



# Trade Ally Program FAQS

**Consumers Energy**  
Count on Us®

We're making some improvements to our Energy Efficiency Program. As a valued Trade Ally, you can count on us to keep you informed as changes roll out. Below are some common questions we've been hearing. If you have a question that isn't covered here, don't hesitate to contact us for more information.

## **Will I have to resubmit documentation for active projects?**

All 2025 projects will be transferred to the new vendor and there will be no additional work required on your part to ensure your open projects continue moving through the process. A team member will reach out to ensure you know who to contact for each of your 2025 projects.

## **Are incentives changing for 2025?**

No significant changes are currently planned for 2025. To minimize disruption to your business, we are carrying current incentive levels into the first quarter of the new program year. From there we will continue to review incentive levels on a quarterly basis.

## **Will co-branding be available?**

Yes. Co-branding as well as additional marketing support materials will be made available.

## **Will third-party payment to Trade Allies continue to be offered?**

As a benefit of being a Trade Ally member, you'll still have third-party payment ability.

## **Will the new application process look different?**

The new applications will maintain the core functionality but with improvements to streamline the process and make it more user-friendly. The PDF application will still be available. We'll provide specific details and training materials when the new systems launch to ensure you're comfortable in the new environment.

## **How will I know who to work with on current and future projects?**

For 2024 projects, you'll continue to work with your current contacts. Starting as early as November 4th, the new program team will reach out to get to know you and your organization, discuss 2025 projects and understand how they can best serve you.

## **The midstream program year ends on December 15, what do I do with my product sales until the new portal goes live on January 8?**

The current portal will remain until January 7. You can continue to submit your sales there. The new midstream tool, Program Partner Central, will go live on January 8 so there will be no interruption in your ability to submit for rebates.

**To learn more, or if you have questions, just send an email or give us a call:**

BusinessTradeAlly@cmsenergy.com • (888) 674-2770