



# ENERGY EFFICIENT WATER HEATER RESIDENTIAL CASH-BACK REWARD APPLICATION

January 1, 2010 through December 31, 2010. Please review this form for program requirements and eligibility.

This application contains information for **Focus on Energy Cash-Back Rewards** and **State Energy-Efficient Appliance Rebate Program (SEEARP)** rewards. Customers may claim both a Focus reward and a SEEARP reward for the same equipment if the equipment meets both programs' requirements. See page 3 for all program requirements before completing this application.

## CUSTOMER INFORMATION \*\*\* Incomplete forms will not be processed \*\*\*

Make Check Out To			Phone (    )		E-mail
Mailing Address			Installation Address <input type="checkbox"/> Same as Mailing Address		
City	State	Zip Code	City	State	Zip Code
Name of Gas Company, Propane (LP), or Oil Dealer at Install Address			Name of Electric Company at Install Address		
To whom is the check being made out? <input type="checkbox"/> Homeowner <input type="checkbox"/> Landlord <input type="checkbox"/> Renter <input type="checkbox"/> Builder <input type="checkbox"/> Other: _____					

**For Rewards Paid to Businesses**  
 Type of Business:  Corporation  Sole Proprietor  LLC  Other: \_\_\_\_\_  
 Federal Tax ID # \_\_\_\_\_ Social Sec. # of Business Owner (only if Sole Proprietor AND no Federal Tax ID) \_\_\_\_\_  
**OR**  
 \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

## HOME INFORMATION

Type of Fuel Used for Heating the Home <input type="checkbox"/> Natural Gas <input type="checkbox"/> LP <input type="checkbox"/> Electricity <input type="checkbox"/> Oil <input type="checkbox"/> Other: _____	Building Type <input type="checkbox"/> New Construction <input type="checkbox"/> Existing Home	Building Use <input type="checkbox"/> Residential 1-3 units <input type="checkbox"/> Residential 4+ units
Was a Home Performance with ENERGY STAR® evaluation performed on this home? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know		
Was/Will this home be certified by the Wisconsin ENERGY STAR Homes Program? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know		

## PURCHASE/INSTALLATION INFORMATION Self Installation Contractor/Plumber Installation

Name of Retail Store Where Purchased (if applicable)	City	Phone (    )
Business Name of Installing Contractor/Plumber (if applicable)	City	Phone (    )

## CUSTOMER SIGNATURE - REQUIRED for all applications. Applications submitted without signatures will not be paid.

The undersigned agrees that the stated energy efficient measure(s) was (were) completed or installed at the job site address listed above as part of the Focus on Energy Program. I have read and agree to the Terms & Conditions within this application. To the best of my knowledge, the statements made on this application are correct, and I have submitted the appropriate supporting documentation to receive an incentive.

If I am applying for SEEARP rewards, I certify that I replaced similar equipment and that the removed equipment will not be used at this or another location.

If I completed the box above for rewards paid to businesses, I certify:

1. The number shown on this form is the correct taxpayer identification number.
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends or (c) the IRS has notified me that I am no longer subject to backup withholding.
3. I am a U.S. citizen (includes a U.S. resident alien).

Customer Name (Please Print)	Customer Signature	Date
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- A copy of the invoice or sales receipt is attached to this application.** Applications will not be processed without an invoice or sales receipt.
- Opt Out.** Periodically, Focus on Energy evaluates program energy savings by monitoring energy use prior to and after home improvements. Your signature provides Focus on Energy approval to obtain energy consumption data directly from your utility company. If you prefer not to grant Focus on Energy access to your energy consumption records, please check the "Opt Out" box.

## CONTRACTOR/PLUMBER SIGNATURE

REQUIRED if installed by a contractor/plumber. Applications submitted without signatures will not be paid.

I have read and understand the attached equipment and eligibility requirements. I certify that the equipment information provided in this application is accurate and truthful. If claiming a SEEARP reward, I certify that the installed equipment replaced similar equipment and that the old equipment will not be used at this or another location.

Contractor/Plumber Signature	Date
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Business Name of Installing Contractor/Plumber	City	Phone (    )
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## POWER-VENTED WATER HEATER

### Focus on Energy

Customer must purchase natural gas from a participating natural gas utility to qualify for this reward. See page 4 for participating utilities.

