

2026 INSULATION AND AIR SEALING REBATE APPLICATION

FOR SINGLE-FAMILY, MULTIFAMILY, AND CONDOS

APPLY ONLINE
FOR FASTER
PROCESSING



Step 1: Confirm that at least 51% of your home's heating comes from a participating utility.

Step 2: Visit focusenergy.com/income to see which rebates you qualify for based on your household's income and the area median income (AMI).

Which rebate are you applying for?

- ☐ Rebates for Higher-Income Households (Above 150% AMI)
☐ Rebates for Moderate-Income Households (Between 80% and 150% AMI)*
☐ Rebates for Low-Income Households (Below 80% AMI)*

*Confirmation Number Required: _____

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

Step 3: Review focusenergy.com/trade-allies to find a local Trade Ally contractor and complete your project.

Step 4: Work with your Trade Ally contractor to complete this application. The rates listed on this application apply to projects completed on or before December 31, 2026. Applications must be submitted within 60 days of installation, no later than February 28, 2027. Visit focusenergy.com to review requirements, terms, and conditions.

Required Documentation:

- Final **itemized** invoice to customer (payee must match the billing section on invoice).
- Combustion safety/ventilation notification (if applicable).

Incomplete or missing information will delay processing and may result in denial.

1 Utility Account Holder Information

Customer Name: _____

Electric Utility:	Electric Utility Account Number:
Natural Gas Utility:	Natural Gas Utility Account Number:

Installation Address: _____ City: _____

County: _____ State: WI ZIP: _____

Phone Number: _____ Email: _____

Property Type: ☐ New Construction (Not Eligible) ☐ Existing Single-Family Home (1–3 units) ☐ Existing Multifamily (4+ units)

Cooling System: ☐ A/C ☐ Air Source Heat Pump ☐ Window A/C ☐ None

Heating Fuel Type:

☐ Natural Gas ☐ Propane* ☐ Oil* ☐ Electric ☐ Other* _____

*Customers using Propane/Oil/Other are only eligible for: smart thermostat connected to a heat pump; ECM Variable-Speed Pumps and ECM Furnace Blower Replacement; Certified Geothermal Heat Pumps (with no natural gas service); Packaged Terminal Heat Pump rebates.

Original Heating System Type:

☐ Furnace ☐ Air Source Heat Pump ☐ Boiler ☐ Electric Baseboard

☐ Other _____

2 Payment Information

MAKE CHECK PAYABLE TO:

☐ Customer ☐ Trade Ally (Participating Contractor) ☐ Rental Property Owner Name: _____

If "Trade Ally" box is checked, invoice must itemize instant rebate, and customer acknowledges contractor will receive rebate check.

If "Rental Property Owner" box is checked, tax classification and tax ID number must be provided.

Send Check to the Attention of: (Optional) _____

Send Check to This Address: _____ City: _____ State: _____ ZIP: _____

Tax Classification: (Only if Rental Property Owner Payee)

☐ Individual ☐ Corporation ☐ Partnership ☐ Sole Proprietorship ☐ Single-Member LLC

☐ LLC - C Corp ☐ LLC - S Corp ☐ Limited Liability - Partnership ☐ Other: _____

Tax ID Number FEIN only*: (Only if Property Owner or Business Payee)

***Do not list your Social Security Number on this application. You will be contacted by the Program via email to provide a copy of your W-9 using a secure online portal.**

3 Trade Ally Contractor Information (If Applicable)

Company Business Name: _____ Phone Number: _____

City: _____ State: _____ ZIP: _____

4 Signature (Sign Below)

Application signed by: ☐ Customer ☐ Trade Ally Contractor

I have read and understand the terms and conditions available at focusenergy.com/terms. I certify that the information I have provided is true and correct in this application and the product(s) and/or equipment for which I am requesting a rebate meets the requirements in this application. I understand that FOCUS ON ENERGY® does not warranty or guarantee the delivery of services of my chosen Trade Ally contractor. Rebates are subject to change and cannot exceed project costs.

WHICH REBATE LEVEL ARE YOU APPLYING FOR? ☐ Rebates for Higher-Income Households (Above 150% AMI)

☐ Rebates for Moderate-Income Households (Between 80% and 150% AMI) ☐ Rebates for Low-Income Households (Below 80% AMI)

Signature: _____ Date: _____

How did you hear about Focus on Energy?

