Let us help you increase your sales of energy-efficient HVAC products.

DTE Energy's Residential Heating, Cooling, and Water Heating (HVAC) Program promotes the sale and installation of quality energy-efficient equipment, as well as equipment maintenance to optimize equipment efficiency. The program helps customers save energy and money through rebates for purchasing qualifying high-efficiency HVAC equipment such as:

- Furnaces
- ECM Furnace Motors
- Boilers
- Central Air Conditioners
- Water Heaters
- Wi-Fi Enabled Thermostats

The program also promotes equipment maintenance through:

- Furnace or Boiler Tune-Ups With Combustion Analysis
- Air Conditioner Diagnostic Tune-Ups

The program can help you sell more high-efficiency systems while helping your customers consume less energy and lower their energy bills.

Benefits to Contractors
DTE is committed to providing participating contractors with the greatest possible opportunity to differentiate their services and offer greater value to our mutual customers. We genuinely hope that you will consider becoming a participating contractor. By doing so, you will be able to take advantage of the following benefits at no cost to you:

- Access to a new range of potential customers interested in energy efficiency
- Marketing materials and annual training to ensure accurate processing of consumer rebates
- Access to assigned account managers who can assist you with program questions and issues
- Listing in DTE’s online Energy Efficiency Directory (dteenergy.com/eed) and referral through the Program Call Center
- Co-Op Marketing opportunities to help grow your business
- Access to the Energy Efficiency Learning Center for staff development and continued education

Getting Started
Becoming a participating contractor requires just a few simple steps:

- Attend a DTE participating contractor training.
- Complete the Participating Contractor Agreement.
- Provide current licenses and references.
- Agree to the program terms and conditions.
### Qualifying Measures and Customer Incentive Levels

<table>
<thead>
<tr>
<th>Gas Measures</th>
<th>Qualifying Minimum Efficiency</th>
<th>Customer Eligibility</th>
<th>Available Rebates*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Natural Gas Furnace</strong></td>
<td>95%–95.99% AFUE, AHRI rated</td>
<td>DTE gas customers</td>
<td>$200</td>
</tr>
<tr>
<td></td>
<td>96%–96.99% AFUE, AHRI rated</td>
<td></td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td>97% AFUE or higher, AHRI rated</td>
<td></td>
<td>$300</td>
</tr>
<tr>
<td><strong>Natural Gas Boiler</strong></td>
<td>92% AFUE or higher, AHRI rated</td>
<td>DTE gas customers</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Thermostat</strong></td>
<td>Wi-Fi Enabled</td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td><strong>Super High-Efficiency Gas Water Heater</strong></td>
<td>EF 0.67 or higher, AHRI rated</td>
<td></td>
<td>$75</td>
</tr>
<tr>
<td><strong>Tankless Gas Water Heater</strong></td>
<td>EF 0.82 or higher, AHRI rated</td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td><strong>Furnace or Boiler Tune-up With Combustion Analysis</strong></td>
<td>Natural gas units</td>
<td></td>
<td>$50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electric Measures</th>
<th>Qualifying Minimum Efficiency</th>
<th>Customer Eligibility</th>
<th>Rebate Payment*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Central Air Conditioner</strong></td>
<td>14.0 to 14.99 SEER, AHRI rated, matched system</td>
<td>DTE electric customers</td>
<td>$150</td>
</tr>
<tr>
<td></td>
<td>15.0 to 15.99 SEER, AHRI rated, matched system</td>
<td></td>
<td>$200</td>
</tr>
<tr>
<td></td>
<td>16.0 to 16.99 SEER, AHRI rated, matched system</td>
<td></td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td>17.0 to 17.99 SEER, AHRI rated, matched system</td>
<td></td>
<td>$300</td>
</tr>
<tr>
<td></td>
<td>18.0 to 18.99 SEER, AHRI rated, matched system</td>
<td></td>
<td>$350</td>
</tr>
<tr>
<td></td>
<td>19.0 SEER or higher, AHRI rated, matched system</td>
<td></td>
<td>$400</td>
</tr>
<tr>
<td><strong>ECM Blower Motor</strong></td>
<td>Factory-installed in new gas furnaces only</td>
<td></td>
<td>$50</td>
</tr>
<tr>
<td><strong>Thermostat</strong></td>
<td>Wi-Fi Enabled</td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td><strong>Central Air Conditioner Tune-Up</strong></td>
<td>Diagnostic Tune-up</td>
<td></td>
<td>$75</td>
</tr>
</tbody>
</table>

* Rebates are valid for installation dates from January 1, 2017, to December 31, 2017. Funds for incentives are limited and available on a first-come, first-served basis. Incentive amounts can change without notice.

Contact us at dtehvac@icf.com or visit dteenergy.com/hvac for more information.
FAQs for Contractors

Does the Program require that a permit be pulled for the installation of HVAC equipment?

Yes, all contractors installing HVAC replacements that require permits will be required to provide proof by submitting either the permit number or by uploading a copy of the permit application. Permits help to assure homeowners that the installation was legal and help to confirm the professionalism of the contractor.

