



CONSUMERS ENERGY HVAC PROGRAM WATER HEATING UPDATE

To simplify the rebate application process, water heater (storage and tankless) rebates will be available exclusively through the distributor-based midstream channel of the Consumers Energy Heating, Cooling and Water Heating (HVAC) program beginning **June 1, 2020**. Applications for water heater rebates will no longer be accepted through the downstream rebate program.

The new distributor-based rebate process will reduce your wholesale price when you purchase through a participating distributor and install eligible water heaters, allowing you to provide an instant rebate to your eligible customers. This gives you the opportunity to encourage the installation of higher efficiency equipment at a lower upfront cost.

Follow these steps:

- 1) Confirm customer eligibility for water heater rebates using a new online tool.
- 2) Purchase eligible high-efficiency water heating equipment from a participating distributor.
- 3) Provide the installation date, address and equipment model/serial number installed via a simplified online submission tool. Your distributor will review and submit the application.
- 4) Once approved, your distributor will provide a credit to your account for equipment purchased.

Here's the complete list of equipment available through the distributor-based midstream channel:

Eligible Equipment	Minimum Efficiency	Eligibility
Natural Gas Boiler	92% AFUE AHRI Rated or higher	Natural Gas Customers
Instant Natural Gas Water Heater	ENERGY STAR® Certified Model	Natural Gas Customers
Storage Tank Natural Gas Water Heater	ENERGY STAR Certified Model	Natural Gas Customers
Heat Pump Water Heater	UEF \geq 2.0; Maximum Capacity of 55 gallons	Electric Customers
Boiler ECM Circulator Pump	Hydronic Heating System	Electric Customers



Want to learn more? Ask your distributor if they're participating in our program. Looking for a participating distributor? Contact your Account Manager.

Thank you for your continued support of the Consumers Energy HVAC Program! Please contact your Account Manager or the Account Advocate Team if you have questions about water heater rebates or for additional support.

Account Advocate Team
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