

# 2024 INSULATION AND AIR SEALING REBATE APPLICATION FOR SINGLE FAMILY, MULTIFAMILY, AND CONDOS

APPLY ONLINE FOR  
FASTER PROCESSING



## Step 1: Which Rebate Level Are You Applying For?

☐ Standard Rebates ☐ Income-Qualified Rebates\*

\*Income Eligibility Application OR Income Eligibility Approval Required  
Confirmation Number \_\_\_\_\_

## Step 2: Confirm Eligibility.

Confirm that at least 51% of home heating comes from a participating utility.

## Step 3: Check Your Eligibility for Larger Income-Qualified Rebates.

You may be eligible for larger income-qualified rebates if you participate in a Recognized Program or are less than 80% of the Area Median Income (AMI).  
Visit [focusonenergy.com/income-qualified](https://focusonenergy.com/income-qualified) to see if you qualify.

Property owners with at least 50% of building residents qualifying for income eligibility can also receive larger rebates.

See [focusonenergy.com/income](https://focusonenergy.com/income) for more details on each method listed above.

## Step 4: Complete Insulation and Air Sealing Projects with a Participating Trade Ally.

## Step 5: Trade Ally Contractor Completes Application.

These rebates apply to equipment installed on or before May 31, 2024. Applications must be submitted within 60 days of installation and no later than June 30, 2024.

Visit [focusonenergy.com](https://focusonenergy.com) for 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).
- Income Eligibility Confirmation Number (written at the top of this application).

**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: ☐ AC ☐ Air Source Heat Pump ☐ Window AC ☐ None

Heating Fuel Type:

☐ Natural Gas ☐ Propane ☐ Oil ☐ Electric ☐ Other \_\_\_\_\_

\*Customers using Propane/Oil/Other are only eligible for insulation and air sealing rebates if 51% of the heating is provided by a heat pump.

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.

Utility Partner Bonus:

(Only if eligible for applicable utility bonuses)

☐ Customer ☐ Property Owner

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)

I have read and understand the terms and conditions available at [focusonenergy.com/terms](https://focusonenergy.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.

### WHICH REBATE LEVEL ARE YOU APPLYING FOR?

☐ Standard Rebates ☐ Income-Qualified Rebates (Include approval letter.)

Application signed by: ☐ Customer ☐ Trade Ally contractor

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@focusonenergy.com](mailto:homerewards@focusonenergy.com)

Online: [focusonenergy.com/forms/2024-ias-rebate](https://focusonenergy.com/forms/2024-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 [focusonenergy.com](https://focusonenergy.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 attic insulation improvement or the 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 20 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.

## Foundation Insulation

- At least 50% of the total sill, foundation wall, or foundation ceiling area must be improved. Area must include connected crawlspaces.
- An insulation level of R-0; improved to R-5 or greater.
- Must be part of a larger project that includes the attic insulation improvement or the wall/framed floor insulation improvement.

## 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

- Not applicable to ductwork in conditioned space (e.g., basement or unvented crawlspace).
- Must be non-sealed, non-insulated ductwork outside the conditioned space; improved to be sealed and insulated to a minimum level of R-8.
- Must be part of a larger project that includes the attic insulation improvement or the wall/framed floor insulation improvement.

Improvements			Completion Date	Standard Rebate	Income-Qualified Rebate
<b>ENERGY STAR® Certified Air Sealing</b>					
CFM50 Pre:	CFM50 Post:			<input type="checkbox"/> \$675	<input type="checkbox"/> \$1,125
Tested By:	BPI ID Number:				
<b>Attic Insulation</b>					
Attic Open Cavity - Total Area Improved:	Pre R-Value:	Post R-Value:		<input type="checkbox"/> \$525	<input type="checkbox"/> \$675
Attic Closed Cavity - Total Area Improved:	Pre R-Value:	Post R-Value:			
<b>Foundation (Sills/Walls) Insulation</b>					
Sill - Total Linear Feet Improved:	Pre R-Value:	Post R-Value:		<input type="checkbox"/> \$150	<input type="checkbox"/> \$225
Basement Wall - Total Area Improved:	Pre R-Value:	Post R-Value:			
Crawlspace Wall - Total Area Improved:	Pre R-Value:	Post R-Value:			
Basement/Crawlspace Ceiling - Total Area Improved:	Pre R-Value:	Post R-Value:			
<b>Exterior Wall/Framed Floor Insulation</b>					
Exterior Wall - Total Area Improved:	Pre R-Value:	Post R-Value:		<input type="checkbox"/> \$450	<input type="checkbox"/> \$450
Framed Floor - Total Area Improved:	Pre R-Value:	Post R-Value:			
<b>Duct Sealing</b>					
Length Improved:	<input type="checkbox"/> Sealed	Post R-Value:		<input type="checkbox"/> \$75	<input type="checkbox"/> \$75
<b>TOTAL PROJECT COST:</b>				\$	
<b>TOTAL REQUESTED REBATE AMOUNT:</b>				\$	



# 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](https://focusonenergy.com).

**General Requirements (For non-insulation measures, see the Multifamily Catalog at [focusonenergy.com/multifamilycatalog](https://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: ≤ 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: <input type="checkbox"/> NG Furnace or NG Boiler <input type="checkbox"/> Electric Baseboard or Electric Furnace <input type="checkbox"/> Air Source Heat Pump or PTHP <input type="checkbox"/> Other _____		Heating Efficiency: (include units, i.e., AFUE, COP, HSPF) _____		Cooling Type: <input type="checkbox"/> Room AC <input type="checkbox"/> Central AC or ASHP (65 MBh or less) <input type="checkbox"/> Central AC or ASHP (more than 65 MBh) <input type="checkbox"/> Chiller <input type="checkbox"/> None <input type="checkbox"/> 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 ≤ R-11 - Total Area Improved: _____		Pre R-Value: _____		Post R-Value: _____	
				Rebate Calculation: _____ sq. ft. X \$1.00 per attic sq. ft. = \$ _____	
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. = \$ _____	
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. = \$ _____	
Exterior Wall Insulation					
Exterior Wall - Total Area Improved: _____		Pre R-Value: _____		Post R-Value: _____	
				Rebate Calculation: _____ sq. ft. X \$0.80 per sq. ft. = \$ _____	
TOTAL PROJECT COST:				\$ _____	
TOTAL REQUESTED REBATE AMOUNT:				\$ _____	

**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.

**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.

