

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

Brady Steigauf, March 18, 2026



AGENDA



- 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

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



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



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



Higher-Income Households



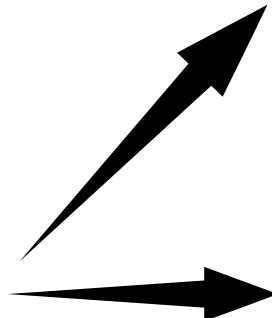
HOMES



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



- 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)



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



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



**Income
Qualification**



**Registered Contractor
Selection**



**Energy
Assessment**



**Project Scope
& Completion**



**Installation Certificate &
Survey**



MODEL SAVINGS THRESHOLDS



Minimum 20% predicted energy savings.

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

HOMES – SINGLE-FAMILY REBATE AMOUNTS



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



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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Partnering with Wisconsin utilities

WHAT IS HEAR?

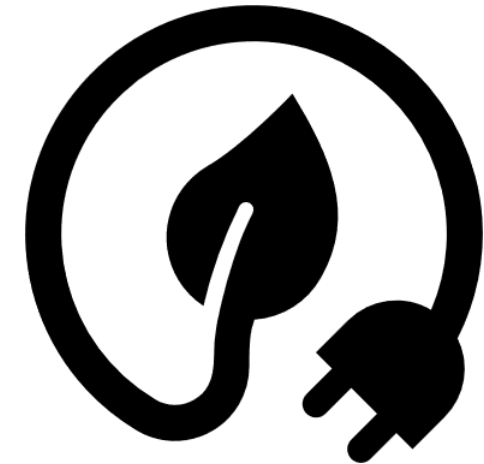


- Instant discount or rebates on qualifying electric appliances and home upgrades.
- Only Low- and moderate-income households are eligible.
 - Under 150% Area Median Income (AMI).

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](https://www.focusonenergy.com/ira-hear).



HEAR PROGRAM PARTICIPATION



Income
Qualification

1. Income Qualification

- Verify your household income is less than 150% AMI.



Registered Contractor or
Equipment Selection

2. Select Contractor or Qualifying Equipment

- Two ways to participate - IRA Registered Contractor installation or store purchase.
- See the equipment/rebate chart for details.



Equipment
Installation

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.

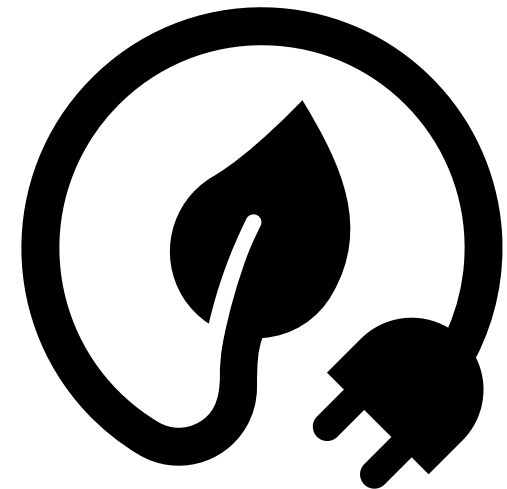
ELIGIBLE EQUIPMENT



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

- A replacement for a non-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](https://www.focusonenergy.com/ira-hear) for details.



ELIGIBLE EQUIPMENT



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



Heat Pumps must:

- Be ENERGY STAR certified.
- Be installed by an IRA Registered Contractor.
- Provide at least 51% of the home heating load.



HEAT PUMP WATER HEATERS



- Must be ENERGY STAR certified.
- Can 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.*

