

Residential HVAC Program Overview

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 by offering rebates* on qualifying high-efficiency HVAC equipment, such as:

- Furnaces
- Central air conditioners
- Wi-Fi enabled thermostats
- Air source heat pumps, ground source heat pumps, ductless mini-split heat pumps

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.

Program participation

As a contractor, your customers rely on your expertise in selecting specific products and efficiency levels. By joining the participating contractor network, you'll join DTE in promoting the use of energy efficient products and services, and you'll be able to offer your customers exclusive savings through HVAC Program rebates. Participating contractors are the only contractors who can submit applications for rebates on their customers' behalf.

As a participating contractor, you'll be able to offer additional benefits to your customers, become part of a successful contractor network, and help your business grow.

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
- 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

DTE Gas Customers	Good	Better	Best
Furnace	\$100 95% AFUE	\$200 96% AFUE	\$500 97% AFUE or higher
Thermostat			\$50 Wi-Fi enabled
Furnace or Boiler Tune-Up with Combustion Analysis			\$75 natural gas units

DTE Electric Customers

	\$100 15 SEER 14.3-15.19 SEER2	\$200 16 SEER 15.2-15.99 SEER2	\$300 17 SEER 16-16.99 SEER2	\$500 18+ SEER 17+ SEER2
Central Air Conditioner				
Thermostat				\$50 Wi-Fi enabled
Central Air Conditioner Tune-Up				\$75 diagnostic tune-up
Air Source Heat Pumps [†]	\$150 15 SEER 14.3-15.19 SEER2, AHRI Rated	\$250 16-17 SEER 15.2-16.99 SEER2, AHRI Rated	\$750 18 SEER 17-17.99 SEER2, AHRI Rated	\$850 19+ SEER 18+ SEER2, AHRI Rated
Ground Source Heat Pumps [†]				\$800 17+ EER 16+ EER2
Ductless Mini-Split Heat Pump Systems [†]				\$1,000 18+ SEER, HSPF 8.8+ 17+ SEER2, HSPF2 7.5+

*Rebates are valid for installation dates on or after Jan. 1, 2023. Funds for incentives are limited and available on a first-come, first-served basis.

Good/Better/Best options are defined based on equipment incentive levels. Customers can upgrade more than one piece of equipment with different efficiency levels. Premise eligibility is limited to single-family homes. Single-family homes are defined as 2 or fewer connected units. Each unit must be individually metered for natural gas and electric and each unit must have its own heating, cooling and water heating equipment.

[†]Air source and ground source heat pumps are eligible only for customers who are replacing an existing heat pump system and use electricity as the primary heating fuel. Ductless mini-split heat pumps are eligible for customers who are replacing a heat pump or electric resistance heating and use electricity as the primary heating fuel.

Looking for information on boiler and water heater rebates? Ask your contractor about upfront discounts on high-efficiency water heating equipment.

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

FAQs for contractors

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

It will qualify only if the indoor coil is listed in the AHRI directory as an approved match with the required SEER rating. Please see the Air-Conditioning, Heating, and Refrigeration Institute (AHRI) certification section below for more information.

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

A small percentage of submitted claims are 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.

How will DTE help me to 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 advertisements

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.

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 know if my customer is eligible for a rebate?

Rebates are available only for DTE residential customers applying through the DTE Residential HVAC Program. Customers applying for a rebate must receive natural gas and/or electric distribution service from DTE. This offer is not valid for new construction homes or commercial properties. Equipment must be installed or serviced in the DTE service territory. Premise eligibility is limited to single-family homes. Single-family homes are defined as 2 or fewer connected units. Each unit must be individually metered for natural gas and electric and each unit must have its own heating, cooling and water heating equipment. Customer's account must currently be in good standing. DTE customers are permitted one tune-up rebate per air conditioner every five years or one rebate per furnace or boiler every two years. DTE customers must select a participating contractor that offers furnace/boiler and/or air conditioner diagnostic tune-up services to be eligible for a rebate. Rebates cannot exceed the value of the product purchased.

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 it's been 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, they're also often 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 an ACCA Manual J residential load calculation.** Determine the correct size and equipment match for high efficiency, and 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, packet, or 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 most 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 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.