



Become a Preferred Trade Ally

Becoming a Consumers Energy Trade Ally gives your company an extra edge against the competition when selling energy efficiency projects. We provide numerous benefits to help your business thrive.



EDUCATION

Receive free trainings on energy efficiency products and programs.



EASE

The online application is free and easy! Simply scan above or go to ConsumersEnergy.com/easyapp to start your application.



ENGAGEMENT

Participate in virtual events and forums to create statewide exposure for your company.

Become a Trade Ally today!

Visit cetradeally.com or contact **Mindie Graszler** at Mindie.Graszler@cmsenergy.com



Additional Benefits for Trade Allies

TRADE ALLY NEWSLETTER



Receive the most up to date program information with our monthly newsletter.

REWARDS



Earn points for your paid applications that you can redeem for thousands of reward offerings.

CONSUMERS ENERGY BADGE RECOGNITION

Badges are a way to recognize your business and market your affiliation with Business Energy Efficiency Programs. They tell customers you have completed program training, are knowledgeable about program incentives and are a trusted resource for their energy efficiency projects.



TRADE ALLY PORTAL

Becoming a Trade Ally allows you to have a portal login at CETradeAlly.com to view current project statuses, historical projects, review your performance status (Gold, Silver, Bronze) and more.

CONSUMERS ENERGY PROGRAM WEBSITE INCLUSION

Trade Allies are listed in the "Find a contractor" search at ConsumersEnergy.com/business/energy-efficiency. This visibility on the main landing page for the program puts customers in touch with only Trade Allies!

ENERGY ADVISOR

Consumers Energy Energy Advisors are here to help you sell energy efficiency projects. Advisors can:

- Visit with you and your customer to answer questions and provide ROI data.
- Utilize a Customer Energy Efficiency Scorecard to show why energy efficiency can save money.
- Explore analytic insights to drive sales in your geography and industry.
- Provide Consumers Energy's Mobile Training Unit for counter days.

BONUS STRUCTURE

Annual performance bonuses based on the completion of paid projects for Gold and Silver Trade Allies.

GOLD

25 completed projects OR
total savings of at least
300,000 kWh or 10,000 Mcf

2% of project
incentives

SILVER

10 completed projects OR
total savings of at least
50,000 kWh or 1,000 Mcf

1% of project
incentives

BRONZE

All others

None

02/2024

Take the next steps to become a Trade Ally today!

1. Visit the Trade Ally website to apply
2. Attend a Trade Ally training orientation
3. Have one project paid per program year

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