

2026 HEATING AND COOLING EQUIPMENT & INSULATION AND AIR SEALING SAVINGS AT A GLANCE



Efficiency Starts Here

FOCUS ON ENERGY® offers solutions for energy savings, with rebates and instant discounts available for improvements both large and small.

Rebates and Instant Discounts for Heating and Cooling Equipment Upgrades

Heating and cooling accounts for nearly half of an average home's energy usage. If you're looking to replace your existing equipment, make sure to keep energy efficiency in mind. Efficient equipment can save you as much as 30% in energy usage and offers the benefits of quieter operation and more consistent temperatures in your home. **See the following page to determine which equipment types are eligible for rebates and which equipment types are eligible for instant discounts.**

Rebates for Insulation and Air Sealing Improvements

One of the best ways to improve comfort, lower your energy costs, and boost efficiency in your home is through insulation and air sealing. These home improvement projects can also help remedy and protect against ice dam issues in the winter and air quality issues year-round. **See the following page for rebate details.**

Get Started

Review these key steps to check your eligibility and get started.

1 Start by visiting focusonenergy.com/utilities to confirm your utility participates in Focus on Energy.

2 Next, visit focusonenergy.com/income to see which rebates you qualify for based on your household's income.

Property owners with at least 50% of building residents qualifying for increased rebates based on household income may also be eligible for higher rebates and instant discounts.

3 Review focusonenergy.com/trade-allies to find a local Trade Ally contractor.

4 Heating and Cooling Rebates

- Work with your Trade Ally contractor to purchase and install eligible equipment and apply for a rebate.
- Complete the application and required supporting documentation within 60 days of installation.
- Receive a rebate check in the mail 8-10 weeks after approval.

Heating and Cooling Instant Discounts

- Work with your Trade Ally contractor to purchase and install eligible equipment and receive your discount.
- Instant discounts are paid to the participating distributor and passed through your contractor to you.
- The discount comes off your invoice at time of purchase.

Insulation and Air Sealing Rebates

- If you choose to complete an energy assessment, be sure to schedule your appointment with your Trade Ally contractor.
- Your Trade Ally contractor will use the results of your assessment to recommend changes to improve the energy efficiency of your home.
- Apply for a rebate once those improvements have been made.
- Complete the application and provide the required supporting documentation within 60 days of installation.



Rebate applications are available at focusonenergy.com/residentialapps.

Use the online applications for faster processing.

Even More Savings!

Focus on Energy rebates are not the only way to save on home energy projects. Your household may be eligible for other programs, including instant discounts, IRA Home Energy Rebates, Weatherization Assistance Programs, and utility rebates. Plus, if qualified, you can combine rebates for even more savings.

Check out focusonenergy.com/get-started to learn more.



Are You Eligible for Higher Rebates and Instant Discounts?

Customers may be eligible for increased rebates and instant discounts based on household income and the area median income (AMI). Multifamily property owners with at least 50% of building residents qualifying for increased rebates and instant discounts based on household income can also receive larger rebates and instant discounts. Visit focusonenergy.com/income to learn more.

Rebates at a Glance

These rebates apply to heating and cooling equipment and insulation and air sealing projects installed on or before June 30, 2026. Applications must be submitted within 60 days of equipment installation or project completion, no later than August 31, 2026. Rebates are subject to change and cannot exceed project costs. Check focusonenergy.com for current rebate amounts.

| Heating and Cooling Equipment (For Residential and In-Unit Multifamily Properties) | Rebate |
|--|---------|
| ECM Variable-Speed Pump, < 100 Watts | \$80 |
| ECM Variable-Speed Pump, 100-500 Watts | \$200 |
| ECM Variable-Speed Pump, 500+ Watts | \$400 |
| ECM Replacement (must replace existing PSC motor in an existing furnace) | \$25 |
| Smart Thermostat Purchased From a Retailer (for use with natural gas furnace, natural gas boiler, and air source heat pump only) | \$50 |
| ENERGY STAR® Certified Geothermal Heat Pump System (with no natural gas service) | \$750 |
| ENERGY STAR Certified Geothermal Heat Pump System (with natural gas service) | \$1,000 |

Qualified equipment lists and requirements are available at focusonenergy.com/residential/heating-and-cooling. Efficiencies are based on Air-Conditioning, Heating, and Refrigeration Institute ratings.

