

## Build Your Company's Energy Efficiency Capacity

Homeowners are looking for ways to save money and improve their home's energy efficiency. That's why more than 500,000 homeowners nationwide have already had their homes improved through the Home Performance with ENERGY STAR program. Open the door to this growing customer base and position your company as a leader by participating in this Consumers Energy program.



## What Is Required To Participate?

To participate, contractors must:

- Have one employee certified as a Building Analyst through BPI or RESNET with the combustion safety module.
- Provide a warranty for home improvements for a period of one year (standard).
- Adhere to program guidelines, policies and procedures.
- Provide customer support with required paperwork, field inspections and possible quality assurance/quality control inspections.
- Meet insurance requirements as stated in the Contractor Participation Agreement.
- Provide all required supporting documentation to get started:
  - Completed Contractor Participation Agreement
  - Insurance Forms
  - Completed W-9 Form
  - Federal Tax ID Number
  - Michigan Builder's and/or Mechanical Contractor's License

### Our Mission Is Michigan

The Consumers Energy Clean Energy Plan puts us on a path to eliminate coal, reduce carbon emissions by 90% and meet customers' future electricity capacity needs with 90% clean energy resources by 2040. Thanks to the rebates we offer through Comprehensive Home Assessments, you can help your customers reshape Michigan's energy future.

### Sign up today!

[ConsumersEnergyTradeAlly.com/resources/hpwes](https://ConsumersEnergyTradeAlly.com/resources/hpwes)  
877-40-HPWES (47937)  
[CEHPTradeAlly@icf.com](mailto:CEHPTradeAlly@icf.com)

APRIL 2020



# Power Up Your Business

**Boost your sales.** Become a participating contractor in the Consumers Energy Home Performance with ENERGY STAR® program today.



LEARN MORE AT  
[energystar.gov](https://energystar.gov)

**Consumers Energy**

Count on Us®

Home Performance with ENERGY STAR Program

## How Does It Work?

Rather than focusing on one aspect of a home, such as leaky windows or old appliances, **Home Performance with ENERGY STAR takes a whole-house approach to energy efficiency.** Home performance contractors have the expertise to know which energy efficiency improvements to make in a home and how they work together. Equipped with specialized training and diagnostic tools, home performance contractors determine how a home is performing and can assist homeowners with achieving their goals, whether they include improving comfort, cutting energy costs or protecting the environment.

## Why Participate?

Home Performance with ENERGY STAR follows industry best practices when recommending and installing energy efficient measures, which helps increase your company's credibility. Taking a whole-house approach can open up new areas of revenue and can help you increase your staff of technicians and installers who are trained on building science principles. This knowledge, coupled with the ability to communicate with customers about energy savings and comfort improvements, leads to higher closing rates and increased customer satisfaction. Consumers Energy offers homeowners thousands of dollars in incentives to complete qualified home improvement measures, available only through a participating contractor.

## Performance Standards

Completed projects must meet Building Performance Institute (BPI) standards and program requirements. All jobs, whether performed by the participating contractor's own employees or by a subcontractor, must be supervised by BPI-certified personnel.

## Project Reporting

Consumers Energy has carefully balanced program reporting with streamlined, electronic paperwork and a verification process. Participating contractors must accurately and completely document, within the customer contract, all pre- and post-work conditions, with detailed work scope and job costs. Contractors also must fill out and submit a completed Rebate Application on behalf of the customers.

## Benefits for Contractors

- Commitment by Consumers Energy to drive business to your company.
- In-field training on home performance evaluation, and sale and installation of improvement measures.
- Access to exclusive customer incentives.
- Listing on the Consumers Energy Find a Contractor website: [ConsumersEnergyeed.com](http://ConsumersEnergyeed.com).
- Program presence at customer events.
- Access to direct marketing support and materials, and in-person assistance for marketing activities.
- Inclusion in the Consumers Energy program promotion.
- Mentoring opportunities and technical support.
- Third-party oversight, so contractors and customers have confidence that this work is completed correctly.

## Benefits for Homeowners

Customers receive recommended solutions to:

- Lower energy use (by 20% or more).
- Improve comfort.
- Protect health and safety.
- Protect their home's durability.
- Create a bright, sustainable energy future for our state.

Customers also receive rebates on qualifying energy improvement measures such as:

- Insulation
- Air sealing
- HVAC equipment
- Water heaters
- Duct sealing
- Windows

Additional bonus rebates are available to customers who perform three or more measures.\*