



Consumers Energy for Business Trade Ally Update, February 2021

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Hello Trade Allies,

Happy February! (said no one ever). I hope you are staying warm and from the meters below, it looks like you are staying busy, submitting projects! In this newsletter, I wanted to highlight a few opportunities I am excited about.

1. **Bonuses** - We want to make it rain in 2021, see the Early Bird Bonus for

customers and the new LEEP Bonus paid out to you!

2. **Project of the Year** - I want to (virtually) see you at the awards banquet to accept your award and \$5,000 prize money. Submit your 2020 project now, deadline is Feb. 28.

3. **Trade Ally Rewards** - 2020 points expire Feb. 28, connect with me directly if you have questions!

4. **Cobranding** - Increase recognition by cozying up with the Consumers Energy logo through cobranding. You must fill out an application to receive your badges.

More information is available on each of these topics, below. As always, I want to hear from you if you have questions or comments!

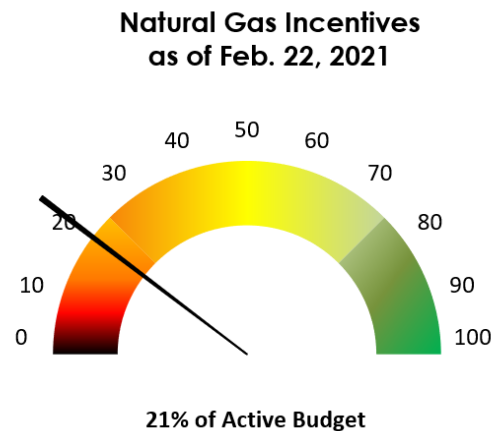
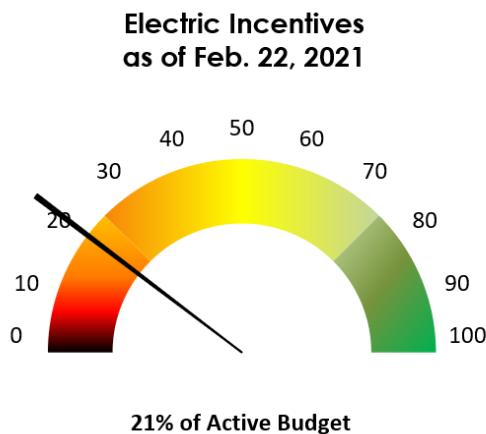
Thank you for your continued participation in our programs!

Warm regards,



Melissa Kelley
Brand & Marketing Manager

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Until Mar. 31: Early Bird 10% Bonus!

Welcoming 2021 means welcoming 2021 bonuses and we are starting early this year! All new Pre-Notification Applications and/or new Final Applications submitted Jan. 21, 2021 through Mar. 31, 2021 will be

bonused 10% of the total incentive, provided the application is paid during the original reservation period.

We expect this to be a popular bonus which may exhaust funds early, so be an early bird to cash in on this bonus. View the [official bonus rules here](#) or talk to your [Energy Advisor](#).



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Starts Feb. 25: LEEP Bonus



LEEP (Large Energy Efficiency Project) AHEAD! Get a **20% bonus** for submitting final applications over \$35,000 by July 31, 2021 or a 10% bonus for submitting the final application by Sept. 15, 2021.

This bonus plays nice with the Early Bird 10% Bonus, which is paid to customers. **The LEEP Bonus is paid to the Trade Ally.** Both bonuses will be paid out to each party for any eligible overlapping paid final application.

Funds may exhaust early, so be one of the first to LEEP AHEAD and capture your bonus.

View the [official bonus rules here](#) or talk to your [Energy Advisor](#).

Bonus Snapshot		
Condition	Early Bird Bonus	LEEP Bonus
Bonus paid to	Customer	Trade Ally
Bonus %	10%	20%, 10%
Submit final application by	Mar. 31, 2021	July. 31, 2021 for 20% or Sept. 15, 2021 for 10%

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Trade Ally Rewards - Cash them in now!

Reminder, 2020 program year (Dec. 1, 2019 - Nov. 30, 2020) **points expire on Feb. 28, 2021.** They will be removed from your account on Mar. 1, 2021, if not

redeemed. No exceptions.

