



UP TO  
**\$300**

**RESIDENTIAL  
WATER  
HEATING**

## IN CASH-BACK REWARDS

If your water heating equipment is over 10 years old, you could benefit from upgrading your water heater to an energy-efficient model. Today's high-efficiency water heaters convert more fuel into hot water than older models, which saves you money.

Focus on Energy's Residential Rewards Program offers Cash-Back Rewards to help you take charge of the energy you use by making high-efficiency water heaters more affordable.

**STEP 1 DETERMINE ELIGIBILITY**  
The Residential Rewards Program provides customers of participating utilities with Cash-Back Rewards for choosing qualified water heating equipment for their existing single family home or 2-3 unit dwelling.

**STEP 2 INSTALL EQUIPMENT**  
Now that you have determined your eligibility, choose a Trade Ally to install your qualifying equipment. See the reverse side for at-a-glance reward offerings.

**Pre-Qualified Equipment Lists:** Lists of qualifying equipment can be found at [focusonenergy.com/residential](http://focusonenergy.com/residential)

**Ask the Right Questions:** Go to [focusonenergy.com/trade-allies](http://focusonenergy.com/trade-allies) to find a Trade Ally near you. Ask if your equipment is sized properly for your home and discuss any issues you have related to water pressure, flow, temperature, or hardness. Finally, be sure to ask about additional offers from the equipment manufacturer or Trade Ally that may be available.

**STEP 3 SUBMIT AN APPLICATION**  
Supplement the money your new equipment will save you in the long run with a reward from Focus on Energy now.

**Download:** Go to [focusonenergy.com/residential](http://focusonenergy.com/residential) to download an application.

**Submit:** Email, fax, or mail your completed application with a copy of your sales invoice to the submittal address noted on the application within 90 days of installation.

**Receive:** Allow 8-10 weeks for Focus on Energy to process a complete application.

### LEARN THE BENEFITS

Choosing energy efficiency through Focus on Energy means you will receive these benefits in addition to your Cash-Back Reward:

**STEP 1 Energy Saving Tips:** Visit [focusonenergy.com](http://focusonenergy.com) to learn about simple ways to save energy while lowering your monthly costs. Also, check out *Other Ways to Save* on the reverse side.

**STEP 2 Trade Allies:** Focus on Energy partners with contractors called Trade Allies across the state to better help you choose and install high-efficiency equipment. Visit [focusonenergy.com/trade-allies](http://focusonenergy.com/trade-allies) to select a local Trade Ally who can help increase your home's efficiency.

**STEP 3 Smaller Bills:** By installing a new high-efficiency water heater, and making other simple energy efficiency upgrades in your home, you can reduce your water heating bills.



**focus on energy™**

Partnering with Wisconsin utilities



## CONTACT US

With the support of programs and rewards from Focus on Energy, you will be saving energy and money in no time. Want to learn more? Call **800.762.7077** or visit **focusonenergy.com** today.

### ELIGIBLE WATER HEATING EQUIPMENT

### REWARD

Natural Gas Indirect Water Heater (must be installed with qualified boiler)	\$100
Natural Gas Tankless Water Heater 0.82 EF or greater	\$100
Natural Gas Storage Water Heater 0.67 EF or greater	\$50
Natural Gas Condensing Storage Water Heater 90% TE or greater	\$100
Heat Pump Water Heater 2.0 EF or greater	\$300
Electric Water Heater 0.93 EF or greater (limited to customers of participating electric utilities who do not have access to natural gas service in their home)	\$25

### FURTHER YOUR ENERGY EFFICIENCY

Now that you've started saving energy, explore other options available from Focus on Energy.

**Lighting:** Switch to Compact Fluorescent Lights (CFLs) or LEDs. Focus on Energy offers rewards at the store, making it inexpensive and easy.

**Appliance Recycling:** Remove and recycle that second refrigerator or freezer. Focus on Energy will pick it up and provide a reward.

**HVAC:** Increase your home's efficiency level by updating your furnace, boiler, and/or air conditioner. For income-qualified customers, greater Cash-Back Rewards are available through the Enhanced Rewards Program.

**Air Sealing and Insulation:** Reduce your heating and cooling needs while improving comfort and durability. Rewards are available through the Residential Rewards Program or the Home Performance with ENERGY STAR® Program.

**Renewables:** The Residential Rewards Program also offers Cash-Back Rewards on renewable technologies. Learn more about renewable energy and available rewards at [focusonenergy.com/residential/renewable](http://focusonenergy.com/residential/renewable)

### OTHER WAYS TO SAVE

Use these simple energy saving tips and tricks to save money on your water heating bills:

**Fix Leaks:** Visit [epa.gov/watersense](http://epa.gov/watersense) to learn more about fixing leaks around the home.

**Temperature:** Turn down the temperature on your water heater to 120 degrees Fahrenheit.

**Insulate:** Insulate six feet of pipe coming into and out of the water heater. Also insulate the first six feet of water pipe coming into the house.

**Wash Wisely:** Use cold water when washing laundry.

**Replace:** Replace shower heads and aerators with new water conserving fixtures. You may be able to get these simple fixes and upgrades for free. Visit [focusonenergy.com/express](http://focusonenergy.com/express) to learn more about the Express Energy Efficiency Program.

### SAVING ENERGY AND MONEY FOR WISCONSIN

For more information, call **800.762.7077** or visit **focusonenergy.com**.

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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