



RESIDENTIAL OVERVIEW

Helping you do more to use less at home.

When Wisconsinites decide to get in on energy efficiency, the hard part is already done. Whatever the motivation may be, you're making a conscious effort to reduce your home energy use and save money not only for yourself, but for Wisconsin, too.

But with all the different ways to take action, it can be challenging to decide which solutions are best for you. We make it easy for you to find the right opportunities to make a real difference. Problem solved.

Free energy-saving products.

Get a pack with LED bulbs, efficient water fixtures, smart power strips and more sent right to your door—all for free!

focusenergy.com/simple

Seal your home with energy efficiency.

Air sealing and insulation upgrades will help protect your home against lost heating or cooling and air quality issues year-round, while also improving your comfort.

focusenergy.com/wholehome

Stay comfy and save on heating and AC upgrades.

Get incentives on new heating and cooling equipment like furnaces, smart thermostats and more.

focusenergy.com/heatingandcooling

Free appliance recycling.

Focus on Energy offers free pickup for each working refrigerator or freezer you recycle through us.

focusenergy.com/fridge

Get into renewable energy.

Work with Focus on Energy to get the technical support and financial incentives you need to make the transition to renewable energy.

focusenergy.com/renewable

Build it right—from the ground up.

Focus on Energy will put you in touch with builders and consultants providing third-party certification for homes that meet the highest efficiency standards.

focusenergy.com/new-home

Cash in on this bright idea.

Save instantly at participating retailers on qualified ENERGY STAR® LEDs.

focusenergy.com/lighting

Skip the hassle—find discounts online.

Focus on Energy's online marketplace offers a variety of energy-efficient retail products at discounted prices.

focusenergymarketplace.com

For more information, visit focusenergy.com.

WISCONSIN



focus on energy®

Partnering with Wisconsin utilities



Tips for larger energy savings and smaller monthly bills.

Even if you only try a few of these energy-saving tips, you'll save on bills each month while helping us keep more jobs, money and energy right here in Wisconsin.



Lighting

- Install energy-efficient light bulbs
- Use motion detectors for outdoor lighting
- Consider smart lighting systems



Cooling

- Install a smart thermostat for more control
- Insulate walls and attics
- Ensure your AC has a Seasonal Energy Efficiency Rating (SEER) of at least 16



Heating

- Change furnace filters seasonally
- Get an energy-efficient furnace, heat pump or boiler
- Open window shades during the day and use the sun to keep rooms warm



Appliances

- Keep your freezer full to conserve energy
- Recycle old, working fridges and freezers with us
- Look for the ENERGY STAR® label on new appliances



Water

- Always wash laundry with cold water
- Reduce water heater temperature to 120°F
- Install faucet aerators and water-saving showerheads

For more great tips, tools and offerings, visit [focusonenergy.com](https://www.focusonenergy.com).

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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