

Big Savings for Heating & Cooling for Wisconsin Homes

HEAR Rebates Can Cover 50%–100% of Your Project

If you live in Wisconsin, the **Home Electrification & Appliance Rebates (HEAR)** program—administered in our state by Focus on Energy—can dramatically cut the cost of upgrades like **heat pumps, heat-pump water heaters, insulation & air sealing, panel/wiring upgrades**, and more. Depending on your household income, you could get **50% or even 100%** of eligible project costs covered, up to program caps.

Quick example:

- A family of 3 around **\$40,000/year or less** may qualify for **100% coverage** of eligible project costs (subject to program limits and local income thresholds).
- A family of 3 around **\$60,000/year or less** may be in the moderate-income bracket and qualify for **50% coverage** (again, based on local thresholds).

Note: Actual eligibility is based on your county's Area Median Income (AMI). Use the checker below to see where you land.

What Is the HEAR Program?

HEAR is part of the federal Inflation Reduction Act and is designed to make home electrification and efficiency more affordable for **low- and moderate-income households**. In Wisconsin, Focus on Energy manages the program and offers two ways to participate:

- **Contractor path:** Work with an IRA Registered Contractor for installed upgrades like whole-home heat pumps, insulation/air sealing, panel and wiring work.
- **Retail path:** For qualifying products (e.g., heat-pump water heaters, certain electric appliances), you may get **rebates or instant discounts at participating retailers**.

What Can You Upgrade?

- High-efficiency **heat pumps** for heating & cooling
- **Heat-pump water heaters**
- **Insulation and air sealing**
- **Electrical panel and wiring** upgrades
- Qualifying **electric kitchen/laundry appliances** (program-eligible categories)

How Much Could You Save?

Eligibility and rebate amounts are income-based. In short:

- **Lower-income households** (typically < 80% of AMI) can get up to **100% of eligible project costs** covered (within program caps).
- **Moderate-income households** (typically 80%–150% of AMI) can get up to **50% of costs** covered (within caps).

Because AMI varies by county, always check your exact eligibility with the tool below.

Why It's Worth It

- **Lower bills:** Heat pumps and tighter homes (insulation/air sealing) can significantly reduce monthly energy costs.
- **Comfort:** More even temperatures, fewer drafts.
- **Home value:** Efficient, modern systems are a selling point.
- **Climate impact:** Using cleaner electricity and less energy helps everyone.

How to Get Started: Simple

1. **Check eligibility.** Verify your household income and AMI status.
2. **Choose your path.** For installed equipment, find an IRA Registered Contractor. For eligible retail items, look for participating stores.
3. **Follow program steps.** Make sure your equipment and process meet program rules before purchase/installation.
4. **Submit paperwork.** Keep invoices and required documents so you can claim your rebate/discount.

[Check Your Eligibility & See If You Qualify](#)

Takes a few minutes. You'll get personalized guidance based on your location and household size.

Helpful Tips

- **No retroactive rebates:** Make sure you're following program steps *before* you buy or install.
- **Keep everything:** Save quotes, invoices, model numbers, and any contractor documentation.
- **Stack savings:** You may be able to combine HEAR with other Focus on Energy offers or federal tax credits where allowed.

Bottom line: If you're a Wisconsin household—especially a family of three around the \$40k–\$60k range—this program could be a game-changer for comfort and monthly costs.

Take two minutes to check eligibility and see what you can save.

HEAR is administered by Focus on Energy, offers income-based rebates up to program caps; Wisconsin's cap language and participation paths are outlined on Focus on Energy and the official HEAR portal, including the pre-qualification flow and "work with an IRA Registered Contractor" vs. retail purchase options. References Focus on Energy's HEAR pages and the [HEAR portal](#).

Original article: <https://www.madisonclick.com/big-savings-for-heating-cooling-for-wisconsin-homes/>