Points earned from the 2021 program year (Dec. 1, 2020 - Nov. 30, 2021) will remain in your account and not expire until Feb. 28, 2022. The 2021 program year points cap is back to 200,000 and at the normal points earning rates.

Connect with [Melissa Kelley](#) directly if you have questions about your points.

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APPLE IPAD 32GB BUNDLE

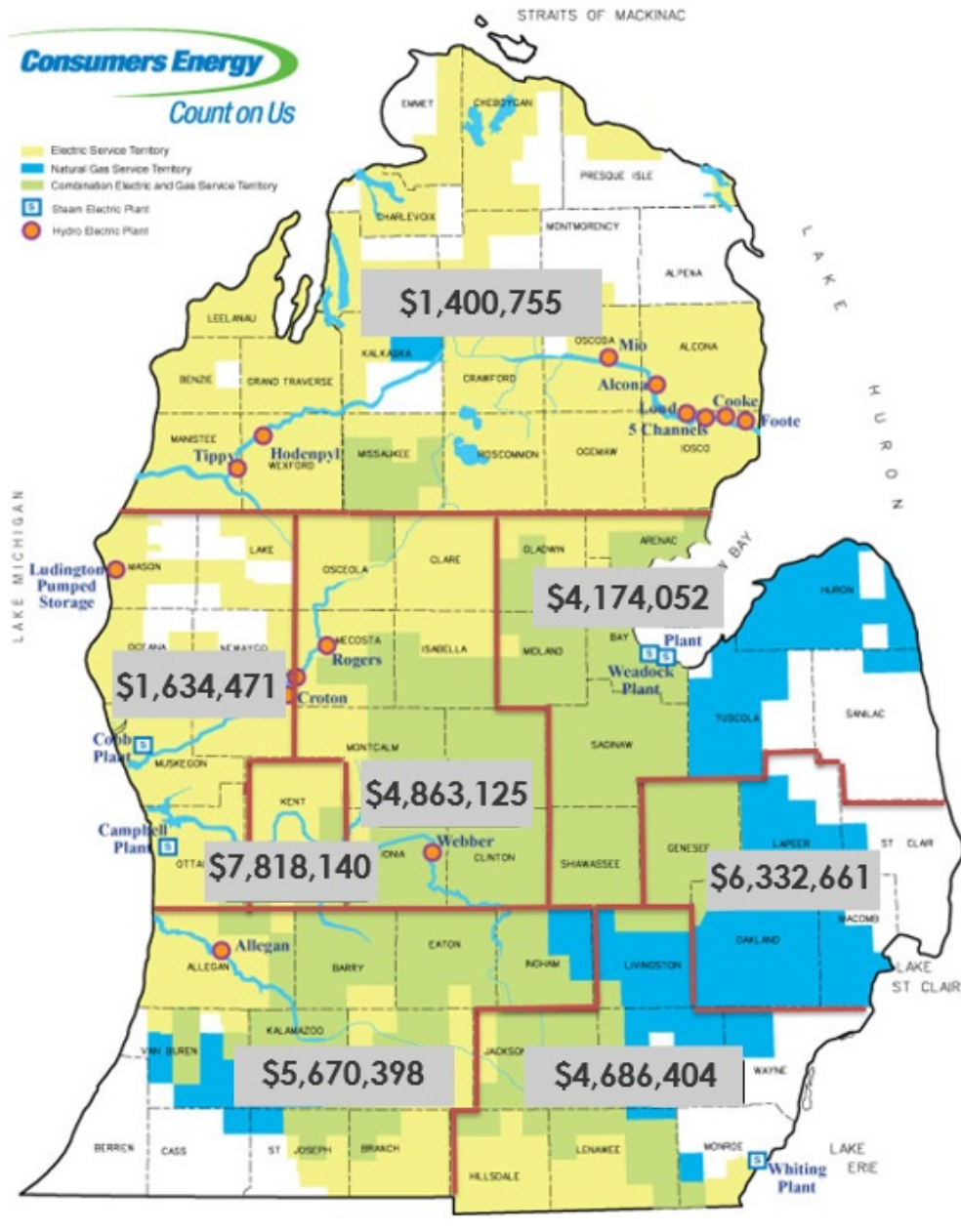
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Brand: APPLE