☐ Community Association/Agency ☐ Internet Search ☐ Word of Mouth/Referral

☐ Utility Website ☐ Participated Previously ☐ Utility Bill Insert/Direct Mail

☐ Trade Ally/Contractor ☐ Social Media ☐ Email

☐ Other (please describe): _____

Submit Completed Application To:

Focus on Energy

3113 W. Beltline Highway, Suite 201

Madison, WI 53713

Email: homerewards@focusenergy.com

Online: focusenergy.com/forms/2026-ias-rebate

Questions? Call 800.762.7077

Single-Family Home Installation Requirements

One- to three-unit building or individually owned single-family, condominium, or townhome properties. Must be installed by a participating insulation and/or air sealing Trade Ally. All improvements must follow Materials & Installation (M&I) Standards. Only one improvement per category qualifies for a rebate. Rebates cannot exceed installed cost. For a complete list of terms, conditions, and requirements, visit [focuseonenergy.com](https://www.focuseonenergy.com).

ENERGY STAR® Certified Air Sealing

- Pre- and post-blower door testing required.
- Home Assessment Report to be provided to the homeowner.
- Must be part of a larger project that includes the specific qualifying attic insulation improvement or wall/framed floor insulation improvement.

Attic Insulation

- At least 600 square feet of attic area must be improved.
 - Open cavity/attic floor with an effective insulation level of R-19 or less; improved to R-38 or greater.
 - Closed cavity covered floor with an insulation level of R-0; improved to cavity filled with insulation.
- Air sealing installed to M&I Standards (see page 19 of the M&I Standards, bullet point numbers one and four).
- Knee wall improvement area can be included to meet the 600 square feet requirement.

Sill Insulation

- At least 50% of the total sill area must be improved. Area must include connected crawlspaces.
- An insulation level of R-0; improved to R-19 or greater.

Foundation Insulation

- At least 50% of the total foundation wall or foundation ceiling area must be improved. Area should include connected crawlspaces.
- An insulation level of R-0; improved to R-5 or greater.

Wall/Framed Floor Insulation

- At least 600 square feet of exterior wall must be improved: wall cavity with an insulation level of R-0; improved to cavity filled with insulation.
- At least 400 square feet of framed floor must be improved: framed floor with an insulation level of R-19 or less; improved to cavity filled with insulation.

Duct Sealing & Insulation — Conditioned Space

- At least 50% of ductwork must be in a conditioned space (e.g., basement or unvented crawlspace).
- Must be non-sealed ductwork; improved to be sealed and insulated to a minimum level of R-8.
- Cannot be combined with another duct sealing measure.
- Must provide heating to the home.

Duct Sealing & Insulation — Unconditioned Space

- At least 50% of ductwork must be in an unconditioned space (e.g., not a basement or unvented crawlspace).
- Must be non-sealed ductwork outside the conditioned space improved to be sealed and insulated to a minimum of R-8.
- Cannot be combined with another duct sealing measure.
- Must provide heating to the home.

Improvements			Completion Date	Rebates for Higher-Income Households (Above 150% AMI)	Rebates for Moderate-Income Households (Between 80% and 150% AMI)	Rebates for Low-Income Households (Below 80% AMI)
ENERGY STAR Certified Air Sealing						
CFM50 Pre:	CFM50 Post:		☐ \$850.00	☐ \$1,160.00	☐ \$1,475.00	
Tested By:	BPI ID Number:					
Attic Insulation						
Attic Open Cavity — Total Area Improved:	Pre R-Value:	Post R-Value:	☐ \$650.00	☐ \$750.00	☐ \$850.00	
Attic Closed Cavity — Total Area Improved:	Pre R-Value:	Post R-Value:				
Sill Insulation						
Sill Insulation — Total Linear Feet:	Pre R-Value:	Post R-Value:	☐ \$90.00	☐ \$120.00	☐ \$150.00	
Foundation Insulation						
Basement Wall — Total Area Improved:	Pre R-Value:	Post R-Value:	☐ \$90.00	☐ \$120.00	☐ \$150.00	
Crawlspace Wall — Total Area Improved:	Pre R-Value:	Post R-Value:				
Basement/Crawlspace Ceiling — Total Area Improved:	Pre R-Value:	Post R-Value:				
Exterior Wall/Framed Floor Insulation						
Exterior Wall — Total Area Improved:	Pre R-Value:	Post R-Value:	☐ \$575.00	☐ \$575.00	☐ \$575.00	
Framed Floor — Total Area Improved:	Pre R-Value:	Post R-Value:				
Duct Sealing & Insulation — Conditioned Space						
Length Improved:	☐ Sealed	☐ Post R-Value:	☐ \$90.00	☐ \$90.00	☐ \$90.00	
Duct Location: ☐ Basement ☐ Unvented Crawlspace ☐ Unvented Attic ☐ Other (describe)						
Duct Sealing & Insulation — Unconditioned Space						
Length Improved:	☐ Sealed	☐ Post R-Value:	☐ \$1,000.00	☐ \$1,000.00	☐ \$1,000.00	
Duct Location: ☐ Vented Crawlspace ☐ Mobile Home Belly Pan ☐ Vented Attic ☐ Other (describe)						
TOTAL REQUESTED REBATE AMOUNT:				\$		

Multifamily Home Installation Requirements

Buildings with four or more units. Must be installed by a participating insulation and/or air sealing Trade Ally. All improvements must follow Materials & Installation (M&I) Standards. Only one improvement per category qualifies for a rebate. Rebates cannot exceed installed cost. For a complete list of terms, conditions, and requirements, visit focusonenergy.com.

