



Xcel Energy and Trade Partner Expectations and Responsibilities

Contractor Participation Requirements

Xcel Energy has Demand Side Management (DSM) goals that trade partners who are listed on the Xcel Energy website, on registered contractor lists for specific rebate programs, will help Xcel Energy achieve by submitting rebate applications for their qualifying customers. By participating in the programs trade partners agree to stay in communication with Xcel Energy and provide their customers with accurate and updated information about qualifying equipment and associated rebate programs and policies; trade partners will not misrepresent themselves as Xcel Energy, nor misrepresent Xcel Energy programs; trade partners will follow the Xcel Energy advertising guidelines (see below); trade partners will submit information to Xcel Energy that is accurate and truthful; trade partners will provide quality customer service and resolve issues quickly; trade partners will provide quality work, in the field and on rebate forms.

Xcel Energy is not responsible if trade partners provide customers with inaccurate information about the amount of the actual rebate. Xcel Energy will not rebate equipment or installations that are mislabeled, misrepresented or do not meet the requirements of the program.

Xcel Energy reserves the right to terminate the trade partner relationship at its discretion. If trade partner participation is discontinued for any reason, Xcel Energy is not liable for rebate applications submitted by the trade partner after discontinuing participation. Xcel Energy will honor services provided by the trade partner up to the termination date under program practices in place at the time.



Advertising guidelines: The use of the Xcel Energy logo is not permitted on any trade partner materials or “trade bugs”.

Acknowledgment of Xcel Energy will be in text-only format on promotional materials. Our official company font is Univers LT. Arial is an acceptable substitute. When used in any form, Xcel Energy’s name must be less prominent than the name of the company making the solicitation, it must be in context of what Xcel Energy’s role is, and it must be clear who the communication is coming from. Use of the word “partnership” is not permitted.

Acceptable examples:

- Rebates available for Xcel Energy customers.
- Implementer of Xcel Energy’s XXXXX program

Please contact michelle.a.hurst@xcelenergy.com before using the company name, Xcel Energy, in any promotions or on any marketing materials.

Certification and Training Requirements

Air Conditioning Rebates

- Six-digit Xcel Energy contractor ID
- Required training completion
- NATE AC or ASHP certification
 - NATE GSHP certification if offering Ground Source Heat Pump rebates

Evap Cooling, Mini Split Heat Pumps, Heating and Water Heating Rebates

- Six-digit Xcel Energy contractor ID

Insulation and Air Sealing Rebates

- Six-digit Xcel Energy contractor ID
- Qualifying certifications include BPI Analyst, Envelope or Residential Building Envelope Whole House Air Leakage Control, Quality Control Inspector or Advanced Energy Auditor

Home Energy Audit Rebates

- Six-digit Xcel Energy contractor ID
- Required audit software and training (moderate fee)
- Signed agreement
- RESNET or BPI Envelope, or BPI Analyst certification

Home Performance Rebates

- Six-digit Xcel Energy contractor ID
- Required training
- Signed agreement
- Required certifications depend on the type of work performed
 - Insulation and air sealing improvements require BPI certification in Analyst, Envelope, Residential Building Envelope Whole House Air Leakage Control, Quality Control Inspector or Advanced Energy Auditor
 - Heating systems and water heating require either BPI Heating AND approved CAZ training
 - Air conditioning requires NATE AC or ASHP certification
 - GSHP requires NATE GSHP certification

