IRA Home Energy Rebate

Home Electrification and Appliance Rebates (HEAR) for Contractors



Offer Customers Up to $14,000 For Equipment Upgrades!

HEAR provides rebates and instant discounts to households installing heat pumps and other energy-efficient electric equipment. Additional qualified improvements include insulation, air sealing, and upgraded electrical panels and wiring. This program is available to Wisconsin residents in single-family homes and multifamily buildings, earning 150% of Area Median Income (AMI) or less.

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.

Earn Financial Incentives While Helping Customers

Along with offering rebates to customers, IRA Registered Contractors can also receive Qualified Electrification Project (QEP) incentives. These payments go directly to contractors installing eligible upgrades.

HEAR Upgrade	Customer Rebate Max Per Product Category	QEP (per unit)	Eligible for New Construction
ENERGY STAR® electric heat pump water heater*	Up to $1,750	$150	Yes
ENERGY STAR electric heat pump for space heating and cooling	Up to $8,000	$200	Yes
Electrical load service center (electrical panel)	Up to $4,000	$150	No
Electrical Wiring	Up to $2,500	$250	No
ENERGY STAR Insulation, ENERGY STAR ventilation, air sealing	Up to $1,600	$250	No
ENERGY STAR electric heat pump clothes dryer	Up to $840	NA	Yes
ENERGY STAR electric stove, ENERGY STAR cooktop, ENERGY STAR range**	Up to $840	NA	Yes

**Only IRA Registered Contractors who both sell and install qualifying ENERGY STAR electric heat pump water heaters are eligible for QEP incentives. Retail purchases with self-installation do not qualify. Registered Contractors installation do not qualify.

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

Customer Process

Income Qualify

All participants must verify their gross household annual income is less than 150% of the Area Median Income (AMI). A household includes all individuals living in the home, regardless of relation.

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 HEAR.



Income Qualification

Registered Contractor of Equipment Selection

Complete Project



Become an IRA Registered Contractor

As an IRA Registered Contractor, you can offer customers these rebates AND appear in our online list of approved contractors. You will also get marketing materials, program documents, and other tools to help your business grow.

Visit **focusonenergy.com/ira-registered-contractors** to learn more.

1. Watch videos to see program requirements
2. Review participation agreement
3. Complete application
4. Complete program training
5. Final approval and customer projects



FOCUS ON ENERGY® Trade Allies

If you are already a Focus on Energy Trade Ally, you will still need to sign up to be an IRA Registered Contractor. Program requirements are not the same.

Insulation & Air Sealing contractors and energy assessors must be a Focus on Energy Trade Ally in good standing, before an IRA Registered Contractor application is approved.

Reach out directly to your Energy Advisor for additional details.
focusonenergy.com/energy-advisor-map

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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Partnering with Wisconsin utilities