

Providing Value to Contractors

Kelly Chase
Supervisor, Trade Ally Relations



Success

IS ABOUT
CREATING

Value.

Providing Value to Contractors Rebate Program Development



Seek input from trade allies on program ideas and improvements.

Implement a rebate schedule that will help trade allies close the sale of high-efficiency equipment.



Providing Value to Contractors Rebate Processing



- Simplify rebate forms
- Allow trade partners to submit rebates on behalf of their customers
- Be prompt in issuing rebate payments



Providing Value to Contractors Trade Ally Incentives



Provide cash incentives for rebates processed listing the contractor as the dealer/plumber/retailer.



CenterPoint Energy Dealer Incentive Summary ABC Plumbing and Heating

THANK YOU for promoting our energy efficiency programs to our mutual customers and for generating rebate applications.

Maximize 2016 cash incentives:

- Heating systems **\$35**
- Furnace tune-ups **\$5**
- Water heaters **\$15**

Your Contact



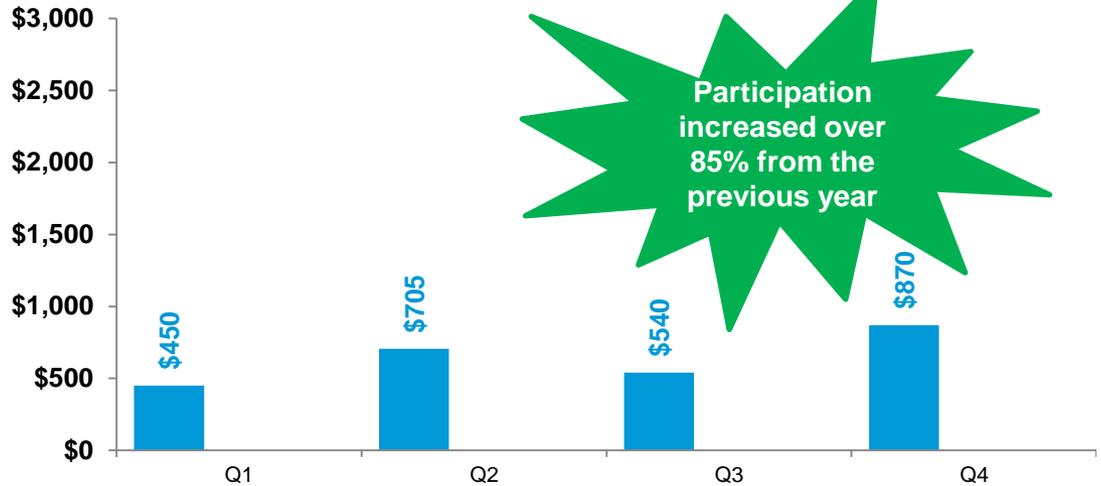
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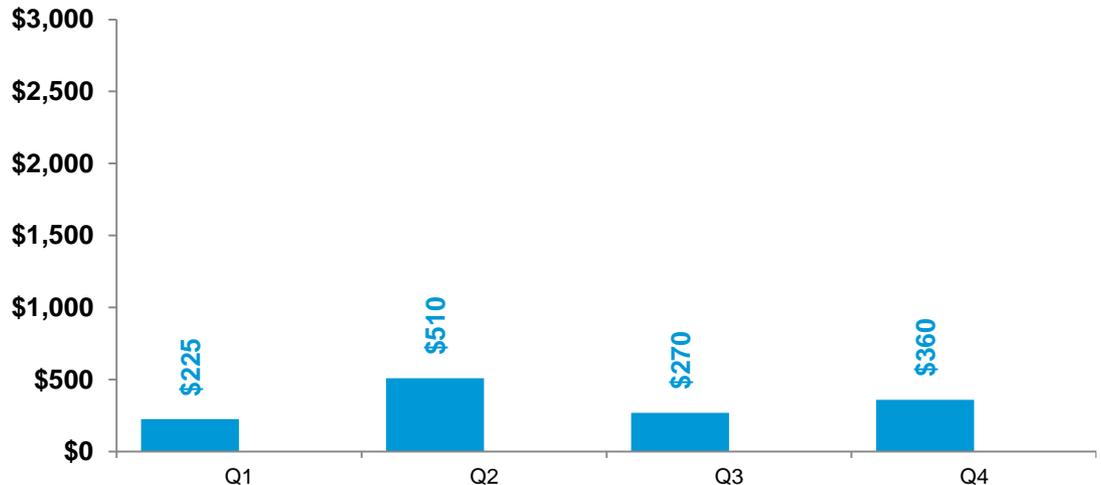
2015 Results

Here is a summary of residential dealer incentives that we processed for your company in 2015.



ABC Plumbing and Heating received a total of **\$2565** in 2015 water heater cash incentives

2014 Results



ABC Plumbing and Heating received a total of **\$1365** in 2014 water heater cash incentives

■ Water Heater



Always There.®

Provide outstanding service to trade allies.



Providing Value to Contractors Educate Consumers



GIVING **YOU** MORE PEACE OF MIND

Upgrade before your water heater springs a leak and save with up to **\$350** in rebates.



Upgrade and save with water heater rebates

A high-efficiency natural gas tank water heater is a safe, reliable source of hot water, even during a power outage. Select a tankless water heater, the most efficient choice for your home, to maximize comfort and energy savings. Upgrade now to avoid costly, preventable leaks and save with up to **\$350** in rebates.

| NATURAL GAS WATER HEATER | ENERGY FACTOR | MAIL-IN REBATE |
|--------------------------|--|----------------|
| Tank | .62 - .63 EF | \$70 |
| Tank | .64 - .66 EF | \$85 |
| Tank | .67 and greater ENERGY STAR* qualified | \$100 |
| Tankless | .82 - .89 EF ENERGY STAR qualified | \$250 |
| Tankless | .90 or greater EF ENERGY STAR qualified | \$350 |

For more information, contact the dealer, plumber or retailer of your choice, or visit

CenterPointEnergy.com/WaterHeaterRebate.



LEARN MORE AT
energystar.gov

Providing Value to Contractors Invest in the Industry



- Be involved in industry associations
- Attend distributor or supply houses events



Providing Value to Contractors Invest in the Industry



Utility Meetings

- Convenient locations
- Time of the year that works best for them
- Provide information “exclusive” to the meeting
- Provide opportunity for trades to network with each other





SUCCESS

Providing Value to Contractors Testimonials



I have utilized CenterPoint Energy's rebate programs to sell more efficient equipment & increase profitability.

I really appreciate these programs and incentives as they have helped our business succeed.

*Michael Mossey, Owner
Monticello Plumbing &
Heating*

We participate in CenterPoint Energy's rebate program because they make it really easy to submit rebates and it helps the customers bottom line.

Their team offers great support and is always willing to help when you need it.

They bring value to our business.

*Kelly Marsh, Vice President
Marsh Heating & Air
Conditioning*

Providing Value to Contractors Testimonials



Kelly and her team do a great job of providing us valuable information, networking opportunities and the opportunity to provide feedback.

She has done well building a partnership between contractors and the utility rebate programs.

*Mark Sullwold, Territory
Manager
Auer Steel*

I just wanted to say that I just processed about 6 water heaters for CP customers who bought a WH from us and your new online rebate process is slick.

Thank you for your hard work in creating this wonderful tool.

*Christopher Peterson
HomeSmart from Xcel
Energy*

ENERGY STAR Tank Water Heater MN Rebate Participation



10,000
Rebates



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