

Trade Ally Custom Program Overview



Don't see an existing incentive for your next efficiency project? Bring it to us through the Custom Program.

Large or small, process improvement or equipment, whole-building or single measure – let's work together to secure maximum incentives for your customers and your business.

Common Custom Project Types

The possibilities are open-ended, but common project types include:

- *Process/productivity improvements*
- *Compressed air system optimization*
- *Chilled water system optimization*
- *HVAC system optimization*
- *Insulation*
- *Uninterruptible Power Supplies (UPS)*
- *IT equipment efficiency upgrades*
- *Large VFD applications (pumps, fans, motors, blowers, chillers, and refrigeration compressors)*
- *Heat pumps and VRF systems*
- *Greenhouse daylight sensors*
- *Grow lights*

Custom Incentive Amounts

- **Gas projects:** \$12/Mcf up to \$500k/project and \$6/Mcf over \$500k, capped at \$1 million/year per customer.
- **Electric projects:** \$0.10/kWh, capped at \$2 million/year per customer.

What to Include When Applying

Visit **ConsumersEnergy.com/CleanApp** for a complete list of details to include.

Process Overview

Apply for and secure your custom incentives in just three steps:

1. Submit a pre-application or contact your account manager for help.
2. Stand by while our team reviews the project and validates the savings.
3. Receive pre-approval and confirm reservation of your incentive funds.

Get Started Today

If you have a potential project or questions, contact your account manager, email **BusinessTradeAlly@cmsenergy.com** or call **(888) 674-2770** to learn more.