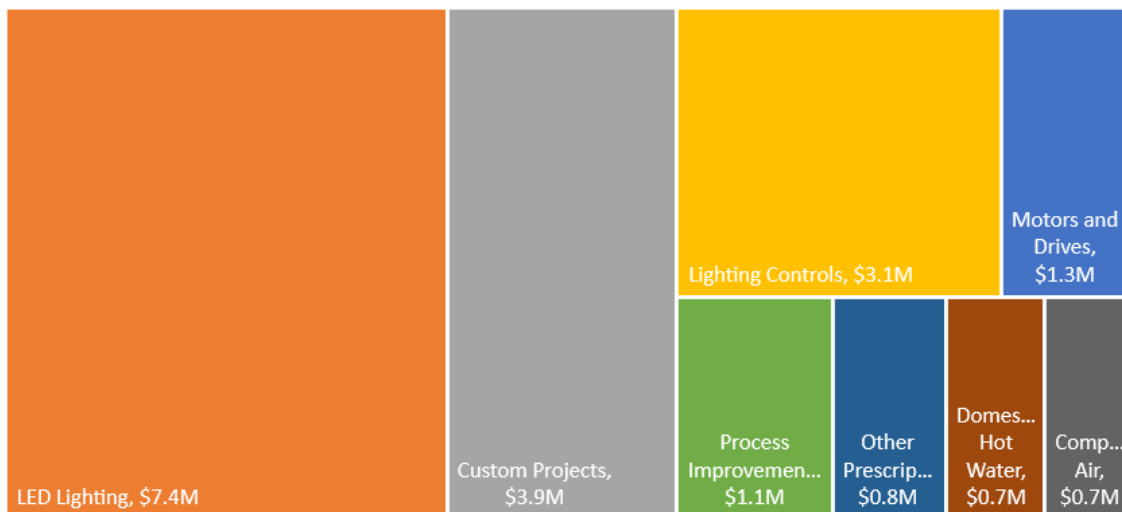
Points: 186,979

2021 Market Opportunities - Seize the Incentive

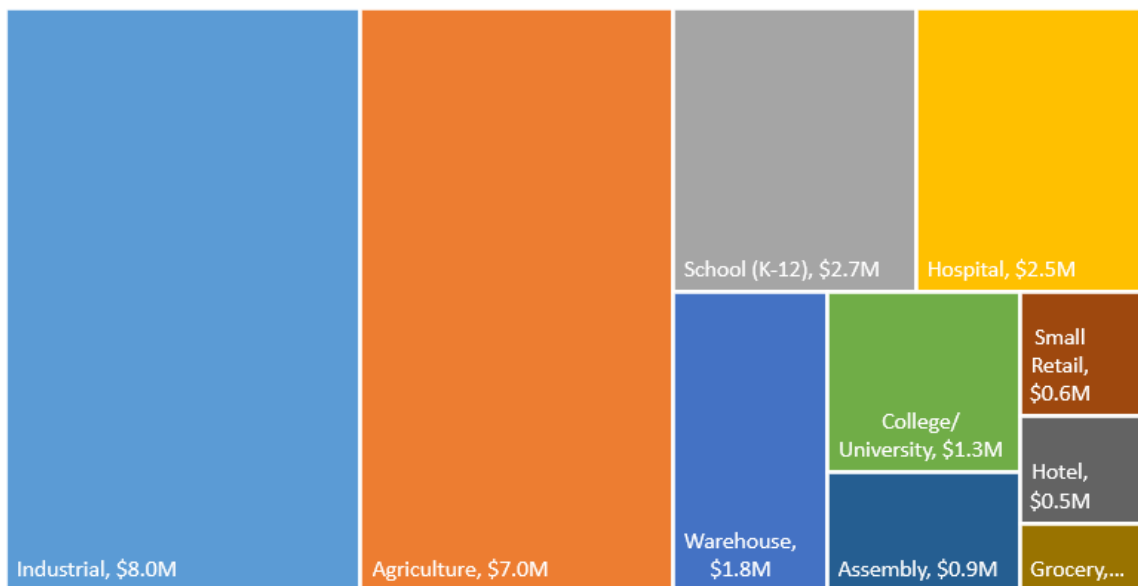
The map below illustrates the nearly **\$37 million incentive potential** for each region below. Capture your incentive in each region by learning more from your [Energy Advisor](#).



