

# STAND OUT AS AN AMBASSADOR



## Offer your clients a \$125 heating and cooling tune-up voucher

The exciting early days of owning a home are when most people are ready to make improvements, but many don't know where to begin. As an Ambassador, you can start offering your clients access to new energy efficiency expertise and exclusive perks, including a Welcome Kit with a **free \$125 heating and cooling tune-up voucher** and a helpful **Home Maintenance and Energy Guide**. The kit is co-branded with your business information and sent to your clients on your behalf, at no cost to you, providing an extra touch and added value.



## Benefits to you

- Stand out from your competition
- Provide exclusive opportunities and offers to your clients
- Learn more about energy efficiency and its benefits
- Support Wisconsin's statewide effort to save energy

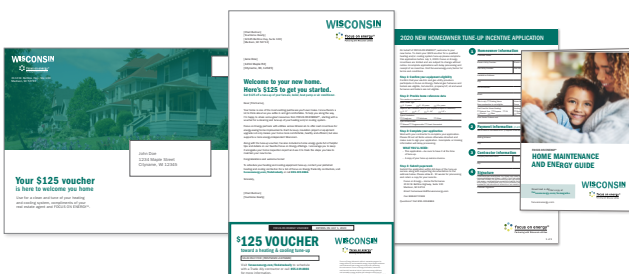
## Benefits to your clients

- Receive an exclusive new home Welcome Kit with a voucher for \$125 off a heating and cooling system tune-up
- Develop a clear home improvement path
- Gain access to incentives for energy upgrades
- Connect with certified contractors
- Enjoy a more comfortable, energy-efficient home

## Participation is easy

FOCUS ON ENERGY® is here to support you and your business, helping you be the trusted ally your clients will remember long after moving day. Getting started is easy.

- 1 Email [ambassador@focusonenergy.com](mailto:ambassador@focusonenergy.com) or visit [focusonenergy.com/ambassador](http://focusonenergy.com/ambassador) to enroll.
- 2 Attend a workshop with Focus on Energy staff to learn about our offerings and how we can help your clients and their homes.
- 3 Apply for your clients to receive a free Focus on Energy Welcome Kit with a voucher for \$125 off a heating and cooling system tune-up after they close.



# WISCONSIN

**focus on energy®**  
Partnering with Wisconsin utilities

## Real estate ambassador

Since 2001, Wisconsin's Focus on Energy in partnership with 107 participating utilities, has helped single-family homeowners, renters and property owners make energy-related improvements to their homes. As an Ambassador, you can stand out by bringing these services to your clients.

## Home improvement incentives

Focus on Energy offers incentives for home improvements such as air sealing, insulation, heating and cooling equipment upgrades, and even renewable energy systems. Home and condo owners can also request a comprehensive home energy assessment.



## Other ways to save



### Energy-saving packs

Each free pack includes energy-efficient products like LED light bulbs and water-saving faucet aerators. Visit [focusonenergy.com/free](https://focusonenergy.com/free) to request your pack.



### Appliance recycling

If your client's new home has an old fridge or freezer taking up space and wasting energy, Focus on Energy will haul it away for free.



### Lighting and appliance instant rebates

Customers can look for the Focus on Energy label at participating retailers to get special pricing on LED lighting and ENERGY STAR® smart thermostats. You can also shop online at [focusonenergy.com/shop](https://focusonenergy.com/shop).



### New home certification

Do you work with a builder? Certified energy-efficient new homes have the potential for higher market value.



### Business offerings

Focus on Energy can also assist you if you work in commercial real estate or have your own business. From supporting sales of energy-efficient properties to energy upgrades for your offices, we're here for you.

**Learn more at [focusonenergy.com](https://focusonenergy.com) or call 855.339.8866.**

#### REDUCING ENERGY WASTE ACROSS WISCONSIN

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 incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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