

TRADE ALLY BONUS FREQUENTLY ASKED QUESTIONS

Eligibility

Q: How can my business receive the Trade Ally Bonus?

A: To receive the Trade Ally Bonus, your business must be a Focus on Energy Registered Trade Ally and enroll in the Trade Ally Bonus by visiting focusonenergy.com/tabonus.

Q: For what project type is the Trade Ally Bonus eligible?

A: The Trade Ally Bonus is only eligible on prescriptive incentives found in the [Incentive Catalogs](#) (excluding the Multifamily catalog). The Bonus is not eligible on Renewable Rewards, Retrocommissioning, or Whole Building Tune Up projects and cannot be combined with any other bonuses or special offerings. Custom projects should refer to the [Custom Design Team Bonus](#).

Q: What customer type can I work with to receive the Bonus?

A: The Trade Ally Bonus is eligible for Commercial, Industrial, Schools, and Government customers, including newly constructed facilities. Trade Allies serving Agriculture customers should refer to the Agribusiness Trade Ally Bonus. Residential facilities, including Multifamily, are ineligible for the Trade Ally Bonus.

Q. Can I receive the Trade Ally Bonus on pre-approved prescriptive projects?

A. Yes, upon completion of pre-approved prescriptive projects, include the Trade Ally Bonus code when submitting final documentation, and/or notify your Energy Advisor you are eligible for the Trade Ally Bonus.

Q. Can I apply for the Bonus on equipment my company did not install, furnish, or facilitate?

A. No. A Trade Ally's organization is only eligible for bonuses on the equipment they installed, furnished, or facilitated.

Q. As a Trade Ally enrolled in the Bonus, is my company eligible to receive the bonus for equipment installed at our own location?

A. No. A Trade Ally cannot receive the Bonus for equipment installed at their own location. However third parties, such as distributors or installing contractors, could receive the Bonus if enrolled.

Application Process

Q: How is the Trade Ally Bonus calculated?

A: The Trade Ally Bonus is 15% of the project's base incentive, excluding other bonuses or special offerings. The minimum Trade Ally Bonus is the lesser of \$25 or customer incentive.

Q: Is the Trade Ally Bonus capped?

A: The minimum Trade Ally Bonus is capped at the lesser of \$25 or the customer incentive. There is no maximum Trade Ally Bonus per project, however a Trade Ally cannot receive more than \$400,000 per year in incentives.

Q. Do I need to show the Trade Ally Bonus as a credit on the customer invoice?

A: No, the Trade Ally Bonus does not need to be shown as a credit to the customer. However, if your business is receiving the incentive on behalf of the customer, the base incentive, including any special offerings, must be shown as a credit.

Application Process Continued

Q. When will I receive my Trade Ally Bonus?

A. Bonuses will be sent when the project is complete, and the base incentive is paid. You may receive one check for multiple bonuses, including any incentives taken on the customer's behalf.