



CONSUMERS ENERGY HOME PERFORMANCE PROGRAM UPCOMING MARKETING PROMOTIONS

In an effort to align the timing of our marketing promotions with our participating contractors, we would like to provide an overview of the planned tactics for the HPwES program between August and December.

The goal of these efforts are to further promote and generate leads for Comprehensive Home Assessments (CHA).

Tactic	Date	Promotion
Email	Aug. 20	CHA \$100 promo code
Email and Postcard	Sept. 17	CHA \$100 promo code
Email and Postcard	Oct.9	CHA \$100 promo code
Email	Nov. 13	CHA \$100 promo code
Digital Media	Aug. through Dec.	CHA awareness

Please note that these dates are tentative and are subject to change.

Thank you for your continued support of the Consumers Energy HPwES program! Please contact the Account Advocate Team for extra support.

Account Advocate Support Team
877-404-7937
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ConsumersEnergy.com/myhome

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