General Requirements (For non-insulation measures, see the Multifamily Catalog at focusonenergy.com/multifamilycatalog.)

- If more than one heating system type exists in the building, please provide all heating types, their efficiencies, and the approximate areas for each heating type.
- For heating efficiency, provide the approximate heating efficiency and units (80% thermal efficiency, 3.0 COP, etc.).
- If more than one cooling system type exists in the building, please provide all cooling types, their efficiencies, and the approximate areas for each cooling type.
- For cooling efficiency, provide approximate cooling efficiency and units (10 EER, 14 SEER, etc.).
- Rebate is not to exceed project cost.
- Insulation and air sealing improvements must be installed by a participating Trade Ally.

Air Sealing

- Air sealing must be completed at the same time as attic insulation.
- Air sealing shall be performed in accordance with building science industry best practices and in compliance with local building codes.

Attic Insulation

- Eligible insulation types include but are not limited to: fiberglass batts, spray foam, loose-fill cellulose, or other material, provided that it meets local and state building codes.
- Only attic area above living space (excludes laundry, storage, garage, etc.) can receive a rebate.
- Existing attic insulation must be as specified in the measure description: $\leq R-11$, between R-12 and R-19, or between R-20 and R-38 (excluding assembly section).
- Existing insulation of R-19 or less must be improved to R-38 or greater. Existing insulation of R-20 to R-38 must be improved to at least R-49.
- Square feet of insulation should be **clearly listed and labeled with area type (attic or wall)** on the invoice.

Wall Insulation

- Eligible insulation types include but are not limited to: fiberglass, spray foam, cellulose, or other material, provided that it meets local and state building codes.
- Only exterior walls in contact with living space (excluding laundry, storage, garage, etc.) can receive a rebate.
- Existing wall insulation must be R-5 or less.
- Additional wall insulation must bring walls up to at least R-20 of cavity insulation.
- The use of R-13 cavity insulation plus R-5 insulated sheathing is considered equivalent to a cavity insulation of R-20.
- Square feet of insulation should be **clearly listed and labeled with area type (attic or wall)** on the invoice.

Improvements					
Building Information					
Heating Type: ☐ NG Furnace or NG Boiler ☐ Electric Baseboard or Electric Furnace ☐ Air Source Heat Pump or PTHP ☐ Other _____		Heating Efficiency: (include units, i.e., AFUE, COP, HSPF)		Cooling Type: ☐ Room A/C ☐ Central A/C or ASHP (65 MBh or less) ☐ Central A/C or ASHP (more than 65 MBh) ☐ Chiller ☐ None ☐ Other _____	
				Cooling Efficiency: (include units, i.e., SEER, EER, and kW/ton)	
Approx. Building Age (years):					
Total Conditioned Floor Area:		Floor to Floor Height (ft.):		# of Floors:	
Air Sealing and Attic Insulation					
Attic, Existing Insulation $\leq R-11$ – Total Area Improved:	Pre R-Value:	Post R-Value:	Rebate Calculation: _____ sq. ft. X \$1.00 per attic sq. ft. = \$ _____	Completion Date:	Cost:
Attic, Existing Insulation R-12 to R-19 – Total Area Improved:	Pre R-Value:	Post R-Value:	Rebate Calculation: _____ sq. ft. X \$0.70 per attic sq. ft. = \$ _____	Completion Date:	Cost:
Attic, Existing Insulation R-20 to R-38 – Total Area Improved:	Pre R-Value:	Post R-Value:	Rebate Calculation: _____ sq. ft. X \$0.55 per attic sq. ft. = \$ _____	Completion Date:	Cost:
Exterior Wall Insulation					
Exterior Wall – Total Area Improved:	Pre R-Value:	Post R-Value:	Rebate Calculation: _____ sq. ft. X \$0.80 per sq. ft. = \$ _____	Completion Date:	Cost:
TOTAL PROJECT COST:				\$	
TOTAL REQUESTED REBATE AMOUNT:				\$	
INSERT TRADE ALLY MULTIFAMILY PROJECT BONUS CODE HERE:					

Reminder

- Please make sure this application:
- ☐ Is signed.
 - ☐ Includes a copy of your itemized invoice.
 - ☐ Includes your utility name and account numbers.
 - ☐ Is submitted within 60 days of equipment installation.
 - ☐ Is accompanied by the Income Eligibility Application or Income Eligibility Confirmation Number if you are an income-qualified customer.



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.