| Multifamily Heating and Cooling Equipment (Multifamily Common Area and In-Unit Heating and Cooling Systems) | Rebate |
|---|-------------|
| Packaged Terminal Heat Pump (efficiency requirement based on size) | \$120 |
| Single-Package Vertical Unit (efficiency requirement based on size) | \$100-\$150 |

| Insulation and Air Sealing for Single-Family Homes (1-3 units) | Rebate for Higher-Income Households (Above 150% AMI) | Rebate for Moderate-Income Households (Between 80% and 150% AMI) | Rebates for Low-Income Households (Below 80% AMI) | Insulation and Air Sealing for Multifamily Properties (4+ units) | Rebate |
|--|--|--|---|--|-----------------------------------|
| ENERGY STAR Qualified Air Sealing* | \$850 | \$1,160 | \$1,475 | Air Sealing and Attic Insulation, Existing ≤ R-11 | \$1.00 per sq. ft. of attic space |
| Attic Insulation | \$650 | \$750 | \$850 | Air Sealing and Attic Insulation, Existing R-12 to R-19 | \$0.70 per sq. ft. of attic space |
| Sill Box Insulation | \$90 | \$120 | \$150 | Air Sealing and Attic Insulation, Existing R-20 to R-38 | \$0.55 per sq. ft. of attic space |
| Foundation Insulation | \$90 | \$120 | \$150 | Exterior Wall Insulation, Existing < R-5 | \$0.80 per sq. ft. of wall area |
| Wall Insulation | \$575 | \$575 | \$575 | | |
| Seal and Insulate Ducts in a Conditioned Space | \$90 | \$90 | \$90 | | |
| Seal and Insulate Ducts in an Unconditioned Space | \$1,000 | \$1,000 | \$1,000 | | |

*Must be completed along with attic insulation or wall insulation installed by a Trade Ally contractor. A home energy assessment is required.

Note: You cannot receive both the duct sealing and insulation rebate for both conditioned and unconditioned spaces.

Instant Discounts at a Glance

These instant discounts apply to heating and cooling equipment installed on or after January 1, 2026. Check focusonenergy.com for current instant discount amounts.

| Smart Thermostats | Standard Instant Discount (Households Above 80% AMI) | Income-Qualified Instant Discount (Households Below 80% AMI) |
|---|--|--|
| Smart Thermostat Installed by a Qualified HVAC Contractor (for use with natural gas furnace, natural gas boiler, and air source heat pump only) | \$50 | \$50 |
| Natural Gas Furnaces (< 300 MBh) | Standard Instant Discount (Households Above 80% AMI) | Income-Qualified Instant Discount (Households Below 80% AMI) |
| ≥ 95% AFUE | \$100 | \$400 |
| Natural Gas Boilers (< 300 MBh) | Standard Instant Discount (Households Above 80% AMI) | Income-Qualified Instant Discount (Households Below 80% AMI) |
| ≥ 90% AFUE Boiler | \$300 | \$500 |
| ≥ 95% AFUE Boiler | \$350 | \$550 |
| ≥ 95% AFUE Combination Boiler | \$450 | \$650 |
| Heat Pumps | Standard Instant Discount (Households Above 80% AMI) | Income-Qualified Instant Discount (Households Below 80% AMI) |
| Tier 1 Minimum requirements: SEER2 15.2 and HSPF2 8.1 | \$400 \$100 (propane replacement) | \$600 \$300 (propane replacement) |
| Tier 2 Minimum requirements: SEER2 15.2 and HSPF2 8.5 | \$500 \$100 (propane replacement) | \$700 \$300 (propane replacement) |
| Tier 3 Minimum requirements: SEER2 16.0 and HSPF2 9 | \$600 \$150 (propane replacement) | \$800 \$350 (propane replacement) |
| Tier 4 Minimum requirements: SEER2 16.0 and HSPF2 10 | \$700 \$150 (propane replacement) | \$900 \$350 (propane replacement) |

All ducted air source heat pumps can be dual-fuel heat pumps.



Additional Multifamily Rebates

Are you a multifamily property owner looking to upgrade your properties?

Scan to see the full list of requirements and additional lighting, water heating, solar energy, ventilation, controls, and plumbing rebates in the Multifamily Catalog.

For more information, call 800.762.7077 or visit focusonenergy.com/residential.

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.

