

# 2024 Contractor Guidelines

## Program Description

Made in Michigan (MIM) is a program that helps support the local Michigan economy and helps Consumers Energy customers save even more on energy efficient home improvement projects. The program promotes the use of state manufactured products (containing content that is at least 50% Michigan made) by offering additional rebates for the installation of energy efficient products that were manufactured in Michigan. Program information—including contractor guidelines, manufacturer affidavits, incentive sheets and applications—is available on the Consumers Energy Trade Ally website, **[ConsumersEnergyTradeAlly.com/resources/made-in-michigan](https://ConsumersEnergyTradeAlly.com/resources/made-in-michigan)**

## General Requirements

1. Customers must participate through the Consumers Energy Home Performance with ENERGY STAR (HPwES) program to be eligible for incentives under the Consumers Energy MIM program.
2. Incentives offered under the MIM program are available for natural gas, electric and combination service (natural gas and electric) customers.
3. Incentives are only available for products listed in any of the pre-approved manufacturers' affidavits posted on the Trade Ally website, **[ConsumersEnergyTradeAlly.com/resources/made-in-michigan](https://ConsumersEnergyTradeAlly.com/resources/made-in-michigan)**. New qualifying products are welcomed and encouraged. To qualify a new product, submit a request by email to **[Rob.Busby@icf.com](mailto:Rob.Busby@icf.com)**, listing the product and contact information for the manufacturer. Rebate requests will not be considered for products that do not have a pre-approved manufacturer's affidavit.
4. Only HPwES customer applications submitted between Jan. 1 and Dec. 31, 2024, will be eligible for incentives under the MIM program.

## Rebate Application Instructions

1. All completed MIM rebate applications are to be submitted simultaneously with the corresponding HPwES application.
2. Contractors must submit the rebate application and supporting documents to **[CEHPTradeAlly@icf.com](mailto:CEHPTradeAlly@icf.com)** or via the online intake tool.
3. MIM rebate applications will be processed at the same time as the corresponding rebate application.
4. HPwES rebate checks for MIM applicants will only be paid to the utility customer, unless both the utility customer (and/or property owner) and the contractor have completed the Rebate Reassignment section of the rebate application.
5. Please call **877-404-7937** or email **[CEHPTradeAlly@icf.com](mailto:CEHPTradeAlly@icf.com)** for assistance regarding the MIM program. You may also contact your assigned Program Account Manager for further assistance.