

# DIY REBATES: INSULATION & AIR SEALING

## Support for Do-It-Yourself Home Improvements

Are you someone who prefers a hands-on approach to home improvement? FOCUS ON ENERGY® offers \$200 cash back for self-installed attic insulation and air sealing. Completing these projects together is one of the most cost-effective ways to increase the comfort and energy efficiency of your home.

### Why Insulation?

Heat flows from warm to cool spaces. Insulation keeps it where you want it: inside your living space during the colder months and outside when the weather heats up.

### Why Air Sealing?

Even tiny gaps can make it hard to control your home's temperature and cause your heating and cooling system to work overtime. Sealing up air leaks helps maintain comfort while preventing wasted energy.

### Prevent Common Issues

Along with the comfort and energy-saving benefits, insulation and air sealing may also prevent condensation and harmful ice dams that form when snow on your roof melts and refreezes.

### Steps To Participate

1. Confirm eligibility (see back for DIY flowchart).
2. Download the *Installation Guide*.
3. Buy your supplies and take pre-project pictures.
4. Complete your project.
5. Take post-project photos.
6. Submit the online application with photos and receipts.

### Get Started

Find DIY rebate details and resources at [focusonenergy.com/diy](http://focusonenergy.com/diy).

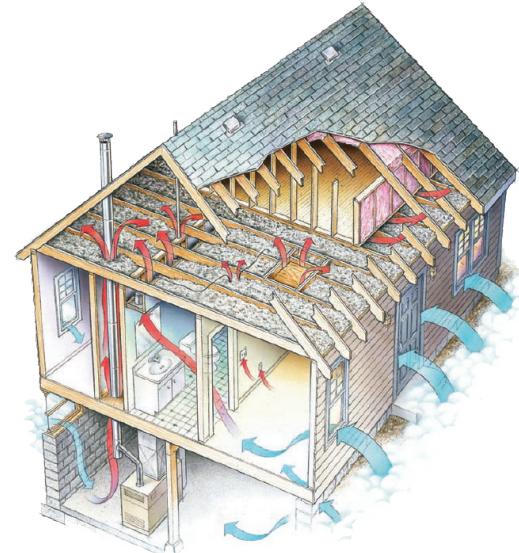
Rebates are subject to change and cannot exceed project costs.

See back for DIY flowchart.



### Your Benefits

- Greater home comfort.
- Lower energy bills.
- Improved indoor air quality.
- Financial support.
- *Installation Guide*.



# DIY: Is My Home Eligible?

## SEE IF YOU QUALIFY

How do you heat your home?

Natural gas or electric

Does your utility participate in Focus on Energy?

YES

Is your attic floor horizontal and open?  
(No floored attics—closed cavity, sloped attics, or knee walls, vertical walls with one side touching the interior heated part of the house)



YES

Is there more than 600 square feet of attic?

YES



Does your insulation cover your attic joists?

NO

## DIY SAFETY

YES

Does your home have knob and tube wiring (pre-1930), asbestos, or vermiculite insulation?

YES



Unfortunately, you do not qualify for a DIY rebate. For your safety, please hire a participating Trade Ally contractor at [focusonenergy.com/findatradeally](http://focusonenergy.com/findatradeally).

## SEE IF YOU QUALIFY

How do you heat your home?

Other

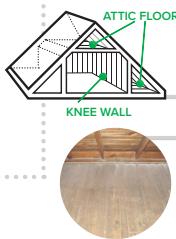
(propane, oil, wood, biomass, etc.)

Unfortunately, you do not qualify for a DIY rebate, but insulation and air sealing may still be a good idea.

## IS DIY A GOOD FIT?

Does your home have any of the following?

- Difficult attic access and limited space.
- Wet or damp insulation.
- Moldy or rotted attic rafters or floor joists, or black areas on roof decking, indicating moisture problems.
- Kitchen, bathroom, or clothes dryer vents that exhaust directly into the attic space instead of outdoors.
- A history of ice dams in the winter.
- Little or no attic ventilation.
- Recessed can lights.
- Knee walls.
- Floored attics.
- Heating and cooling ducts in the attic.
- Complex attics or rooflines.



YES, DIY IS AN OPTION

Unfortunately, you do not qualify for a DIY rebate. These issues are better addressed by a participating Trade Ally contractor at [focusonenergy.com/findatradeally](http://focusonenergy.com/findatradeally).

Learn more at [focusonenergy.com/diy](http://focusonenergy.com/diy) or call 800.762.7077.

### 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.

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