



Leveraging Massachusetts' NORA-Funded Equipment Rebate Program

Bioheat®

The clean, renewable home heating oil.

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Today's Heating Oil: Clean. Efficient. Safe. Renewable.



Save Money with High-Efficiency Equipment

The online hub for equipment rebates and other pro-oil information is www.DiscoverEfficiencyMass.com. This Massachusetts-specific consumer-oriented website will serve as the public face of Oilheat, Bioheat® fuel and rebates in the Bay State.

Rebate Basics

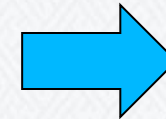
**\$250 for a new
oil-fired furnace**

**\$250 for a new
oil-fired boiler**

**\$250 for a new
heating oil
storage tank**

Rebate Basics

1. Property must be located in Massachusetts.
2. New system must be higher efficiency than the old system.



Step 1: Customer Expresses Interest in a Rebate

- Heating oil customers will learn about rebates through the website or other means and will ask about it.
- Dealers will promote it to their base, or identify specific customers they want to offer a rebate.
- Regardless of how interest is generated, the application process will be the same.



Step 2: Dealer Provides the Rebate as a Discount Upfront

- Dealer will provide rebate when work is quoted or when work is agreed to. So a \$6,500 job will be quoted as \$6,500 less a \$250 system rebate and the customer will pay \$6,250.
- Customer receives the benefit immediately.



Step 3: Work is Completed





Step 4: Dealer goes to MEMARebate.com and Submits Rebate Application

- Upload a W-9 if it's your first time submitting a rebate application.
- Upload proof of work (an invoice, a work order, etc.). Proof of work must list the rebates that have been provided to the customer.
- Fill out the Customer Info, Company Info and Project Details sections.
- Be prepared to report on system and tank details.
- Any company employee designated by the appropriate company manager can submit rebate applications on your behalf.

NEW REPORTING REQUIREMENTS!

In order to capture the information that is most valuable and useful to NORA data tracking and efficiency analysis, NORA is requiring new information to be provided when submitting for an equipment rebate.

- AFUE is no longer necessary to report.
- Be prepared to report on:
 - Age of the system being replaced
 - Information about the presence of a tankless coil or indirect-fired water heater
 - Make of Old Tank and Make/Model of New Tank



Step 5: NORA Distributes Reimbursement Check to Dealer

- Once a rebate application is submitted by a dealer, the submissions will be collected by Warm Thoughts and prepared for submission to MEMA.
- Within 2 weeks, all rebate applications will be sent to MEMA for final processing. MEMA will submit to NORA.
- NORA will approve and process rebate checks.



Recommendations

- Be selective in your use of rebates. Target customers you've identified as high-vulnerability first.
- Promote the availability of the IRA Tax Credit along with the NORA rebate.
- Consider adding an “extra” rebate on top. Companies have had success “doubling” the rebate by providing an additional discount funded by the company. Giving up a few hundred dollars of margin is a good move to increase sales and keep your crews busy.

FAQ's

- When will the program be live?
- Can I apply for rebates retroactively?
- When does the program end?
- What happens if funding is exhausted?
- Can rebates be combined?

April 14th

NO. WORK MUST BE COMPLETED AFTER APRIL 14TH.

WHEN FUNDING RUNS OUT.

WE WILL ALERT DEALERS AND GIVE THEM TIME TO WRAP UP THEIR EXISTING REBATE BUSINESS.

YES. MAX OF 2 (\$500) PER HOUSEHOLD.

FAQ's

- **Do vacation homes qualify?** **YES.**
- **How long until rebates are processed?** **6-8 WEEKS BETWEEN REBATE SUBMISSION AND REIMBURSEMENT.**
- **Is there a rebate limit per dealer?** **NO. FIRST-COME, FIRST-SERVED.**
- **Who do I call with questions?** **RICH CARRIONE – 973-632-8793**
MICHAEL FERRANTE – 781-365-0844



Questions? Thank You!



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