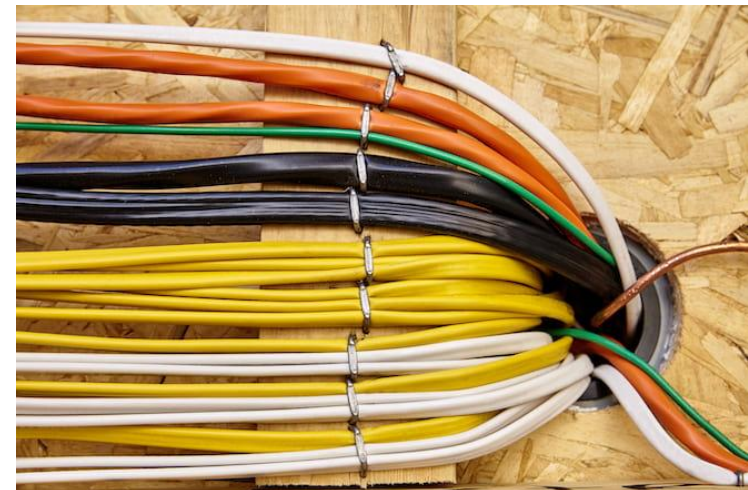
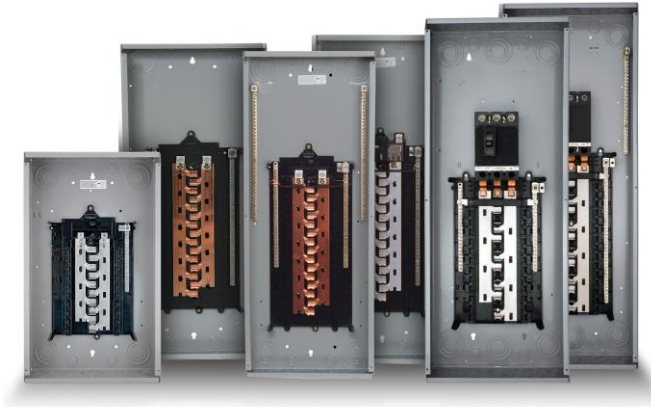
*Always consult a licensed professional before disconnecting a gas line or handling electrical wiring.
Review the [Safe Switch](#) guide to make sure switching to electric appliances is done safely.

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.

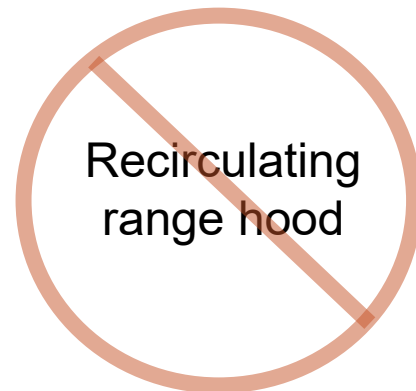
MECHANICAL VENTILATION



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



- Post-purchase rebates and instant discounts are available.
- ENERGY STAR electric heat pump clothes dryer.
 - Replacement of existing electric-resistance dryer allowed.
 - Can be washer/dryer combos.
- ENERGY STAR electric cooktop, stove, range, or oven.
 - Can replace dual-fuel units.
 - New dual-fuel cooking appliances are ineligible.

Review the [Safe Switch](#) guide to make sure switching to electric appliances is done safely.

HEAR REBATES & INCENTIVE STACKING



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SINGLE & MULTIFAMILY REBATES



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 a non-electric appliance.

REBATE STACKING

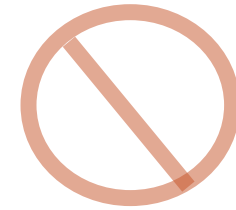


IRA Rebate

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



IRA REGISTERED CONTRACTOR NETWORK



- Separate from Focus on Energy Trade Ally Network.
- Separate participation requirements.
- Additional training requirements.
- Prepare additional documentation.

- Nearly 200 IRA Registered Contractors across the state.

- Learn how to become registered: [focusonenergy.com/ira-registered-contractors](https://www.focusonenergy.com/ira-registered-contractors)

RESOURCES



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GET STARTED TOOL



Residential Rebate Finder

Enter your WI ZIP Code to see a list of rebates & resources customized for you.

Looking for business rebates? [Learn more here.](#)

RENT OR OWN	ZIP CODE
Homeowner	53212
HOUSEHOLD SIZE	HOUSEHOLD INCOME
3	\$80,000
GAS UTILITY	ELECTRIC UTILITY
We Energies	We Energies
<input type="checkbox"/> I have my fuel delivered.	
Reset form	Search

- All
- General
- Water Heating
- HVAC
- Insulation
- Renewable Energy
- Appliances
- Electrical
- Whole Home Retrofit

REBATE Free Energy-Saving Products Choose from a variety of packs full of a variety of efficient home products for every room. Shipped to you FREE! FOCUS ON ENERGY Learn More	INSTANT DISCOUNT \$300 for Heat Pump Water Heater At least \$300 off a ≥ 3.3 UEF heat pump water heater. FOCUS ON ENERGY Learn More	INSTANT DISCOUNT \$300 for Natural Gas Boiler At least \$300 off a $\geq 90\%$ AFUE combination boiler. FOCUS ON ENERGY Learn More
INSTANT DISCOUNT \$450 for Natural Gas Boiler	INSTANT DISCOUNT \$100 for Natural Gas Furnace	INSTANT DISCOUNT \$400 for Mini/Multi-Split Heat Pump

FOCUS WEBPAGE



focusonenergy.com/home-energy-rebates

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

**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 SELECTION
- 3** COMPLETE PROJECT

ADDITIONAL RESOURCES



- [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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