

# Multifamily Trade Ally Program Application & Participation Agreement

**Contractors interested in participating in the Consumers Energy Multifamily Program must complete this application and participation agreement.**

Consumers Energy has developed a portfolio of programs promoting energy efficiency and conservation, including rebates and education. The Consumers Energy Multifamily Program offers financial incentives to participating building owners for the installation of qualifying energy-efficient equipment in common areas and tenant units of eligible multifamily residences.

This Trade Ally Participation Agreement is between the listed contractor and Consumers Energy. This agreement defines the terms under which the contractor agrees to participate in the Consumers Energy Multifamily Program.

## Program Benefits

- Access to free exclusive program training
- Eligibility for program performance awards and bonuses
- Your company listed as a registered program Trade Ally on [ConsumersMultifamilySavings.com](http://ConsumersMultifamilySavings.com)
- Assigned Energy Advisor to assist with the program
- Eligibility for program performance awards and bonuses
- Eligibility to receive third party checks

## How to Apply

**To become a trade ally, you'll need to do the following:**

- Contact the Consumers Energy Multifamily Program to be assigned an Energy Advisor.
- Submit initial Incentive Application.
- Once an initial incentive application is paid, submit this Trade Ally Application and Participation Agreement for approval. (A contractor must complete at least one paid incentive project to become an Approved Trade Ally.)

**To maintain your trade ally status, you'll need to do the following:**

- Submit and complete at least one paid incentive project to Consumers Energy Multifamily Programs per program year.
- Ensure that all company representatives are properly trained on the Consumers Energy Multifamily Programs and one representative attends a mandatory Trade Ally training event on an annual basis.
- Provide services in accordance with the Consumers Energy Multifamily Program Policies and Procedures.

- Maintain good customer service performance and represent the Consumers Energy Multifamily Programs appropriately.
- Complete Trade Ally Application annually, ensuring all company information is current for program year.

The Consumers Energy Multifamily Program team will review all applications, verify the information provided and contact the references listed. If any information is missing or inadequate, we will contact you to request an update. You will be notified via email upon application approval.

Consumers Energy makes no warranty of any kind whatsoever, including, without limitation, the warranty of merchantability or fitness for purpose. Under no circumstances will Consumers Energy be liable for indirect, special, consequential, punitive or exemplary damages.

## Restrictions

- Applicant must be either an installer, general contractor, Architecture & Engineering firm or supplier of qualifying equipment to be eligible as a registered Trade Ally.
- Use of the Consumers Energy logo is strictly prohibited without the express written approval of Consumers Energy. Including but not limited to marketing materials, websites and business cards.
- Co-Branding is NOT allowed and will result in removal as a registered Trade Ally and potential suspension from the Consumers Energy Multifamily Programs.
- The use of the term "partner" is not allowed under the Consumers Energy Multifamily Programs.

Any instances of individuals or companies representing themselves as a Consumers Energy employee will result in removal as a registered Trade Ally and not allowing direct participation in the Consumers Energy Multifamily Program.

## PLEASE SUBMIT APPLICATIONS AND QUESTIONS TO:

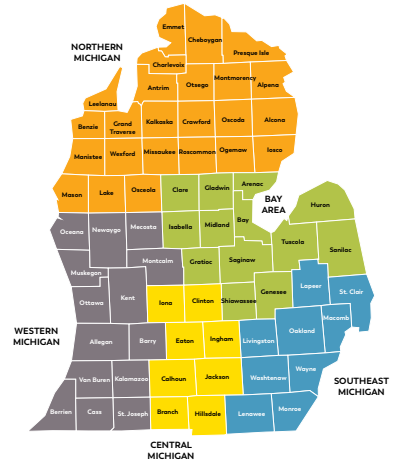
Consumers Energy Multifamily Program  
[CEMultifamily@cmsenergy.com](mailto:CEMultifamily@cmsenergy.com)  
Phone (877) 813-9617

COMPANY INFORMATION		
DBA (if applicable)		
Primary Contact Title:		
Position:		
Address:		
City:	State:	Zip:
Phone:		
Company President/Owner:		
Website:		
Federal Tax ID Number:	-	
Email Address:		

### Service territory

Please indicate the service territory that you serve (check all that apply):

- Northern Michigan
- Bay Area
- Southeast Michigan
- Central Michigan
- Western Michigan



### Additional contact information

Please add additional company contact(s) that you'd like to receive trade ally communications regarding program changes, training, newsletters, etc. If more space is needed, please attach a second sheet.

CONTACT NAME	CONTACT TITLE	PHONE (if different than above)	EMAIL

### Licenses and services

Please check the services your company provides (check all that apply):

- Lighting Services
- Refrigeration Services
- Domestic Hot Water System Services
- Window/Insulation Installation
- HVAC Services
- AC/Chiller Services
- Architectural Services
- Equipment Supplier
- Other

Valid Michigan contractor's license is required to be listed for commercial installation services.

LICENSE #	ISSUED TO *	CLASS	DESCRIPTION	EXPIRATION DATE

\*Must be same as company listed above.

### Professional references

Please provide three (3) commercial project (or professional) references. Projects with energy efficiency measures preferred, but not required. References will be requested in writing via email; therefore, email addresses are required in order to successfully process your application.

CONTACT NAME	BUSINESS NAME	PHONE	EMAIL (REQUIRED)

### A company representative

- Has attended **OR**  Will attend the mandatory Consumers Energy Multifamily Trade Ally Training:

ATTENDEE	DATE ATTENDED	LOCATION

**By signing below, the Company agrees to offer and provide services in accordance with the Consumers Energy Multifamily Program Policies and Procedures (electronic version available at [www.ConsumersMultifamilySavings.com](http://www.ConsumersMultifamilySavings.com)) and certifies that the above information is correct and properly represents the Company.**

Signature:	Name (please print):
Title:	Date: