

A photograph of two men shaking hands in front of a brick house. The man on the left is wearing a light green long-sleeved shirt and blue work pants with a pair of work gloves tucked into his back pocket. The man on the right is wearing a dark blue zip-up sweater and blue jeans. They are standing on a concrete walkway next to a large bush of pink flowers. The background shows a brick wall and a window.

**Consumers Energy**

Count on Us®

# BOOST YOUR BOTTOM LINE.

GROW YOUR BUSINESS AND INCREASE YOUR CUSTOMERS' ENERGY SAVINGS BY BECOMING A TRADE ALLY.

RESIDENTIAL HEATING, COOLING AND WATER HEATING PROGRAM  
**CONTRACTOR OVERVIEW**

[ConsumersEnergy.com/hvac](https://ConsumersEnergy.com/hvac)



## HOW DOES IT WORK?

The Consumers Energy Residential Heating, Cooling and Water Heating (HVAC) program promotes the sale, service and installation of high-quality, energy-efficient products. As a participating Trade Ally, you can promote program rebates to help sell more high-efficiency systems, which will also help your customers lower their energy bills.

The program offers rebates—which include \$200 to \$400 for an AFUE-rated natural gas furnace, \$750 to \$900 for an AFUE-rated natural gas boiler or \$50 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 \$50 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

## 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 percent AFUE natural gas furnace (\$400 rebate) with an electronically commutated motor (\$50 rebate), a 21 SEER air conditioning system (\$500 rebate) and a Wi-Fi thermostat (\$100 rebate) for a total of \$1,050 in rebates.

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.

# SIGN UP TODAY!

Contact us at [consumershvac@icf.com](mailto:consumershvac@icf.com), call the Account Advocate Team at **877-404-7937** or visit [ConsumersEnergyTradeAlly.com](http://ConsumersEnergyTradeAlly.com) for more program information.

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.