2024 SOLAR ELECTRIC REBATES AND INCENTIVES



Clean Energy for Wisconsin

If you have already put in the work to make your home or business as energy efficient as possible, now is the perfect time to take an even more rewarding step. FOCUS ON ENERGY® offers resources and cash rebates and incentives for qualified solar electric systems.

Power Your Home or Business With Solar

Solar electric systems, also known as photovoltaic (PV) systems, use sunlight to generate electricity. To capture sunlight, solar panels are strategically placed on roofs or ground-mounted to maximize exposure to the sun. Systems are silent and very reliable, and they require little ongoing maintenance.

And yes—Wisconsin really does get enough sun, even in winter, to produce energy and reduce electricity bills for your home or business.



Your Benefits

- Lower energy bills.
- Greater energy independence.
- Financial rebates and incentives.
- Technical support.

Getting Started

There are a few things to consider before installing a PV system:

- Electrical use at the site.
- Shading.
- Roof age and condition, as well as the direction of your roof if considering a roof mount system.

Contact a Trade Ally contractor to obtain bids and site assessments. Be sure to ask about the local permitting and interconnect processes, utility rates and net metering policy, and local references.

Visit **focusonenergy.com/residential/solar-for-homes** for additional resources and tips.

Efficiency First

To optimize energy savings and correctly size your PV system, Focus on Energy recommends that you maximize the efficiency of your home or business before installing a PV system. Consider starting with an energy assessment, or save on efficiency improvements such as new heating and cooling equipment, or insulation and air sealing. Learn more at **focusonenergy.com.**

Visit **focusonenergy.com/renewables** for more information and rebate applications. Apply online for faster processing.

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Residential Customer Solar PV Rebates

*Rebates effective May 1, 2024. Check **focusonenergy.com** for current rebate amounts.*

Installation Type	Rebate
Single-Family Home	$300 per System

Rural residential customers can receive an additional $300 bonus for installing a system. See eligible rural ZIP code list at **focusonenergy.com/renewablefunding** to confirm eligibility.

Business Customer Solar PV Incentives

*Check **focusonenergy.com** for current incentive amounts.*

Incentive	Maximum Incentive
$50/kW	$25,000

Business customers classified as agricultural producers can qualify for an incentive match of up to $10,000. Agricultural producers are defined as "businesses engaged in the production of grain, livestock, milk, poultry, fruits, vegetables, bees and honey, fish, shellfish, or other common agricultural products including greenhouses."

Next Steps

1. Contact a Trade Ally contractor. They will help you size a solar PV system that's right for your home or business, estimate energy savings, calculate your rebate or incentive, and provide a quote. Find a Trade Ally contractor at **focusonenergy.com/findatradeally**.
2. Visit **focusonenergy.com/residential/solar-for-homes** to confirm 2024 rebate or incentive funds are still available.
3. Work with your Trade Ally contractor to reserve your solar PV rebate or incentive.
4. Have your Trade Ally contractor complete the system installation.
5. After your system has been installed and placed into operation, submit your online application to claim your rebate or incentive.

Learn more at **focusonenergy.com/solar** or call 800.762.7077.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Rebates are subject to change and cannot exceed project costs. 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 rebates help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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