



Contractor Connect

for participating contractors

The latest:

Cold Climate Air Source Heat Pump Promotion is Back!

We are happy to announce that we will once again have a Spring Cold Climate Air Source Heat Pump promotion. The success of last year's campaign made it clear that we should make this an annual event. We hope the increased incentives and tools we provide will help you have a successful spring. Please see the details below.

We recognize that there have been significant delays in rebate payments over the last three months due to our transition to a new program partner and appreciate your patience during this time. All applications that do not have outstanding issues have now been processed. We are confident that we will not see extreme delays in rebate payments moving forward.

As always, feel free to contact me with any questions.

Jon Sullivan
Minnesota Power/ALLETE



Earn More/Save More for Cold Weather ASHP Installs

For a limited time, you can earn more and your customers can save more on Cold Climate Air Source Heat Pumps (ccASHP). Starting April 1st through June 30th, 2021, Minnesota Power is again offering increased rebates for your customers and double contractor rewards for you! Be sure to check for manufacturer rebates to make this technology more affordable for your customers.

Word is Getting Out

You may start to hear from customers expressing interest in installing a ccASHP. That's because we've been actively promoting this offer to Minnesota Power residential customers. All residential customers received a bill insert in March outlining the details of the promotion. In addition, we're sending targeted postcards to all-electric customers later this spring. We're also reaching customers online, with Google ads, social media posts, and digital advertising.



Double Your Contractor Rewards

During the promotional period, you'll earn a \$200 contractor reward for qualifying ccASHP installs. That's DOUBLE the standard contractor reward for each completed installation.

Promotion Details

Category	STANDARD RATE	PROMO RATE
Cold-Climate ASHP Rebate*	\$1,000	\$1,200
Smart Thermostat Rebate**	\$50	\$75
Contractor Reward	\$100	\$200

*Ducted or Ductless systems qualify. Ductless systems must be replacing an electric heat source or be installed in new construction.

**Thermostat or mini-split Wi-Fi adaptors allowing remote control from phone or computer. Must control an electric heat source.

Eligibility

All projects must be installed by June 30, 2021 to be eligible for promotional rebates and increased contractor rewards. Equipment must be found on NEEP's Cold Climate Air Source Heat Pump List.

Minnesota Power uses the NEEP efficiency specifications to qualify ASHPs as cold climate. This aligns with a national standard and allows the use of [NEEP's Cold Climate Air Source Heat Pump List](#) as a reliable way to verify equipment eligibility. If you can find a model on this site, it will qualify for our promotional rebate.

Type	HSPF	SEER	COP@5 degrees
CC Ducted	≥9	≥15	≥1.75
CC Ductless	≥10	≥15	≥1.75

Suggested Resources

Minnesota Power has partnered with CEE (Center for Energy and Environment) and other Minnesota utilities on the [Minnesota Air Source Heat Pump Collaborative](#). The goal of this partnership is to provide quality resources to contractors interested in installing air source heat pumps. Specifically there are great trainings on ASHP ranging from installations tips to lead generation and sales. Check out examples of what the collaborative can offer below and be sure to explore the full website for additional resources.



[Air Source Heat Pumps Best Practices Installation Guide](#)



[Online ASHP Training](#)



Need help?
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