



FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

SAMPLE EMAIL TEXT

Use this sample email text to email a business owner to encourage them to sign up for a free energy assessment.

Email subject: Don't Miss Out: Free Business Energy Assessments and Bonus Rebates

Dear [Business Owner Name],

Have you heard that Xcel Energy is offering free energy assessments to businesses in La Crosse? They are also offering extra rebates of up to \$4,000 for qualifying efficient equipment upgrades! It seems like a great opportunity!

What is an energy assessment? An energy assessment helps building owners determine where and when to invest in new, energy efficient equipment. During an assessment, an energy expert reviews your building's equipment that use energy, like lighting and HVAC equipment, identifying the most cost-effective projects to reduce energy waste and save money.

Benefits of signing up:

- A personalized energy report
- Help on determining next steps for projects
- Access to rebates from Focus on Energy and Xcel Energy

Plus, if you move forward with a recommended project, 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.

Get started today! Don't miss out on this opportunity. Get started by emailing Xcel Energy Mid-market Representative Will Hutchens at william.w.hutchens@xcelenergy.com.

This effort is part of La Crosse's goal to be carbon neutral by 2050. Learn more at cityoflacrosse.org.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration