



Thank you for being a Trade Ally!

Becoming a Consumers Energy Trade Ally gives your company an edge against the competition by selling energy efficiency products, equipment, upgrades and projects. We provide numerous benefits to help your business thrive.



Exposure

- Co-marketing opportunities
- Free marketing materials
- "Find a Contractor" listing



Resources

- Program training
- Free online tools
- A dedicated support team



Earning

- Customer rebates
- Exclusive bonuses
- Rewards points

Email BusinessTradeAlly@cmsenergy.com to receive the monthly Trade Ally Newsletter and get information about the program and current incentives.

Consumers Energy

Count on Us®

Improved Energy Efficiency Programs and Incentives

What do Consumers Energy's improved energy efficiency programs and incentives mean for you?

- Enhanced support structure to ensure you have the resources you need.
- Fewer application requirements.
- PDF and interactive digital applications are available.
- Co-marketing materials and additional program marketing support are available.
- Third-party payment options are accepted.

See [Program Resources](#) for more information.

How to Complete a Rebate Application

The incentive application process has 5 steps:

1. Check project and equipment eligibility.
2. Submit pre-notification application (if required, you'll update it for your final application after you complete your project).
3. Install equipment and/or complete the project.
4. Submit a final application (within 60 days of the completion date or on or before the reservation expiration date, whichever occurs first).
5. Receive incentive payment!



See the [Incentive Application](#) for more details.

View a [tutorial on completing an application](#) [here](#).

Free Marketing Materials are Available

The Trade Ally badge and additional free marketing tools are available to help you promote your business. They include: flyers, case studies/success stories, graphics, vehicle magnets, a digital badge, window clings and more.

Materials and additional resources are available on the [Trade Ally Portal](#).

Questions? Contact Us.

866-674-2770 | BusinessTradeAlly@cmsenergy.com | [Find your Account Manager](#)

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