May another manufacturer's indoor coil be installed with an alternate brand outdoor unit to qualify?

Only if the indoor coil is listed in the AHRI directory as an approved match with the required SEER rating. Please see AHRI Certification section below for more information.

Will DTE Energy conduct any type of onsite verification of products installed in homes?

A percentage of submitted claims will be selected for an onsite verification to confirm that model and serial numbers match those submitted on the incentive claim form. No type of technical diagnostic testing will be performed during these onsite verifications. If these verifications reveal a pattern of obvious attempts to defraud the program by a single contractor, the program reserves the right to inspect a higher percentage of claims for measures installed by that contractor, and as a last resort to disqualify all subsequent claims for measures installed by that individual contractor.

AHRI Certification

Each piece of equipment that is installed must have an AHRI reference number indicating the minimum AFUE or efficiency. This efficiency must meet program eligibility standards in order to qualify for a rebate. Thermostats and service work performed are exceptions to this requirement.

How will DTE help me demonstrate value to my customer?

To help communicate the benefits of a high-efficiency HVAC system and lead customers to participating contractors, the program will provide participating contractors with support, including:

- Customer-facing marketing materials
- Contractor sales tips and courses via the Energy Efficiency Learning Center
- Promotion through utility communication channels, such as bill inserts and e-newsletters
- Mass market promotion through print and digital advertisement
- Inclusion in DTE’s Energy Efficiency Directory, an online directory of participating contractors that features customer feedback

The DTE website, dteenergy.com/saveenergy, and a toll-free customer hotline (866.796.0512) provide additional program information and leads for your business.

How will I know if the program is at maximum capacity?

DTE regularly communicates with participating contractors via email.

The contractor portal at mydteprogram.com and dteenergy.com/saveenergy has information on remaining incentive funding.
Don't just sell energy-efficient equipment. Sell with energy!

When a sales opportunity for a replacement HVAC system comes your way, there’s one thing savvy contractors know: low price is not always the only factor in the purchase decision. Your ability to present yourself as qualified, knowledgeable, and approachable can go a long way in effectively offering your customers the benefits of high-efficiency systems. Consider these proven sales tips and make them part of your sales presentations.

1. **Remember that purchasing a replacement HVAC system is often unplanned.** Homeowners seek your guidance, whether it’s a new experience or a long time since their last HVAC system purchase.

2. **Eliminate misinformation by educating the customer.** Remember the HVAC system is the “hidden appliance.” While customers are more educated today when making a major HVAC system purchase, often they’re also confused and misinformed about available products and services.

3. **Develop a relationship with your customers.** Earn their trust and assure them of your confidence and expertise. Customers are counting on your expertise to sell them on the value of a high-efficiency purchase.

4. **Perform a Manual J residential load calculation.** Determine the correct size and equipment match for high efficiency—and to set your firm apart from the competition.

5. **Never make assumptions.** Focus on each customer’s needs by asking perceptive questions about their current system (such as what problems they’ve experienced, the cost of their utility bills, and comfort issues they experience year-round). Performing a Customer Needs Analysis can best accomplish this and help you avoid making assumptions.

6. **Use a well-designed presentation.** Your presentation could be a manual, a packet, or a computer slide presentation with photographs, testimonials, and other credentials. It's a demonstration of your firm's professionalism and credibility.

7. **Use multiple third-party resources such as ENERGY STAR®.** ENERGY STAR (energystar.gov) is widely recognized as the trusted symbol for energy efficiency. Manufacturer brochures and other literature are equally important.

8. **Use sales tools. Reinforce the value of high efficiency.** Often, customers fail to consider operating costs. Explain how high-efficiency products can help them continue to save energy and money. Be sure to reference research-based facts provided by sources such as ENERGY STAR. Accurate statements enhance your credibility and the professional trust that customers place in you as a dependable resource.

9. **Offer multiple options.** Studies show that offering several options frequently encourages the consumer to choose “better” or “best” over “good.” Lead with the best solution, and then present the other options. Provide creative long-term solutions tailored to each customer’s needs.
10. **Offer financing.** Sales-smart contractors offer monthly payment plans and carefully explain the per-month energy savings to minimize the cost difference between a standard system and a high-efficiency system. Check out the Michigan Saves program, which provides financing for home energy efficiency improvements—from complex energy efficiency retrofits to quick replacements of old or failing equipment. Visit [michigansaves.org](http://michigansaves.org) for more information.

11. **Effectively present incentives.** DTE Energy Residential HVAC rebates, manufacturer incentives, and any federal and state tax credits could be available. Explain how these opportunities may help pay for most of the initial cost difference of purchasing a high-efficiency HVAC system versus a standard-efficiency product.

12. **Once you close a sale, follow up with the customer during and after the installation.** Following a successful installation, you've earned the right to ask for referrals. Referrals are a contractor's single most successful tool for energizing sales.

13. **Attend sales training sessions regularly.** The best HVAC contractors don't become that way overnight. Continual training gives your sales skills that all-important competitive edge—and helps you stay current with industry trends. DTE HVAC participating contractors have access to the Energy Efficiency Learning Center. Take advantage of courses available to your team at no cost.