



# Boost Your Bottom Line

Grow your business and increase your customers' energy savings by becoming a Trade Ally

[ConsumersEnergyTradeAlly.com/resources/hvac](http://ConsumersEnergyTradeAlly.com/resources/hvac)

Residential Heating, Cooling and Water Heating Program Contractor Overview



## How Does It Work?

When you become a participating Trade Ally, you can attract more customers through the sale, service and installation of high quality, energy efficient products as part of the Residential Heating, Cooling and Water Heating (HVAC) program. And when you offer efficient products, you set up your customers with more reliable equipment that helps them save for years to come.

The program offers rebates – which include \$100 to \$500 for an AFUE-rated natural gas furnace or \$75 to \$500 for an air conditioning system – to customers who buy qualified energy efficient heating, cooling and water heating products from you. Homeowners are also eligible for \$65 incentives for maintaining their current equipment with qualifying heating and cooling comprehensive tune-ups.

## Trade Ally Network Benefits

We're committed to providing Trade Allies with opportunities to differentiate their services and offer greater value to customers. When you join, you'll get:

- Access to more customers interested in energy efficiency.
- Annual training to ensure accurate processing of customer rebates.
- Dedicated account managers who can answer questions and help you respond to issues.
- A listing in the Consumers Energy online contractor directory and referrals through the program call center.
- Co-op marketing materials and collaborative opportunities to help grow your business.

## Becoming a Trade Ally

Enrolling as a Trade Ally is easy:

- Attend a quick, no-cost webinar orientation.
- Provide your company's current licenses, references and other information.
- Sign the Trade Ally agreement.

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# Sign Up Today!

Trade Ally status does not imply a utility endorsement of the contractor in any way; rather, it simply identifies contractors who have completed the required program training and commit to actively promoting the program and helping customers complete the incentive form.

## Processing Rebates

Trade Allies must submit rebate applications for qualifying products on their customers' behalf. **Only participating Trade Allies can access the online application process.**

Equipment may be combined to qualify for multiple rebates. For example, a customer with combination natural gas and electric service could get a qualifying 97% AFUE natural gas furnace (\$500 rebate), a 21 SEER air conditioning system (\$500 rebate) and a Wi-Fi thermostat (\$100 rebate) for a total of \$1,100 in rebates.

## Upfront Discount Opportunity

Through a new channel available on select equipment, you can offer homeowners instant rebates on select equipment at the time of sale, helping reduce their upfront costs.

Simply validate customer eligibility and provide basic installation information via an online form – and your distributor will credit your account in the amount of the rebate.

### Why Should You Participate?

- **Prequalified High Efficiency Equipment.** Receive assurance that equipment will meet program eligibility requirements.
- **Simple Application Process.** Submit basic customer information via an online application tool.
- **Instant Discounts.** Help customers afford higher efficiency equipment, resulting in more sales.

Ask your Account Manager about equipment eligibility through the Midstream Rebate program.

Note that all rebate requests require specific information. This includes an invoice of sale that specifies serial numbers for installed equipment, along with AHRI matching numbers where applicable. Rebates are valid for installation dates **during the program year**, unless otherwise indicated. Rebate funds are limited and available on a first-come, first-served basis. Incentive amounts are subject to change.

Contact us at [consumershvac@icf.com](mailto:consumershvac@icf.com), call the Account Advocate Team at **855-263-5390** or visit [ConsumersEnergyTradeAlly.com](https://ConsumersEnergyTradeAlly.com) for more program information.