- NATURAL GAS, ENERGY FACTOR OF 0.64 TO 0.79 = \$50**  
 **NATURAL GAS, ENERGY FACTOR OF 0.80 OR GREATER = \$100\***  
 **NATURAL GAS CONDENSING, THERMAL EFFICIENCY OF 90% OR GREATER = \$150\***

# A

### SEEARP

Available to all Wisconsin residential customers regardless of utility. New water heater must replace an existing water heater and be purchased by occupant for a Wisconsin residential property. A landlord cannot purchase for rental units.

- NATURAL GAS/LP/OIL, STORAGE TANK, ENERGY FACTOR OF 0.64 OR HIGHER = \$150**  
 **NATURAL GAS/LP/OIL, TANKLESS, ENERGY FACTOR OF 0.82 OR GREATER = \$150\***

1. Qualified model must be a power-vented water heater.
2. Must be whole-house water heater. Point-of-use units are not eligible.
3. If you are replacing a natural or atmospherically vented water heater you may also qualify for the Flue Closure Reward (see below).
4. If you are replacing an electric water heater you may also qualify for the Fuel Conversion Reward (see below).
5. Equipment installed for the SEEARP Reward must be ENERGY STAR qualified.

\* Unit may also qualify for a Federal Tax Credit. Visit [energystar.gov](http://energystar.gov) for details and requirements.

Brand Name	Model Number	Serial Number
<input type="checkbox"/> Tank ( _____ gallons) <input type="checkbox"/> Tankless	Date Installed	Fuel Type of New Water Heater <input type="checkbox"/> Natural Gas <input type="checkbox"/> LP <input type="checkbox"/> Electricity <input type="checkbox"/> Oil <input type="checkbox"/> Other:

# B

### FLUE CLOSURE = \$75 (Focus on Energy only)

- Interior Capped and Caulked/Capped and Mortared  
 Chimney Removed

1. Flue cannot be used by any other combustion appliances. A chimney liner installation does not qualify for this reward.
2. Customer must purchase natural gas from a participating natural gas utility to qualify for this reward. See page 4 for participating utilities.
3. Reward is only available to customers who purchase and install a water heater that qualifies for one of the Natural Gas Power-Vented Water Heater Cash-Back Rewards (see above). If the water heater does not qualify, the flue closure does not qualify.
4. Flue must be closed at time of water heater installation.
5. All interior openings must be properly sealed using a metal plug and caulk or mortar. Complete flue closure protocol may be found by calling 888.509.3247, ext. 321 or at [focusenergy.com/hvac](http://focusenergy.com/hvac).

# C

### FUEL CONVERSION = \$250 (Focus on Energy only)

Customer must purchase electricity from a participating utility to qualify for this reward. See page 4 for participating utilities.

1. Must install a water heater that meets power-venting, and Energy Factor or Thermal Efficiency criteria.
2. Documentation of brand name and model number of old, electric water heater is required.
3. May be combined with Power-Vented Water Heater Reward (see above).

**OLD ELECTRIC WATER HEATER INFORMATION** - Must be completed for Electric Water Heater being removed

Brand Name	Model Number	Approximate Age (years)	Removal Date	Fuel Type of Old Water Heater <input type="checkbox"/> Natural Gas <input type="checkbox"/> LP <input type="checkbox"/> Electricity <input type="checkbox"/> Oil <input type="checkbox"/> Other:
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## ELECTRIC WATER HEATER

# D

### Focus on Energy – ENERGY FACTOR OF 0.93 OR GREATER = \$50

Customer must purchase electricity from a participating utility to qualify for this reward. See page 4 for participating utilities.

### SEEARP – ENERGY FACTOR OF 2.0 OR GREATER = \$50

Available to all Wisconsin residential customers regardless of utility. New water heater must replace an existing water heater and be purchased by occupant for a Wisconsin residential property. A landlord cannot purchase for rental units.

### Focus on Energy = \$50

1. Focus on Energy reward is limited to customers who **do not have natural gas service available** in their area. *Focus on Energy will verify that natural gas service is not available before reward is processed.*
2. Must be whole-house water heater. Point-of-use units are not eligible.
3. Must be a tank-type water heater. Electric tankless units are not eligible.

