

Eligible:

- Single-family Homes.
- Multifamily Buildings.
- Owner-occupied Buildings.

Not Eligible:

- New Construction Projects.

HOMES PROGRAM PARTICIPATION

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1. Income Qualification
2. Registered Contractor Selection
3. Energy Assessment
4. Project Scope & Completion
5. Installation Certificate & Survey



MODEL SAVINGS THRESHOLDS

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Minimum 20% predicted energy savings.

Projects with 35%+ energy savings are eligible for **higher rebate amounts**.

HOMES – SINGLE-FAMILY REBATE AMOUNTS

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Single-Family Home	Low-Income (<80% AMI)	Moderate-Income (80%-150% AMI)	Higher-Income (>150% AMI)
Project with at least 20% predicted energy savings	100% of project costs, up to $5,000	50% of project costs, up to $2,000	50% of project costs, up to $1,500
Project with at least 35% predicted energy savings	100% of project costs, up to $10,000	50% of project costs, up to $4,000	50% of project costs, up to $3,000

Assessment cost assistance for low-income customers. $500/unit paid direct to Assessor, up to $2,000 per multifamily property.

HOMES – MULTIFAMILY REBATE AMOUNTS

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Multifamily Property (2+ units)	>50% of occupied units are Low-Income (<80% AMI)	>50% of occupied units at most Moderate-Income (80%-150% AMI)	Higher-Income (>150% AMI)
Project with at least 20% predicted energy savings	100% of project costs, up to $5,000 per unit, $250,000 building max	50% of project costs, up to $2,000 per unit, $200,000 building max	50% of project costs, up to $1,500 per unit, $200,000 building max
Project with at least 35% predicted energy savings	100% of project costs, up to $10,000 per unit, $500,000 building max	50% of project costs, up to $4,000 per unit, $400,000 building max	50% of project costs, up to $3,000 per unit, $400,000 building max

Assessment cost assistance for low-income customers. $500/unit paid direct to Assessor, up to $2,000 per multifamily property.

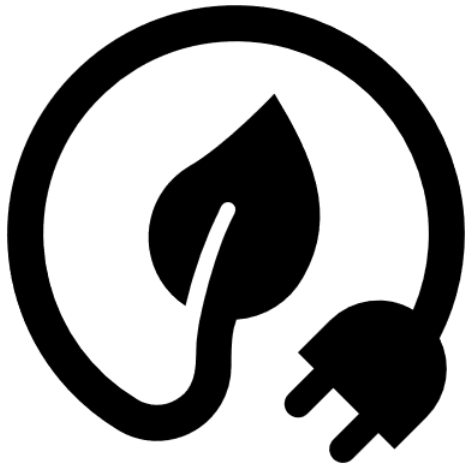
HOME ELECTRIFICATION AND APPLIANCE REBATES (HEAR)

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WHAT IS HEAR?

- Instant discount or rebates on qualifying electric appliances and home upgrades.
- Only Low- and moderate-income households are eligible.
  - Under 150% Area Median Income (AMI).



Two Ways to Participate

1. Using and IRA Registered Contractor.
2. Installing or Purchasing Equipment Yourself.

Requirements listed in upcoming slides and focusonenergy.com/ira-hear.

HEAR PROGRAM PARTICIPATION







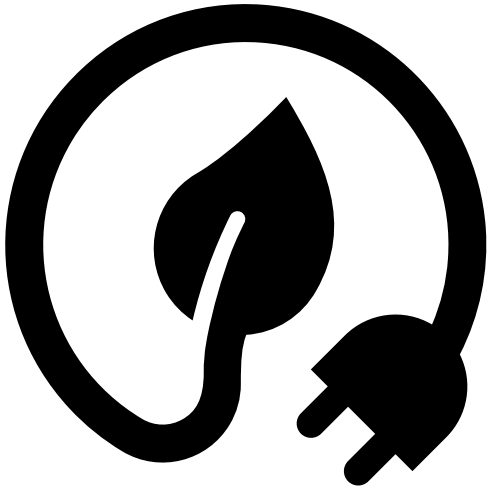
1. Income Qualification
   - Verify your household income is less than 150% AMI.
2. Select Contractor or Qualifying Equipment
   - Two ways to participate
     - IRA Registered Contractor installation
     - Store purchase.
   - See the equipment/rebate chart for details.
3. Equipment Installation
   - Install your new energy-efficient equipment.
   - Rebates may come as an instant discount on your invoice or mailed to you as a check.

ELIGIBLE EQUIPMENT

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In most cases, qualified appliances must be one of the following:

- A replacement an existing electric version.
- A first-time purchase of that type of appliance in a home.
- Part of a new construction project.



