



CONSUMERS ENERGY HEATING, COOLING AND WATER HEATING (HVAC) PROGRAM TUNE-UP CAMPAIGN NOTE

Throughout September, the HVAC program promoted heating comprehensive tune-ups through email, postcards and a bill insert. Each of these tactics included a promo code for a \$15 bonus rebate for customers that received a tune-up before Oct. 31.

We have become aware of two issues associated with the September campaign:

1. Due to scheduling constraints, some contractors have had to book out several weeks in advance, beyond the Oct. 31 deadline. **If this is an issue for your company, please notify your Account Manager. We will arrange to honor your customers' promo codes.**
2. Customers are eligible for a heating comprehensive tune-up rebate through Consumers Energy every two years. To reduce confusion, Consumers Energy normally only markets these tune-ups to eligible customers, however, this was a broader campaign that included some ineligible customers. **We will honor the promo code TUNE15 regardless.**

If you or any of your customers have further questions regarding our promotions, please reach out to your Account Manager.

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