

# TRADE ALLY TIMES

A newsletter for our valued contractors and Trade Allies



# DTE



2022 is promising to be another exciting year for DTE's Energy Efficiency Program for Business. As we are rapidly making our way through the first quarter, take a few minutes to see what we have to offer and re-focus on the great opportunities our incentives offer your business. 2022 is shaping up to be another great year of success and transformation! The 2022 program year has launched with new bonuses, we're getting back to more in-person events, and we have a few upcoming changes to our Trade Ally program that we will announce soon. Wishing you a great start to another successful year!

## Linear LED Bonus

With this customer bonus, retrofit projects become more cost-effective with a 20% bonus on all linear fluorescent to LED projects for customers.

This offer provides a bonus directly to the customer based on the value of all applicable prescriptive and custom final applications submitted until March 31, 2022. This bonus may not be combined with other customer bonuses and will be capped at \$50,000. Only submissions through the Online Application are eligible for this bonus.

## Spring Contractor Bonus

We are offering a special bonus paid directly to contractors to help identify energy efficiency projects and apply for incentives on their customer's behalf.

This bonus is for electric measures only and will range from 10 to 30%. The Spring Contractor Bonus is available for all final applications received in March through June 2022. Final applications must be submitted by June 30, 2022.

As an added bonus, we are opening this offer to projects completed in 2021, that never had an application for incentive to any DTE program yet. We recognize that due to shortages in materials and labor, it was challenging to apply for rebates last year. We encourage you to find and submit projects that were not submitted in 2021 to receive an additional bonus. Find out more about this bonus at [dtetradeally.com](http://dtetradeally.com).

## Trade Ally Trainings

Thursday, March 24, 2022 - 1:00pm to 3:00 pm EST

Thursday, April 14, 2022 - 9:00am to 11:00 am EST

To sign up for training, please visit [our website](#).

## Trade Ally Rewards Program

Many of our Trade Allies have taken advantage of our rewards points and we want to thank you for your support. For 2022, we have decided to increase the rewards by now offering 2 points for every dollar submitted. That's right! We have doubled the offer for every project dollar submitted this year.

We hope for those Trade Allies who have utilized this program over the years, that it will offer you even more of the great products, experiences and opportunities available in the program. And if you have not previously participated, maybe this new added value will encourage you to start.

As always go to [awardlink.com/DTETradeAlly](http://awardlink.com/DTETradeAlly) for more information and to access your account. Contact your outreach representative with any questions.

## Engineering Society of Detroit Conference

The Engineering Society of Detroit recently announced the Michigan Energy Efficiency Conference and Exhibition will be hosted at the Suburban Showcase on May 3, 2022.

The conference is in its 23rd year and is designed to educate small to large commercial and industrial businesses on technology, products, and services that will assist them in successful energy management. To find out more about the event and to register, visit [esd.org](http://esd.org).

## Trade Ally Q&A

We answer your comments from monthly surveys.

**Q:** It would be helpful if you could streamline the application and the documentation process. Maybe you could use a standard form with Consumers Energy.

**A:** That's a great comment and is actually something we are working on. With our online application now taking prominence in both programs, this should be easier to implement. Stay tuned!

For more information or questions you may have contact us at 866.796.0512 (option 3) or by email at [dtesaveenergy@dnv.com](mailto:dtesaveenergy@dnv.com).