IRA HOME ENERGY REBATES

Home Electrification and Appliance Rebate (HEAR)



HEAR offers rebates to households installing heat pumps and other energy-efficient electric equipment. HEAR rebates are tailored to help low- and moderate-income households save energy and cut costs on upgrades made to their primary residence.

In most cases, qualifying equipment will be purchased through your local participating IRA Registered Contractor. Heat pump installations may require a limited home assessment to verify your home has adequate insulation and air sealing. If not adequate, insulation and air sealing work must be done before the heat pump is installed.

HOW TO PARTICIPATE

We will be with you every step of the way. Here's what you can expect:

1

Complete Income Qualification

All participating households must verify their total household annual income is less than 150% of the Area Median Income (AMI). A total household includes all individuals living in the home, regardless of relation. You may be asked to provide additional information to verify income.

2

Select Your IRA Registered Contractor or Qualifying Equipment

Once you know what rebates you are qualified for, there are two different ways to participate.

Using an IRA Registered Contractor

Most HEAR rebates will require working with an IRA Registered Contractor. These trusted program partners help you choose the best qualifying equipment for your home. They will guide you through the program, purchase, and installation for your project.

Installing or Purchasing Equipment Yourself

Purchase from any store or website that carries qualifying products. HEAR projects involve upgrading qualifying kitchen or laundry equipment or self-installing an ENERGY STAR® electric heat pump water heater.

3

Equipment Installation

Have your new energy-efficient upgrades installed. Your rebate may come as an instant discount on your invoice or mailed to you as a check.

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EQUIPMENT UPGRADES

HEAR Upgrade	Rebate Max Per Product Category	Registered Contractor or Store
ENERGY STAR® electric heat pump water heater*	Up to $1,750	Registered Contractor or Store Purchase
ENERGY STAR electric heat pump for space heating and cooling**	Up to $8,000	Registered Contractor
Electrical load service center (electrical panel)	Up to $4,000	Registered Contractor
Electrical wiring	Up to $2,500	Registered Contractor
ENERGY STAR Insulation, ENERGY STAR ventilation, air sealing	Up to $1,600	Registered Contractor
ENERGY STAR electric heat pump clothes dryer*	Up to $840	Store Purchase
ENERGY STAR electric stove, ENERGY STAR cooktop, ENERGY STAR range*	Up to $840	Store Purchase

*Rebates are available only when upgrading from an existing electric appliance. Always consult a licensed professional before handling electrical wiring.

**Homes with fossil fuel systems must ensure a fossil fuel system remains in place after installation.

LEARN MORE

Visit **focusonenergy.com/ira-hear** for full program details.

OTHER WAYS TO SAVE

IRA Home Energy Rebates are just one of many ways to save on your home energy projects. You may also qualify for additional programs like:

- **Home Efficiency Rebates (HOMES).**
- FOCUS ON ENERGY® rebates and discounts.
- The Weatherization Assistance Program.

As a bonus, many of these benefits can be combined with IRA Home Energy Rebates to maximize your savings. Start exploring your eligibility today at **focusonenergy.com/get-started**.



REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment.

Funding for the Wisconsin IRA Home Energy Rebate programs is provided by the U.S. Department of Energy pursuant to the Inflation Reduction Act of 2022. While the Focus on Energy program is the implementor for the IRA Home Energy Rebate programs, the programs are funded and managed as separate programs and not included in the Focus portfolio.

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Updated 072326

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