Brand Name	Model Number	Serial Number
Tank Capacity (gallons)	Date Installed	Fuel Type of New Water Heater <input type="checkbox"/> Natural Gas <input type="checkbox"/> LP <input type="checkbox"/> Electricity <input type="checkbox"/> Oil <input type="checkbox"/> Other:

# TOTAL REWARD

Sections A + B + C + D  
Including both Focus and SEEARP Rewards

# \$

## HOW DOES THIS APPLICATION WORK?

1. Purchase and install qualifying equipment between January 1, 2010 and December 31, 2010. **SEEARP rewards are available on a first-come, first-served basis while funds last.**
2. Mail both pages 1 and 2 of the **completed and signed application** with a **copy of invoice or sales receipt** to:  
Focus on Energy Water Heaters  
c/o EFI Fulfillment Center  
40 Washington St., Suite 2000  
Westborough, MA 01581
  - Keep a copy of this application and the invoice or sales receipt for your records.
  - For questions regarding this form, please call 800.762.7077.
  - Allow six to eight weeks for processing. To check the status of your reward, call 800.456.5983.
  - A Focus on Energy representative may contact you to schedule a visit to verify that equipment was installed.

## ELIGIBILITY

1. Focus on Energy incentives are available to Wisconsin residential customers of participating utilities. See page 4 for participating utilities.
2. The SEEARP rewards are available for the replacement of existing equipment. This program is funded in part by the Wisconsin Department of Administration, Office of Energy Independence. Equipment must be purchased by the occupant of a Wisconsin residence. **SEEARP rewards are available on a first-come, first-served basis while funds last.** New equipment must be ENERGY STAR qualified and meet all other criteria listed on this application. Equipment that is replaced to receive the SEEARP reward must be decommissioned; removed equipment cannot be used at the same or another location.
3. Installed equipment must be whole-house units used for domestic hot water. Point-of-use units are not eligible.
4. A completed and signed application with a copy of the invoice or sales receipt must be delivered within 30 days of installation.
5. Submitted invoice(s) must include manufacturer's make, model number, and serial number; sales receipt(s) must include SKU#.
6. All equipment must be new; used or rebuilt equipment is not eligible for an incentive.
7. Equipment must meet efficiency levels and specification requirements. Equipment eligibility is verified through Air Conditioning, Heating and Refrigeration Institute (AHRI) Directory of Certified Efficiency Ratings Product Performance ([www.ahridirectory.org](http://www.ahridirectory.org)) and other reliable sources. A list of qualifying equipment can be found at [focusonenergy.com/waterheaters](http://focusonenergy.com/waterheaters) or by calling 800.762.7077.
8. Energy Factor is the overall efficiency of the water heater. Recovery Efficiency or Energy Guide rating may NOT be substituted for Energy Factor. For questions call 888.509.3247, ext. 321.
9. Equipment must be installed prior to submitting the application form.
10. Focus on Energy reserves the right to publicize your participation in this program, unless you specifically request otherwise in writing.
11. Customers or allies may not use the Focus on Energy name or logo in any marketing, advertising, or promotional material without prior written consent.
12. Rewards are only payable to the customer or the parent company; rewards cannot be reassigned to any other parties.
13. *Disclaimers:* Focus on Energy:
  - a. Does not endorse any particular manufacturer, product, or system design by offering these rewards
  - b. Is not responsible for any tax liability imposed on the customer as a result of the payment of rewards
  - c. Does not expressly or implicitly warrant the performance of installed equipment (contact your contractor or plumber for detailed equipment warranties)
  - d. Is not responsible for the proper disposal/recycling of any waste generated as a result of this project
  - e. Is not liable for any damage caused by the operation or malfunction of the installed equipment
14. Focus on Energy reserves the right to change or discontinue this program at any time. The acceptance of program applications is determined solely by Focus on Energy.
15. Focus on Energy reserves the right to refuse payment and participation if the customer or contractor violates program rules or procedures.
16. A Focus on Energy representative may contact you to schedule a site visit to verify that qualified equipment was installed.
17. Customers who receive a reward from the Focus on Energy Water Heating Program cannot receive a reward on the same piece of equipment through other Focus on Energy programs.
18. Incentives may be available for projects for multi-family and business customers. If you are installing equipment in a multi-family (4+ units) building or business, please download the appropriate application for incentives at [focusonenergy.com/financialincentives](http://focusonenergy.com/financialincentives) or call 800.762.7077 to obtain a copy.

