

Contractor Connect

for participating contractors

The latest:

2024 Heat Pump Promotion is Underway!

Hello Contractors, and welcome to Spring ASHP Season!

As you know, Minnesota Power's Cold Climate Air Source Heat Pump promotion is currently underway and will continue to run through June 30th. We have been getting a lot of questions about the promo from customers, so I hope you are also receiving boosted interest this spring. We will also be sending a "Promotion is Ending Soon!" post card in May to our customers that will hopefully increase interest even more.

Keep reading for a rundown of the current promotion, and, as always, if you have any questions or requests for how we can support you better, please reach out to:

Chelsea Russell crussell@mnpower.com
or
Jon Sullivan jtsullivan@mnpower.com

Thank you!

Cold Climate Air Source Heat Pump Promotion

Between **April 1st** and **June 30th**, the incentives for Cold Climate ASHPs are increased to **\$1,200** (normally \$1,000).

A few reminders:

- If a customer accepts a bid before June 30th, but the work is not completed until after June 30th, you can use the promocode **ASHP2024** to get the promotional incentive amount of \$1,200.
- There is no longer an existing electric heat requirement for our air source heat pump rebates. **However, it is required that you provide the current heat source on the application for our tracking purposes.**
- Our cold climate rebate requirements are aligned with the 25C tax credit requirements. You can find 25C tax resources including look-up tools on our HVAC Portal: <https://www.mnpower.com/HvacPortal>. Please reach out if you have any difficulties determining if a unit qualifies.

Don't forget about the thermostat!

If you are installing thermostats or adapters with air source heat pumps, don't forget that Minnesota Power offers rebates for low and line voltage thermostats.

- **Smart Thermostat – Low Voltage:** \$50 (limit 1 per household)
- **Smart Thermostat – Line Voltage:** \$50
- **Programmable Thermostat – Line Voltage:** \$20
- **Smart Thermostat/Adapter – ASHP Ductless:** \$50

Do you work with Commercial customers? Let us know!

Starting in 2024, participating HVAC contractors will be eligible for contractor incentive payments on qualifying commercial rebates. See the [Contractor Portal](#) for a list of qualifying Commercial rebates.

As we expand our support of commercial contractors, we first need to know who you are. Please update your Find A Contractor tool profile and **check the Commercial box** under the “Sectors served” section: <https://www.mnpower-assessments.com/find-a-contractor-updates>.

Contractor HVAC Portal

You can find the following resources on our Contractor HVAC Portal: <https://www.mnpower.com/hvacportal>

- Updated Residential and Commercial rebate summaries
- Updated electronic and printable rebate forms
- 25C tax credit lookup tools

- Recordings of our previous trainings and updates
- Contractor Lookup Tool information
- Cooperative advertising resources
- ...and so much more!

New IRA Question on Rebate Applications

A new question has been added to both the online and paper HVAC applications. Do you intend to pursue Inflation Reduction Act (IRA) tax credits and deductions for any equipment on this rebate application?

This question should be answered on behalf of the customer and is purely for reporting purposes; it will not affect your customer's rebate. We hope you can utilize this question to help your customer become aware of potential tax credits for their qualifying project. Information on what tax credits currently exist can be found here: <https://www.irs.gov/inflation-reduction-act-of-2022>.

Rollout of Customer Choice Rebates

Your customers will now have a choice in how they receive their rebate from Minnesota Power.

For customers who provide an email address on the application: Once their application has been approved for payment, they will receive an email allowing them to choose how they want to receive their rebate payment, such as by check or a prepaid Mastercard.

For customers who do not provide an email address on the application: Once their application has been approved for payment, a check will be mailed to the mailing address provided on the application.

If you or your customers have any questions about this new offering, please contact us at 855-669-8196 or at mnpowerrebates@franklinenergy.com.

Tired of receiving checks? Sign up for electronic payments!

Contact us at 855-669-8196 or at mnpowerrebates@franklinenergy.com.



Need help?

Contact Jon Sullivan, Tel: 218-393-5059/Email: jtsullivan@mnpower.com.

Or

Chelsea Russell, Tel: 218-355-3389 /Email: crussell@mnpower.com

Update your Contractor Portal Profile: [Click Here](#)

Franklin Energy, 755 Prior Avenue North, St. Paul, MN 55104

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