



#### FALL 2020 Topics Include:

- Want to Sell More High Efficiency Boilers and Water Heaters?
- No-Contact Signature and Approval
- Earn NATE and BPI CEUs by Attending our FREE Comprehensive Trainings
- Thermostat Rebate Submission Requirements Reminder
- Cash in on Federal Tax Credits

### Want to sell more High Efficiency Boilers and Water Heaters? Check out the NEW Instant Rebate Offering on Select Products

- Offer upfront instant rebates to lower out-of-pocket expenses and convert more sales to high efficiency products
- Simple application process
- Upon validating, you are issued a credit with your equipment purchase

The distributor-based rebate process will reduce your wholesale price when you purchase eligible equipment through a participating distributor and install in Consumers Energy or DTE Energy residential customer premises, allowing you to turn the rebate into an instant discount for your customers. This gives you the opportunity to encourage the installation of higher efficiency equipment at a lower upfront cost.

To learn more about the complete list of eligible equipment available through the distributor-based channel, [visit here](#). To register for one of our midstream contractor training webinars, [visit here](#).

Please contact your Account Manager for a full list of participating distributors.

#### FAST FACT

We remain committed to the health and well-being of all of our customers, employees and communities in Michigan. As you are in the process of re-entering the market, please make sure your customer's safety is a priority. Enhancing safety protocols like maintaining social distancing where possible and wearing face masks when you're within six feet of others can help keep your customers and employees safe.

### No-Contact Signature and Approval

In an effort to minimize customer interaction and contact with paperwork, we have implemented an approval process for forms that previously required customers to handle paperwork and/or mobile devices to sign documents. The HVAC program is now enabling verbal approvals for all documents that previously required a customer's signature.

For more details on what forms are now eligible for no-contact signature and approval, [visit here!](#)

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#### FAST FACT

Consumers Energy has marketing options available for participating contractors. Our co-op advertising program offers funding and pre-approved templates to assist in promoting the HVAC program. To learn more about what advertisements are eligible, [visit here](#). See our [co-op advertising guidelines and elements](#) for more information.

For badged contractors only, the HVAC program offers the [Preferred Contractor Marketing Kit](#). These materials will help Trade Allies to advertise their badge and achievements to their customers. For gold contractors, we recently introduced digital badge files, which can be used in digital media, social media and print advertisements along with your website.

### Earn NATE and BPI CEUs by Attending our FREE Comprehensive Trainings

Get your service team ready to perform furnace and boiler tune-ups with combustion analysis by joining the Consumers Energy and DTE Energy Residential Heating, Cooling and Water Heating (HVAC) programs for **comprehensive tune-up trainings via webinar!** These live and interactive webinars will be tailored to different aspects of your organization, including:

- **Service** – How to perform furnace and boiler tune-ups with combustion analysis
- **Sales and Marketing** – How the comprehensive tune-up benefits your customers and your business
- **Administration** – Capturing the necessary information and submitting a rebate application has never been easier!

**These webinars are completely FREE** and are a fantastic opportunity to train field technicians, service managers and administrative staff. Participating in the webinar will enable everyone on your team to communicate the most accurate and up-to-date information to your customers.

These webinar trainings will continue to offer Continuing Education Credits (CEUs) from North American Technician Excellence (NATE) and Building Performance Institute (BPI) for attendance. Be sure to have your NATE and BPI technician information to be eligible for **FREE** CEUs.

Sign up for our webinars [here](#) today!

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### Thermostat Rebate Submission Requirements Reminder

As a reminder, residential customers are only eligible for one Consumers Energy rebate for a qualifying thermostat per HVAC system per year. Thermostats that you provide and install as part of a system installation typically are eligible for a rebate from the HVAC program, unless the homeowner has already received a thermostat rebate this year from any Consumers Energy rebate program.

We know customers have occasionally requested that you install thermostats they have purchased separately, and previously these thermostats may have been eligible for rebate through the HVAC program if proof of purchase was provided with the application. As part of our efforts to streamline the rebate process, these are no longer eligible for submission to the HVAC program; you should direct your customers to apply online for a rebate through the Residential Appliance Rebate program.

If you have questions about thermostat rebate eligibility through the HVAC program, [visit here!](#)

You can also call our customer service phone number at 866-234-0445 or use the chat option in your online submission tool.

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#### FAST FACT

Visit the [Trade Ally website](#) for updated resources, customer materials and program documents.

### Your Customer May be Able to Cash in on Federal Tax Credits

Help your customers save even more! [Federal tax credits](#) of up to 10% of the product's cost not exceeding \$500 are now available on a variety of ENERGY STAR® certified heating, cooling and water heating equipment.

Encourage your customers to speak to their tax advisor about any tax credits they plan to claim. All purchases must be made by **Dec. 31, 2020**, to be eligible for a tax credit.

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#### FAST FACT

The feedback we receive from you is invaluable. If you have any questions or suggestions, please send us an email and we'll get back to you as soon as possible. We'll be answering a few of your questions in the next edition of the newsletter!

[Contact us](#) ►

THANK YOU FOR YOUR CONTINUED SUPPORT OF THE HVAC PROGRAM!

If you have any questions, contact the Account Advocate Support Team at **855-263-5390** or [ConsumersHVAC@icf.com](mailto:ConsumersHVAC@icf.com)