YOU’VE GOT THE POWER.
INCREASE YOUR SALES AND YOUR CUSTOMERS’ ENERGY SAVINGS.

Consumers Energy offers a valuable program to help you promote the sale, service and installation of high-quality, energy-efficient air conditioning and heating systems and water heating products.

The Consumers Energy Residential Heating, Cooling and Water Heating program can help boost your sales by offering your customers financial incentives when they purchase new high-efficiency equipment or have qualified services performed on their existing equipment.
HOW DOES IT WORK?

When you become a participating Trade Ally, you’ll join Consumers Energy in promoting the use of energy-efficient products and services. In return, Consumers Energy will help you build your business by offering customer incentives to buy the energy-efficient products you sell.

The program offers rebates—which range from $200 to $400 for a AFUE-rated natural gas furnace, $900 to $1,500 for a AFUE-rated natural gas boiler or $150 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. Then, you submit the rebate claims to Consumers Energy on behalf of your customers.

WHAT ARE SOME OF THE BENEFITS OF BECOMING A TRADE ALLY?

• Have access to a new range of potential customers interested in energy efficiency
• Receive marketing materials to help in your sales and marketing efforts
• Have access to assigned account managers who can assist you with program questions and issues
• Be listed as a participating Trade Ally on the Consumers Energy website and receive referrals through the program call center

HOW DOES ONE BECOME A TRADE ALLY?

• Attend Consumers Energy Trade Ally bi-annual tune-up contractor training
• Complete the Trade Ally Agreement
• Provide current licenses and references
• Agree to the program terms and conditions

HOW DOES THE REBATE PROCESS WORK?

Consumers Energy customers must have their qualified, licensed Trade Ally contractor submit rebate applications for qualifying products on their behalf. Only participating Trade Allies will be able to access the online application process.

Plus, 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 types of 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, call the Account Advocate Team at 877-404-7937 or visit ConsumersEnergyTradeAlly.com for more program information.

HELPING MICHIGAN SAVE ENERGY. THAT’S OUR PROMISE.