Some exceptions exist, visit focusonenergy.com/ira-hear for details.

ELIGIBLE EQUIPMENT

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Qualified Equipment/Appliances:

- ENERGY STAR® Heat Pumps for Space Heating.
- ENERGY STAR Heat Pump Water Heaters.
- ENERGY STAR Heat Pump Clothes Dryer.
- ENERGY STAR Electric Cooktop, Stove, Range.



Qualified Building Materials:

- Electrical Load Service Center.
- Electrical Wiring.
- Insulation, Air Sealing, and Mechanical Ventilation.

HEAT PUMPS FOR SPACE HEATING & COOLING

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ENERGY STAR

Heat Pumps must:

- Be ENERGY STAR certified.
- Be installed by an IRA Registered Contractor.
- Only installed in homes that have adequate insulation and air sealing. Additional work in home may be required before heat pump installation.

HEAT PUMP WATER HEATERS

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- Must be ENERGY STAR certified.
- Must replace an electric-resistance storage water heater.
- 120V and 240V units are eligible.
- Additional multifamily installation scenarios may be allowed.
- Can be IRA Registered Contractor or self-installed.*

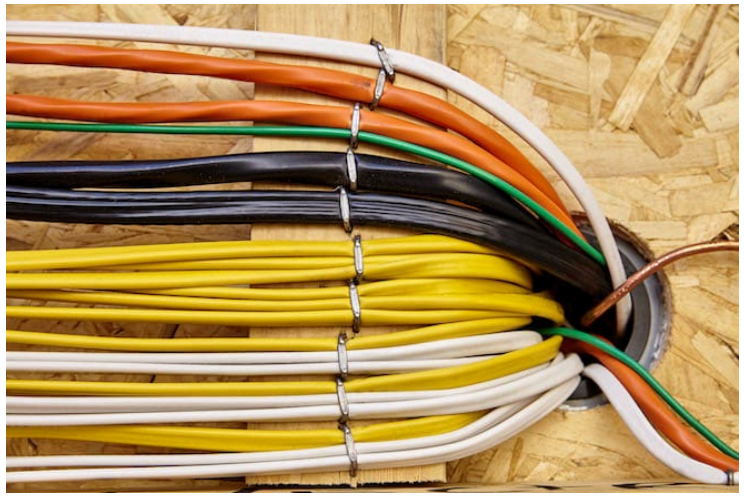
*Always consult a licensed professional before handling electrical wiring.

ELECTRICAL UPGRADES

Eligible Equipment:

- Electrical load service center (electrical panel).
- Electrical wiring.
- Must be installed by an IRA Registered Contractor.





INSULATION AND AIR SEALING







Eligible insulation products include ENERGY STAR certified:

- Blanket insulation.
- Loose-fill insulation.
- Blown-in insulation.
- Rigid board insulation.
- Spray foam.
- Foam in place forms.

Air sealing and insulation must be installed by an IRA Registered Contractor.

MECHANICAL VENTILATION







Must also receive air sealing or have low leakage rates.

Eligible ENERGY STAR products:

- Range hoods
- In-line units
- Bathroom fans
- Utility fans

Products must be installed in the configuration certified by ENERGY STAR, and by an IRA Registered Contractor.

KITCHEN APPLIANCES & HEAT PUMP CLOTHES DRYERS

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- Post-purchase rebates and instant discounts are available.
- ENERGY STAR electric heat pump clothes dryer.
  - Replacement of existing electric-resistance dryer is required.
  - Can be washer/dryer combos.
- ENERGY STAR electric cooktop, stove, range, or oven.
  - Can only replace existing full electric units. Cannot replace dual-fuel units.
  - New dual-fuel cooking appliances are ineligible.

HEAR REBATES & INCENTIVE STACKING

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SINGLE & MULTIFAMILY REBATES

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Income Eligibility	Maximum Project Rebate
Households below 80% AMI	100% of project costs up to $14,000
Households between 80% and 150% AMI	50% of project costs up to $14,000

Higher income households (>150% AMI) are NOT eligible for this program.

HEAR Upgrade	Rebate Max Per Product Category	Registered Contractor or Store	Eligible for New Construction
ENERGY STAR® electric heat pump water heater	Up to $1,750	Registered Contractor or Store Purchase	Yes
ENERGY STAR electric heat pump for space heating and cooling	Up to $8,000	Registered Contractor	Yes
Electrical load service center (electrical panel)	Up to $4,000	Registered Contractor	No
Electrical Wiring	Up to $2,500	Registered Contractor	No
ENERGY STAR Insulation, ENERGY STAR ventilation, air sealing	Up to $1,600	Registered Contractor	No
ENERGY STAR electric heat pump clothes dryer	Up to $840	Store Purchase	Yes
ENERGY STAR electric stove, ENERGY STAR cooktop, ENERGY STAR range*	Up to $840	Store Purchase	Yes

*Rebates are available only when upgrading from an existing electric appliance.

