

Contactor HPWs Installation Incentive Program Overview

The Wise Window Hub (WWH) is offering contractors up to \$20,400 in reimbursement funds for enabling homeowners to install high-performance windows (HPWs), such as ENERGY STAR triple-panes. Designed to make HPWs an easier choice, this program equips contractors and homeowners with clear information about the benefits of high-performance windows and provides support to help make installation possible.

Program Goals:

- Build contractor confidence in HPWs as a drop-in upgrade, including knowledge of benefits, availability, and price points.
- Increase homeowner familiarity with HPWs benefits and availability.
- Accelerate market adoption of HPWs.

Our market research shows strong customer interest: 66% of homeowners said they would more likely choose triple-pane windows if paired with a \$100 incentive from a utility, contractor, or similar source. Through this reimbursement program, the contractor can decide to pass the savings through to the customer, decreasing the upfront cost of upgrading to triple-panes, or use the funds in whatever best supports their business. Projects will still be eligible for any applicable utility rebates, increasing the value proposition of choosing HPWs over typical double-pane windows.

Participants will get training and guidance on the benefits of HPWs and receive access to educational materials designed to help sell and communicate the benefits of HPWs to homeowners.

How the Program Works:

Step 1: Fill out the intake form. Scan the QR code below with your smartphone camera to get started.

Step 2: Get set up for incentive payments. We will reach out with a request to complete a W-9 and provide ACH transfer information for quick and easy reimbursement payments.

Step 3: Learn about HPW benefits. Watch our training video to sharpen your sales pitch and use the homeowner materials we provide in kitchen table conversations.

Step 4: Submit proof of HPWs sold. Once your customers choose HPWs for their home, send us the required documentation.

Step 5: We process your reimbursement, estimated monthly.

Reimbursement Details

\$50 per window installed

- Maximum of \$850 per home
- Maximum of \$20,400 per business
- Limit one reimbursement per home address

If you have questions or want to learn more, feel free to email the Wise Windows Hub team at info@wisewindowhub.org.



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