

2023 INSULATION & AIR SEALING REBATES

Providing Comfort for All Seasons

Insulation and air sealing are some of the most important and beneficial improvements you can make to your home. It lowers your energy costs while keeping your home warmer in the winter and cooler in summer. These important upgrades can also help solve common home issues like condensation, ice dams, and poor indoor air quality.

FOCUS ON ENERGY® offers resources and rebates to help you get the work done.

Why Insulation?

Heat flows from warm to cool spaces. Insulation keeps it where you want it: inside your living space during the colder months and outside when the weather heats up.

Why Air Sealing?

Even tiny gaps can make it hard to control your home's temperature and cause your heating and cooling system to work overtime. Sealing up air leaks helps maintain comfort while preventing that wasted energy.

Consider Starting With an Energy Assessment

A home energy assessment will identify areas in your home that cause drafts, discomfort, and high energy costs. Assessments performed by skilled and certified Trade Ally contractors will also include health and safety issues that you may not otherwise consider. Plus, if you start with a comprehensive home energy assessment, you can earn higher rebates and you'll receive ENERGY STAR® certified air sealing. Homeowners who have an assessment typically see utility bill savings of 15% or more.



Your Benefits

- Greater home comfort.
- Lower energy bills.
- Improved indoor air quality.
- Financial rebates.
- Technical support.
- Quality assurance.
- Peace of mind.

Next Steps

- 1 Contact a Focus on Energy Trade Ally contractor for an estimate. Visit focusonenergy.com/findatradeally to find a Trade Ally contractor in your area.
- 2 Complete your air sealing and insulation project.
- 3 Receive rebates with support from your Trade Ally contractor.

For rebate information, see reverse side.



2023 Rebates for Insulation and Air Sealing

Effective January 1, 2023. Rebates are subject to change.

Single-Family Home Insulation and Air Sealing	Standard Rebate	Income-Qualified Rebate
ENERGY STAR® Certified Air Sealing	\$675	\$1,125
Attic Insulation	\$525	\$675
Foundation Insulation	\$150	\$225
Wall Insulation	\$450	\$450
Duct Sealing & Insulation	\$75	\$75

Multifamily Home Insulation and Air Sealing	Rebate
Air Sealing and Attic Insulation, ≤ Existing R-11	\$1.00 per sq. ft. of attic space
Air Sealing and Attic Insulation, Existing R-12 to R-19	\$0.70 per sq. ft. of attic space
Air Sealing and Attic Insulation, Existing R-20 to R-38	\$0.55 per sq. ft. of attic space

Rebates for Heating and Cooling Equipment

Effective January 1, 2023. Rebates are subject to change.

Did you know that Focus on Energy also provides rebates when you upgrade to efficient heating and cooling equipment? You'll save now on the cost of the equipment and you'll save later on energy bills.

Heating and Cooling Equipment (For Residential and In-Unit Multifamily Properties)	Standard Rebate	Income-Qualified Rebate
95% AFUE Single- or Multi-Stage Natural Gas Furnace	\$50	\$350
96% AFUE Single- or Multi-Stage Natural Gas Furnace	\$100	\$450
97%+ AFUE Multi-Stage Natural Gas Furnace	\$150	\$550
ECM Replacement (must replace existing PSC motor in an existing furnace)	\$25	\$25
95%+ AFUE Natural Gas Boiler	\$400	\$550
90%–94% AFUE Natural Gas Boiler	\$300	\$450
Indirect Water Heater (installed at the same time as a qualifying boiler)	\$100	\$150
95%+ AFUE Natural Gas Combination Boiler	\$500	\$700
90%–94% AFUE Natural Gas Combination Boiler	\$400	\$600
Smart Thermostat installed by a Qualified HVAC Contractor. (For use with natural gas furnace, natural gas boiler, and air source heat pump only.)	\$50	\$50
ENERGY STAR Certified Geothermal Heat Pump System (with no natural gas service)	\$750	\$750
ENERGY STAR Certified Geothermal Heat Pump System (with natural gas service)	\$1,000	\$1,000
Packaged Terminal Heat Pump (efficiency requirement based on size)	\$100	\$100
Single Package Vertical Unit (efficiency requirement based on size)	\$100-\$150	\$100-\$150

Note: Work with your Trade Ally contractor to ensure the equipment you install qualifies for Focus on Energy rebates. Efficiencies are based on Air Conditioning, Heating, & Refrigeration Institute (AHRI) ratings. Trade Allies are independent contractors; Focus on Energy does not warranty, or guarantee, the services of your chosen Trade Ally. Qualified equipment lists and complete eligibility requirements are available at focusonenergy.com/heatingandcooling.

Heat Pump Equipment (Residential and In-Unit Multifamily Properties)	Requirements	Existing Primary Heating Fuel	
		Non-Natural Gas	Natural Gas
Air Source Heat Pump (ASHP)*	Ducted: 15.2 SEER2 / 10.0 EER2 / 8.1 HSPF2 Ductless: 16.0 SEER2 / 9.0 EER2 / 9.5 HSPF2	\$400	\$1,000
Cold Climate ASHP*	Above requirements and 1.75 COP at 5 degrees	\$500	\$1,300

*Not eligible for both

Are You Eligible for Income-Qualified Rebates?

You may be eligible for the larger income-qualified rebates if your household income falls below the upper limits outlined below.

Household Size	Annual Income Upper Limit
1	\$42,804.00
2	\$55,974.67
3	\$69,145.33
4	\$82,317.33
5	\$95,488.00

Follow these steps to become pre-approved for income-qualified rebates:

- 1 Download the Income Eligibility Application at focusonenergy.com/income or call **800.762.7077**.
- 2 Collect required documentation and submit your application.
- 3 Receive approval notification and move forward with your projects.

Learn more at focusonenergy.com/wholehome or call **800.762.7077**.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Rebates are subject to change and cannot exceed project costs. 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 rebates help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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