REBATE STACKING

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- IRA Rebate
- Focus on Energy Rebates
- Manufacturer Rebates
- Other Utility or Municipal Rebates



IRA rebates cannot be stacked with the same work completed with other Federal Dollars, including other IRA Programs.



Total rebates received cannot exceed total project cost.

IRA REGISTERED CONTRACTORS

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IRA REGISTERED CONTRACTOR NETWORK

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- Separate from Focus on Energy Trade Ally Network.
- Separate participation requirements.
- Additional training requirements.
- Prepare additional documentation.
- Over 200 IRA Registered Contractors across the state.

- Learn how to become registered: focusonenergy.com/ira-registered-contractors

RESOURCES

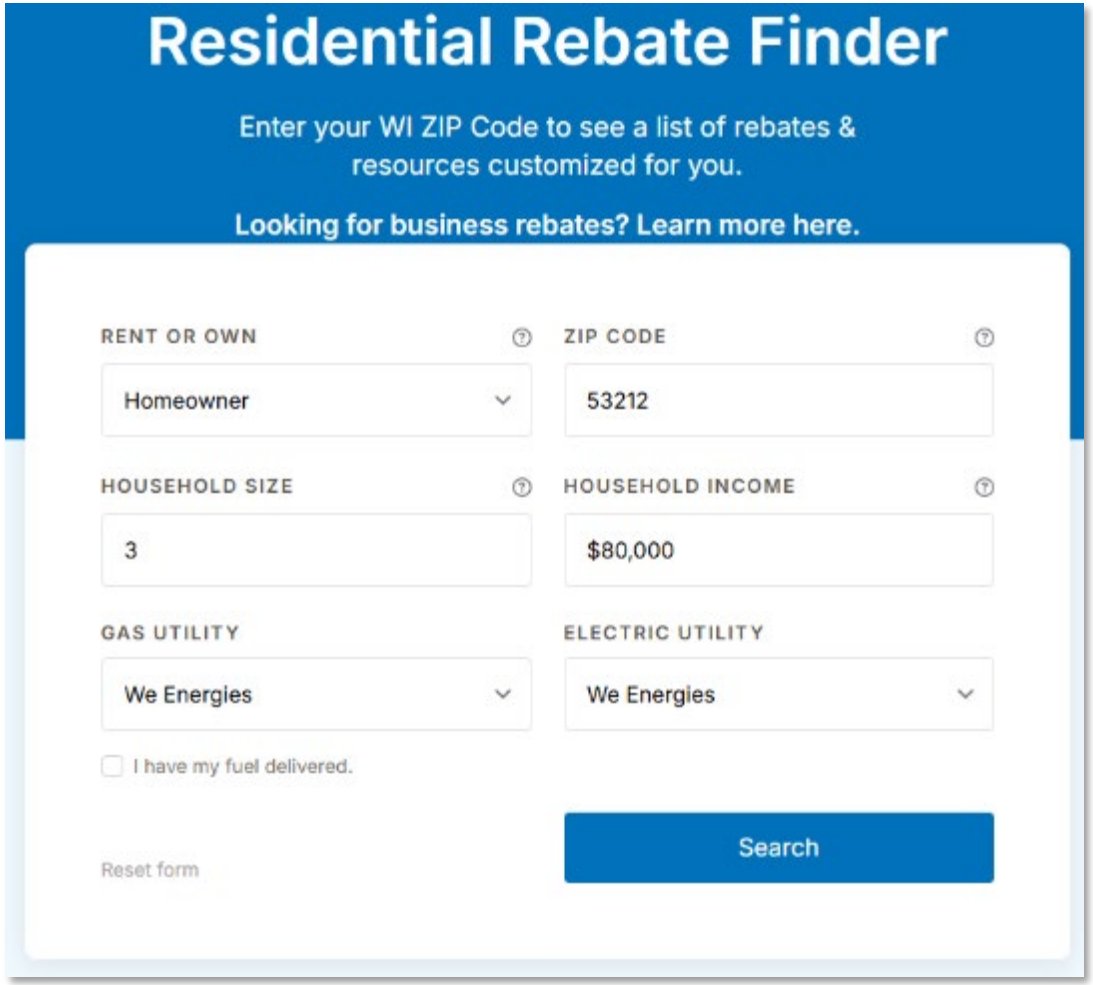


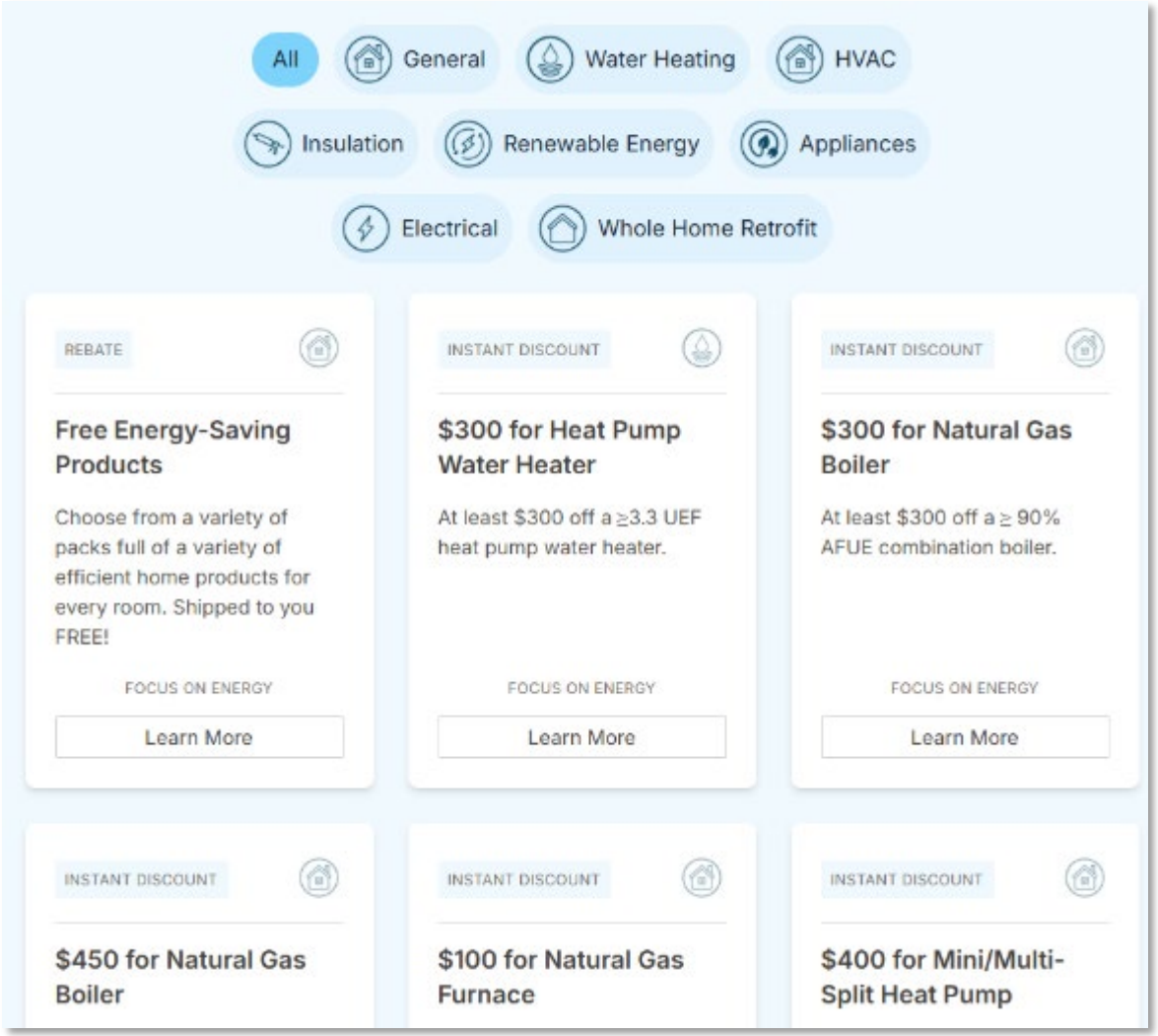
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GET STARTED TOOL

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FOCUS WEBPAGE

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focusonenergy.com/home-energy-rebates

- Program pages.
- Status updates.
- Rebate amounts.
- FAQs.
- Program participation.
- IRA Registered Contractor Info.



ADDITIONAL RESOURCES

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- IRA Promotional Toolkit
- Get-Started Tool
- Resources for Community-Based Organizations

MAIN TAKEAWAYS

- With IRA Home Energy Rebates and Focus on Energy, there are **a lot** of resources to save on home energy projects in Wisconsin.
- Before promoting IRA programs in your area, ensure there are IRA Registered Contractors available to serve potential customers.
  - If not, we can help recruit contractors.
- We're here to help!
  - Our Get Started tool helps households see a list of resources they're eligible for.
  - Invite us to an event.
  - Share our program marketing materials and literature.

QUESTIONS & ANSWERS



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