## **PARTICIPATING FOCUS ON ENERGY ELECTRIC UTILITIES**

Residential customers must purchase electricity from one of the following utilities to be eligible for the following Focus on Energy rewards:

- *Electric Water Heater*
- *Water Heater Fuel Conversion*

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Adams-Columbia Electric Cooperative	Hustisford Utilities	Rice Lake Utilities
Algoma Utilities	Jefferson Utilities	Richland Center, City Utilities of
Alliant Energy	Juneau Utilities	Richland Electric Cooperative
Arcadia Electric Utility	Kaukauna Utilities	River Falls Municipal Utilities
Argyle Electric & Water Utility	Kiel Utilities	Rock Energy Cooperative
Bangor Municipal Utility	La Farge Municipal Utilities	Sauk City Utilities
Barron Light & Water Utility	Lake Mills Light & Water	Scenic Rivers Energy Cooperative
Belmont Municipal Light & Water	Lodi Utilities	Shawano Municipal Utilities
Benton Electric & Water Utility	Madison Gas & Electric	Sheboygan Falls Utilities
Black Earth Electric Utilities	Manitowoc Public Utilities	Shullsburg Electric Utility
Black River Falls Municipal Utilities	Marshfield Utilities	Slinger Utilities
Bloomer Electric & Water Utility	Mazomanie Electric Utility	Spooner Municipal Electric Utility
Boscobel Utilities	Medford Electric Utility	Stoughton Utilities
Brodhead Water & Light	Menasha Utilities	Stratford Water & Electric
Cadott Light & Water Department	Mount Horeb Utilities	Department
Cashton Light & Water	Muscoda Utilities	Sturgeon Bay Utilities
Cedarburg Light & Water	New Glarus Light & Water	Sun Prairie Water & Light
Centuria Municipal Electric Utility	New Holstein Utilities	Superior Water, Light & Power
Clark Electric Cooperative	New Lisbon Municipal Light & Water	Trempealeau Municipal Utility
Clintonville Utilities	New London Utilities	Two Rivers Water & Light
Columbus Water & Light	New Richmond Utilities	Vernon Electric Cooperative
Consolidated Water & Power Co.	North Central Power Co.	Viola Municipal Electric Utility
Cornell Municipal Light Department	Northwestern Wisconsin Electric Co.	Waterloo Utilities
Cuba City Light & Water	Oakdale Electric Cooperative	Waunakee Utilities
Cumberland Municipal Utility	Oconomowoc Utilities	Waupun Utilities
Dahlberg Light & Power Co.	Oconto Electric Cooperative	We Energies
Eagle River Light & Water Utility	Oconto Falls Municipal Utilities	Westby Utilities
Eau Claire Energy Cooperative	Pardeeville Public Utilities	Westfield Electric Company
Elroy Electric & Water Utility	Pierce Pepin Cooperative	Whitehall Electric Utility
Evansville Water & Light	Pioneer Power & Light Co.	Wisconsin Dells Water & Light Utility
Fennimore Municipal Utility	Plymouth Utilities	Wisconsin Public Service Corp.
Florence Utilities	Polk-Burnett Electric Cooperative	Wisconsin Rapids Water Works &
Gresham Water & Electric Plant	Prairie du Sac Utilities	Lighting Commission
Hartford Electric	Price Electric Cooperative	Wonewoc Water & Light Department
Hazel Green Light & Water Utility	Princeton Light & Water Department	Xcel Energy
	Reedsburg Utility Commission	

## **PARTICIPATING FOCUS ON ENERGY NATURAL GAS UTILITIES**

Residential customers must purchase natural gas from one of the following utilities to be eligible for the following Focus on Energy rewards:

- *Power-Vented Water Heater*
- *Condensing Water Heater*
- *Flue Closure*

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Alliant Energy	Midwest Natural Gas Co.	We Energies
City Gas Company	St. Croix Valley Natural Gas	Wisconsin Public Service Corp.
Madison Gas & Electric	Superior Water, Light and Power	Xcel Energy

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