2021 top incentive opportunity by energy efficiency measure:

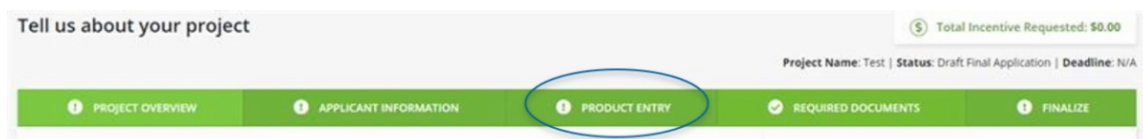


2021 top incentive opportunity by business type:



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Reminder: Online Application for Quoting Projects



Use the [Online Application](#) for quoting projects. Simply login, click the Product Entry tab and use it to quote the project to see the available incentives and totals.

Note: Logging into the Online Application uses a different set of credentials than logging into the Trade Ally Portal or Rewards websites.

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Last Chance: Win \$5,000!



Submit your 2020 Project of the Year

Your annual opportunity to be honored with a \$5,000 prize for submitting your most innovative project in 2020! And the winning customer gets \$15,000!

[Submit your entry here](#) to compete for this award by Feb. 28, 2021.

Outside the Application

Heating equipment is working extra hard this time of year, get an instant discount on heating equipment and steam traps through our **Business Instant Discount Program**. We offer a **\$75 instant discount on steam traps without filling out paperwork**. If your distributor isn't offering a discount, let us know and we will sign them up.



Find your local distributor [here](#) to get your instant discount.

Business Instant Discount, East MI

Brandon Scott.....517-243-1070

Business Instant Discount, West MI

Todd Loheny.....517-512-0144

Small Business Updates

Small Business Quality Inspection Bonuses:

Criteria	Bonus Amount
80%-89% pass rate	\$50 per passed inspection
90% pass rate	\$75 per passed inspection
100% pass rate	Additional \$5,000

The bonus is assessed quarterly and a minimum of five projects must be completed within that quarter to be eligible for the bonus.

Questions? Contact:

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Cobranding

Tying your brand with a larger more well-known brand is an effective way to increase market share.

We recently rolled out a cobranding offering to Trade Allies to use Consumers Energy logoed badges. Apply [here](#) to learn more and receive your badge.



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Upcoming Webinars

Refrigeration Controls & Lighting and the Michigan Energy Code

Join us on Tuesday, Mar. 2 from 11 a.m. to 12 p.m. to learn how customers can save when upgrading their refrigeration controls, motors and lighting.

Mar. 2, 11 a.m. to 12 p.m.



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Boilers, Water heaters, Pool Water Heaters & the Michigan Energy Code

Join us on Tuesday, Mar. 23 from 11 a.m. to 12 p.m. to learn how customers' can save energy and money with updates to boilers and water heater systems.

Mar. 23, 11 a.m. to 12 p.m.



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Trade Ally Orientation

Get an overview of our programs. You and your team will learn the process of efficiently filling out and submitting a project rebate application and be introduced to resources for your business to help generate more projects.

Mar. 18, 9 a.m. to 11 a.m.

[+ Register Now](#)

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Trade Ally Energy Advisors

Northern Region - Jim Minthorn	231-633-5467
West Region - John Russell	616-432-7315
Kent County - Chad Tefft	517-449-4096
West Central Michigan - Mark Bates	517-220-8800
East Central Michigan - Laurie Brenner	517-706-7315
Metro North Region - James Dail	517-993-7486
Southeast Michigan - Nathan Leindecker.....	231-670-6918
Southwest Michigan - Gordon Plourde	517-375-0506
Strategic West Michigan - Aaron Prince	616-633-8686
Strategic East Michigan - Dave Kirk	517-896-5830
National Accounts - David Keller.....	517-258-0616
Agriculture - Duane Watson.....	517-749-6668
Agriculture - Tom Gallagher.....	734-358-8826
Indoor Agriculture - Rachel Fredrickson.....	517-899-5570
Network Lighting Controls - Chris Valliere.....	517-614-0552
Business Instant Discount East MI - Brandon Scott.....	517-243-1070
Business Instant Discount West MI - Todd Loheny.....	517-512-0144

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We're here for you

Choose the most convenient method to contact us.

[+ Online](#)

[+ Email](#)

[+ 877-607-0737](#)



This message was sent by Consumers Energy
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