



Consumers Energy Business Instant Discount Program (BIDP) January Updates

Product Incentive Increase

Helping you increase sales is our objective in 2021, so we are **increasing the maximum discount from 75% to 100% of the product sale price**, based on our current incentives.

A great way to communicate this to customers is, "Consumers Energy allows us to provide low to no cost energy efficiency products instantly, when you buy from us and install them in your facility. Their incentives drastically reduce your out of pocket costs with no paperwork for you."

Q4 2020 Performance Bonus Increase



2020 hit businesses, Michigan and the world hard. We recognize this and since we are always looking for ways to give back to you, our Distributors, we are increasing the 2020 Performance Bonus payouts, for most categories. **Your check is in the mail!**

Electric Incentive Provided to Customers, Quarterly	Original % of Bonus Earned on Quarterly Incentive Sold	Increase Q4 % of Bonus Earned on Quarterly Incentive Sold
Completed a Transaction	None	\$500
\$5,000 - \$9,999	5%	7.5%
\$10,000 - \$19,999	10%	12.5%
\$20,000 - \$70,000*	15%	17.5%

*Bonus capped at \$70,000

Electric Incentive Provided to Customers, Quarterly	Original % of Bonus Earned on Quarterly Incentive Sold	Increase Q4 % of Bonus Earned on Quarterly Incentive Sold
Completed a Transaction	None	\$500
\$5,000 - \$4,999	10%	12.5%
\$5,000 - \$9,999	20%	17.5%
\$10,000 - \$30,000**	30%	30%

**Bonus capped at \$30,000

Valid for the 2020 program year, 2021 program year Performance Bonuses remain at the original payout percentages.

Trade Ally Rewards - Points Expiration and 1099

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. We will remind you a few more times before this date.

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.

As mentioned during the Trade Ally Rollout, a 1099 tax form will be sent to individuals that redeemed points valued at more than \$600, per the law. **You have already been contacted if applicable.** We will be reimbursing you with a Visa gift card for the taxable amount to alleviate the tax burden and make this a no out of pocket money rewards program for this year and future program years.

Connect with [Melissa Kelley](#) directly (cc your Energy Advisor) if you have questions about your points or the W9 form request.

Program Updates

Join us in congratulating Amanda Bliss on her internal promotion, which, unfortunately for us means she is no longer working on the Business Instant Discount Program. We wish her much success in her new endeavors.

Please help us with this transition

by copying [Todd](#) or [Brandon](#) on the emails to BusinessInstantDiscount@cmsenergy.com, this will help us expedite requests.



New Product Suggestions

Submit new products for the APL to businessinstantdiscount@cmsenergy.com by 5 p.m. on Thursday for it to be added to the system on Friday. Get your products added to avoid a delay in processing your transactions!

If you have a lighting product that is not DLC® or ENERGY STAR® listed but meets the specifications, please fill out [this form](#) and send it to businessinstantdiscount@cmsenergy.com along with the required documentation, for our review. If the product meets the qualifications set by DLC or ENERGY STAR, we will add it to the APL and we will incentivize that qualified lighting product moving forward, until it no longer meets the specifications. Please include the accurate DLC or ENERGY STAR number to avoid delays in processing.



Marketing



We have new brochures, [found here](#), that include wallpacks. We added agriculture measures to the 2021 program year (found in the [2021 Application](#)) and will have a brochure available soon.

Contact Brandon or Todd, or [email us](#) to order printed copies. Tell us how many you would like and the ship to address.

We also have counter mats, popup displays and banners available, let us know if you want any of these point of sale displays.

Business Instant Discount Contacts

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This is one of several programs designed to help you save energy and money while protecting the planet.

To learn more about our Clean Energy Plan and how you can take an active role in building a clean energy future for Michigan, visit MICleanEnergy.com.

[Learn more](#)

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