

BUILD YOUR COMPANY'S ENERGY EFFICIENCY CAPACITY

Homeowners are looking for ways to save money and improve their home's energy efficiency. That's why more than 330,000 homeowners have already had their homes improved through the Home Performance with ENERGY STAR Program. Open the door to this growing customer base and position your company as a leader in home performance improvements by participating in the Consumers Energy Home Performance with ENERGY STAR Program.

WHAT IS REQUIRED TO PARTICIPATE?

To participate, contractors must:

- Have one employee certified as a Building Analyst through BPI or RESNET with the combustion safety module.
- Provide a warranty for home improvements for a period of one year (standard).
- Adhere to program guidelines, policies and procedures.
- Provide customer support with required paperwork, field inspections, a customer survey and possible quality assurance/quality control inspections.
- Meet insurance requirements as stated in the Contractor Participation Agreement.
- Provide all required supporting documentation to get started:
 - Completed Contractor Participation Agreement
 - Insurance Forms
 - Completed W-9 Form
 - Federal Tax ID Number
 - Michigan Builder's and/or Mechanical Contractor's License

SIGN UP TODAY!

Visit **ConsumersEnergyTradeAlly.com/hpwes**, call **(877) 40-HPWES** (47937) or email **CEHPtradeally@icfi.com**.

HELPING MICHIGAN SAVE ENERGY.
THAT'S OUR PROMISE.

Connect With Us



HOME PERFORMANCE WITH ENERGY STAR® PROGRAM

POWER UP YOUR BUSINESS.

BOOST YOUR SALES. BECOME A PARTICIPATING CONTRACTOR IN CONSUMERS ENERGY'S **HOME PERFORMANCE WITH ENERGY STAR PROGRAM** TODAY.



Consumers Energy
Count on Us

HOW DOES IT WORK?

Rather than focusing on one aspect of a home, such as leaky windows or old appliances,

Home Performance with ENERGY STAR takes a whole-house approach to energy

efficiency. Home performance contractors have special expertise, knowing what energy efficiency improvements to make in a home and how they work together. Equipped with specialized training and diagnostic tools, home performance contractors determine how a home is performing and can assist homeowners with achieving their goals, whether they include improving comfort, cutting energy costs or protecting the environment.

WHY PARTICIPATE?

Home performance follows industry best practices when recommending and installing energy efficiency measures, which helps increase your company's credibility. Taking a whole-house approach opens up new areas of revenue and can help you increase your staff of technicians and installers who are trained on building science principles. This knowledge, coupled with the ability to communicate with customers about energy savings and comfort improvements, leads to higher closing rates and increased customer satisfaction. Consumers Energy offers homeowners thousands of dollars in incentives to complete qualified home improvement measures, available only through a participating contractor.

PERFORMANCE STANDARDS

Completed projects must meet Building Performance Institute (BPI) standards and program requirements. All jobs, whether performed by the participating contractor's own employees or by a subcontractor, must be supervised by BPI-certified personnel.

PROJECT REPORTING

Consumers Energy has carefully balanced program reporting with streamlined, electronic paperwork and a verification process. Participating contractors must accurately and completely document pre- and post-work conditions, the customer contract with detailed work scope and job costs. Contractors also must fill out and submit a completed Rebate Application on behalf of the customers.

BENEFITS FOR CONTRACTORS

- Incentives and technical support
- Access to direct marketing support and materials, and in-person assistance for marketing activities
- Consumers Energy's commitment to drive business to your company
- In-field training on home performance evaluation, and sale and installation of improvement measures
- Program presence at consumer events
- Listing on the Consumers Energy Find a Contractor website
- Mentoring opportunities
- Inclusion in Consumers Energy's program promotion
- Third-party oversight, so contractors and customers have confidence that this work is installed correctly

BENEFITS FOR HOMEOWNERS

Customers receive appropriate solutions to:

- Lower energy use (by 20 percent or more)
- Improve comfort
- Protect health and safety
- Protect their home's durability

Customers also receive rebates on qualifying energy improvement measures such as:

- Insulation
- Air sealing
- HVAC equipment
- Water heaters
- Duct sealing
- Windows

Additional bonus rebates are available to customers who perform three or more measures.*

*Please visit ConsumersEnergy.com/myhome for specific incentive levels, availability and eligibility.