

GIVE YOUR CUSTOMERS WHAT THEY WANT AND NEED

Energy bills are a significant cost to homeowners. So, homeowners are motivated to make improvements that help them save on their energy costs.

You can tap into this growing customer base and position your company as a leader in energy efficiency improvements by becoming a preferred contractor in the Consumers Energy Insulation and Windows Program Preferred Contractor Network. It's a simple way to increase your sales and profits by helping customers save on the upgrades they need to make their homes more efficient.

HOW DO I SIGN UP?

Becoming a preferred contractor requires just a few simple steps:

- Attend Consumers Energy Insulation and Windows Program Preferred Contractor Network training
- Review the Preferred Contractor Program Participation Guidebook
- Complete and submit a Contractor Participation Agreement
- Provide your current license(s) and insurance information

Contractors may review and submit paperwork via email prior to trainings, or sign up in person at an Insulation and Windows program training. Contractors will not be active in the Preferred Contractor Network until the program team has received and approved the application.

SIGN UP TODAY!

ConsumersEnergyTradeAlly.com/resources/inwin
877-704-6946
CEINWIN@icf.com



BOOST YOUR SALES AND YOUR CUSTOMERS' ENERGY SAVINGS.

Become a participating contractor in the Consumers Energy **Insulation and Windows Program** Preferred Contractor Network today.

INSULATION AND WINDOWS PROGRAM

HOW DOES IT WORK?

When you enroll as a preferred contractor,* you will join an exclusive network of contractors who work with Consumers Energy to actively promote the sale and installation of high-quality, energy-efficient insulation and window products. In return, Consumers Energy will help you expand your business by offering your customers hundreds of dollars in incentives that help offset the cost of energy-efficient upgrades. It's a win-win: **You make more sales; your customers save energy and money.**

WHY PARTICIPATE?

Membership in the Preferred Contractor Network is an opportunity to promote your services and offer greater value to our mutual customers. As a preferred contractor, you will be equipped to help customers solve their energy and home comfort problems, leading to higher closing rates and increased customer satisfaction.

WHAT IS REQUIRED?

Consumers Energy is seeking contractors who can commit to providing the highest level of service to customers.

To qualify for the Preferred Contractor Network, you must:

- Agree to provide an exceptional customer experience throughout the rebate process—including submitting the rebate application with all required supporting documentation and resolving all requests for additional information or clarification on behalf of the homeowner
- Submit a minimum of 10 applications within a 12-month period to maintain enrollment in the program
- Agree to quality assurance/quality control review for the first five jobs and for a random sampling thereafter, as needed
- Adhere to program guidelines, policies and procedures



*Not a Consumers Energy endorsement.

BENEFITS FOR CONTRACTORS

Take advantage of the following benefits at no cost to you:

- Exposure to a new range of potential customers interested in energy efficiency
- Direct marketing support and materials, and in-person assistance for marketing activities
- Annual training to ensure accurate processing of customer rebates
- Listing on the Consumers Energy Find a Contractor website and referrals through the program call center
- Inclusion in Consumers Energy program promotion
- Program presence at customer and community events
- Online training modules for you and your staff

BENEFITS FOR HOMEOWNERS

Offer customers these energy efficiency advantages:

- Immediate savings—cash back on qualifying energy-efficient insulation, window and door upgrades
- Savings of up to \$200 a year by sealing leaks and adding insulation
- Lower energy costs—up to 12 percent lower when old windows are replaced with ENERGY STAR® certified windows
- Fewer drafts, more comfortable rooms
- Extra money to make even more improvements