



FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

TALKING POINTS TO BUSINESS OWNERS

Use these talking points when speaking to business owners. When talking with business owners, make sure to introduce yourself, why you are reaching out, and your interest in business energy efficiency.

Audience: Business Owners

The Ask: Sign up for a Free Business Energy Assessment from Xcel Energy

1. How do I sign up?

- Contact your Xcel Energy Mid-Market Representative Will Hutchens at william.w.hutchens@xcelenergy.com.

2. What is a business assessment?

- An energy assessment will help you determine where and when to invest in new, energy efficient equipment.
- An Energy Expert from Xcel Energy will assess the systems in your business that use energy, such as lighting and HVAC equipment, to identify the most cost effective projects that will increase energy efficiency save you money.
- You'll receive a comprehensive report and recommended next steps to save money and energy.

3. Why sign up?

- If you complete an energy assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to \$4,000, for any projects you complete within six months of the assessment.
 - i. For example, if Focus on Energy offers a \$5,000 for a qualifying equipment upgrade, Xcel Energy will add an additional \$3,750, equaling \$8,750 total.
- Improving the energy efficiency of your business will reduce your energy costs and your impact on the environment
- An assessment will identify low- or no-cost ways to use your building and equipment more efficiently while also providing recommendations for bigger equipment upgrades
- You will help our community achieve our carbon reduction goals but being more energy efficient.



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An Xcel Energy Community Collaboration