



REWARD YOUR BUSINESS WITH A TRADE ALLY BONUS

FOCUS ON ENERGY® Trade Ally contractors are essential in delivering products, services, and knowledge about energy efficiency technologies. The Trade Ally Bonus is available to reward Trade Allies serving businesses for utilizing Focus on Energy. Registered Trade Allies promoting financial incentives can receive payments directly from Focus on Energy.

Offering Details:

Offering	Trade Ally Payment*
Customer incentive <\$200	\$30**
Customer incentive >\$200	15% of customer incentive

*Trade Ally payments are limited to base incentives only, other bonus offerings are ineligible.

**Trade Ally payments for incentives less than \$30 will be capped at the customer incentive amount.

Partner with Focus on Energy to help your customers save energy and money today!

800.762.7077 • focusonenergy.com/tradeally

How to Participate

- 1 Enroll in the Trade Ally Bonus by completing a Service Provider Application available at focusonenergy.com/forms/TAbonus.
- 2 Add your bonus incentive code to Section 7 of your customer's application (code is available upon enrollment). Access current applications online at focusonenergy.com/catalogs. Bonus limited to applications for prescriptive incentives.
- 3 Receive financial payment and continue to expand your business offerings.

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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