

# FOCUS ON ENERGY® SUCCESS STORIES: MULTIFAMILY INSULATION AND AIR SEALING

## Overview

As the new owner of a multifamily property in Appleton, Wisconsin, Blaine Ott knew that improving energy efficiency was a top priority. The property was built in the late 1950s and had yet to receive any major insulation or technology updates.

Blaine contacted a participating Focus on Energy Trade Ally contractor to complete an initial inspection and decided to make much-needed insulation and air sealing improvements with support from Focus on Energy.

## Approach

Focus on Energy offers cash rebates that help lower the cost of energy-saving updates for multifamily properties. Installing insulation and sealing air leaks can provide a variety of benefits to property owners and tenants, including:

- Lower turnover rates and greater tenant satisfaction.
- Fewer maintenance issues and associated costs.
- Lower energy bills with reduced heating and cooling costs.
- Improved comfort and healthier indoor air quality.
- Rebates that typically cover about 30% of the project cost.

Blaine used a Trade Ally contractor to scope and complete the insulation and air sealing project, and received nearly \$3,500 in cash rebates, which covered 35% of the total project costs.

## Results

The upgrades are expected to bring estimated energy costs savings of 16%–19%, making the property more profitable, and the difference in comfort for tenants was noticeable right away. Blaine is finding additional benefits as well.

*“The boiler itself is running less often because there’s less load on it. The boiler is original to the property and if we can get more life out of it or less maintenance due to less run time, we will see benefits we didn’t account for in our initial scoping of the payback.”*

## We Are Here for You

If you are looking to add comfort and value to your own multifamily property, find rebates and resources at [focusonenergy.com/multifamily](https://focusonenergy.com/multifamily) or call **800.762.7077**.

## REDUCING ENERGY WASTE ACROSS WISCONSIN

Incentives 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 incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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## Project at a Glance



### Property type:

Eight-unit apartment



### Improvements made:

Attic insulation  
Air sealing



### Annual energy savings:

328 kWh  
871 therms



### Annual energy cost savings:

16%–19%



### Rebates received:

\$3,483

“Focus on Energy’s rebates played a huge part in the project. We were able to justify the expense partly through the cash-on-cash return, as well as the increase in value we created in the property.”

Blaine Ott,  
Multifamily Property Owner



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Partnering with Wisconsin utilities