

WHERE CAN YOU START?

Focus on Energy is here to help you make your home **more energy efficient with simple changes**.

Check out some of our offerings below and visit our website for more information on which solution is right for you.

- ▶ Free energy-saving product packs
- ▶ Air sealing and insulation
- ▶ Heating and cooling improvements
- ▶ Online Marketplace

DIY REBATES

If you prefer a hands-on approach to home improvement, Focus on Energy offers \$200 cash back for self-installed attic insulation and air sealing. Qualified projects improve year-round comfort, lower heating and cooling costs, and help prevent common issues like condensation and ice dams.

Review the eligibility requirements online at focusonenergy.com/diy.

Learn more about our residential solutions at focusonenergy.com/residential or call 800.762.7077.

Do I have to participate in all of the offerings to get rebates?

No. Each offering provides different energy-saving services. Choose whichever offerings are best for you!

Who can participate in Focus on Energy?

If your home is in Wisconsin and you are a customer of a participating utility, you can take advantage of Focus on Energy.

Not sure if your utility participates? Visit focusonenergy.com/utilities.



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. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

YOUR GUIDE TO IMPROVING YOUR HOME'S ENERGY EFFICIENCY



Discover how FOCUS ON ENERGY® can help you make small changes that have a large impact on your home's efficiency.



WHY SHOULD YOU MAKE ENERGY-EFFICIENT UPGRADES TO YOUR HOME?

By making whole-home improvements, you can realize benefits in many areas:

- ▶ Increase your home's comfort
- ▶ Improve indoor air quality
- ▶ Receive financial rebates from Focus
- ▶ Save on utility bills
- ▶ Increase your home's value

WHAT ENERGY-EFFICIENT PROJECTS ARE MOST COST EFFECTIVE?

- ▶ Adding air sealing and insulation
- ▶ Upgrading older space or water heating and cooling equipment
- ▶ Switching to a smart thermostat

Energy experts recommend taking a comprehensive, **whole-home approach** to assessing your home's energy efficiency. Take the first step with a **Home Energy Assessment**, which may also unlock higher rebates for your energy-efficiency journey.

A Home Energy Assessment helps pinpoint where your home is wasting energy and how you can make changes to improve comfort, save money, and address any health and safety issues. Assessments are performed by Building Performance Institute (BPI) accredited energy assessors who partner with Focus.

Focus on Energy also partners with qualified Trade Ally contractors to help ensure you receive top-quality services when you make energy-efficient home upgrades.

Visit focusonenergy.com/residential for more information about Focus on Energy's whole-home improvement options.

WHO CAN HELP YOU MAKE CHANGES?

Air sealing and insulation Trade Ally energy assessors are equipped with essential diagnostic tools and home analysis software. They will perform your Home Energy Assessment and, once complete, contact a Trade Ally contractor if necessary to guide you through your energy efficiency project by:

- ▶ Explaining the assessment process.
- ▶ Discussing your home concerns, such as drafts, mold or moisture buildup, ice dams, and high energy bills.
- ▶ Conducting a thorough interior and exterior inspection, checking for air and water leaks, insulation levels, HVAC equipment, appliance efficiency, and more.
- ▶ Performing combustion safety and blower door tests (infrared imaging is optional).
- ▶ Analyzing findings and presenting you with a customized energy report with energy- and money-saving recommendations.



After the assessment, your Trade Ally contractor will work with you to determine what upgrades you want to complete. Once you decide, your Trade Ally will help you **install the new equipment** and **apply for rebates** from Focus on Energy.

Visit focusonenergy.com/findatradeally to find a Trade Ally near you.

HOW CAN YOU SAVE ON ENERGY-EFFICIENT UPGRADES?

REBATES

Focus on Energy offers two types of rebates to Wisconsin residents: Standard and Income Qualified. You may qualify for larger rebates if your household income is 80% area median income or below. Find your rebates at focusonenergy.com/get-started.

INSTANT DISCOUNTS

Instant Discounts are paid to the participating distributor and passed through your contractor, onto you. No forms, no waiting for a check in the mail. The discount comes off your invoice at time of purchase. Discounts are available for smart thermostats installed by a Trade Ally and complementary space or water heating and cooling equipment.

ONLINE MARKETPLACE

Ready to purchase products to improve energy efficiency in your home? Shop for great savings on many energy-saving products at focusonenergymarketplace.com.

FREE PACKS

Focus on Energy offers a variety of different energy-saving packs, filled with essentials like LED lightbulbs, pipe wrap insulation, dusk-to-dawn nightlights, and energy-efficient showerheads. All sent to you for FREE.

You may also be eligible to combine the Focus rebates with federal tax credits. To learn more, contact your tax advisor or visit energystar.gov/about/federal-tax-credits.

