

Residential Water Heater Cash-Back Rewards

*Financial incentives for
updating your home with
high efficiency water heaters*



focus on energysm

The power is within you.

Equipment Type	Energy Factor	Cash-Back Reward	Comments
Power-vented Natural Gas Water Heater	.64 – .79	\$50	<ul style="list-style-type: none"> Only Wisconsin customers of a participating natural gas utility are eligible.
Power-vented Natural Gas Water Heater	.80 or greater	\$100	<ul style="list-style-type: none"> Only Wisconsin customers of a participating natural gas utility are eligible. Units may also qualify for Federal Tax Credits. For more information visit www.energytaxincentives.org.
Power-vented Natural Gas Condensing Unit	Thermal efficiency of 90% or greater	\$150	<ul style="list-style-type: none"> Only Wisconsin customers of a participating natural gas utility are eligible.
Indirect Water Heater	See comments	\$200	<ul style="list-style-type: none"> If installed with a natural gas modulating boiler with outdoor reset and an AFUE of 90% or greater. If installed with a geothermal system with COP of 3.3. for a closed loop or 3.6 for an open loop. Air handler must have ECM and electric resistance can not be used for auxiliary or emergency heat. Only Wisconsin customers of a participating natural gas utility are eligible.
Flue Closure	Seal off to an unused chimney to reduce whole-house heat loss.	\$75	<ul style="list-style-type: none"> Water heater must meet natural gas, power vent and Energy Factor (.64 – .79, .80 or greater, 90% Thermal Efficiency) requirements. Only Wisconsin customers of a participating natural gas utility are eligible.
Water Heater Fuel Conversion from electric to natural gas, LP or oil	A switch from electric to natural gas might save you a lot of money. Contact Focus on Energy to learn more.	\$250	<ul style="list-style-type: none"> Water heater can be natural gas, LP or Oil but must meet power vent and Energy Factor (.64 – .79, .80 or greater, 90% Thermal Efficiency) or boiler (modulating, outdoor reset, 90% AFUE) requirements. Only Wisconsin customers of a participating electric utility are eligible.
Electric Tank-type Water Heater	.93 or greater	\$50	<ul style="list-style-type: none"> Limited to customers that do not have natural gas service available in their area. Only Wisconsin customers of a participating electric utility are eligible.

- Equipment must be purchased and installed between January 1, 2009 and December 31, 2009.
- Participating utility list is available at focusonenergy.com/waterheaters.
- Rewards may be combined.
- Must be whole-house units used for domestic hot water. Point-of-use units are NOT eligible.
- Rewards are available for multi-family and commercial applications. See focusonenergy.com or call 800.762.7077 for details.
- Cash-Back Reward Applications are available at focusonenergy.com/waterheaters or by calling 800.762.7077.
- See Cash-Back Reward Application for complete details.