



## WHY INSULATE?

Insulation serves to slow down the movement of heat and helps keep heat where you want it. Some additional benefits to proper insulation are:

- Improve your home's comfort by distributing heat evenly throughout the home
- Lower your utility bills and save money
- Improve your health by reducing pollen and dust
- Reduce outside noise
- Fewer drafts
- Prevent ice dam formation
- Facilitate humidity control

**REWARDS OF UP TO \$2,000 ARE AVAILABLE FOR MAKING ELIGIBLE IMPROVEMENTS.**

# INSULATING YOUR HOME

Most older and some newer homes may benefit from additional insulation; in attics, exterior walls, overhangs, sill boxes and foundations. Adding insulation and air sealing at the same time is a sound investment that is likely to pay for itself quickly in reduced utility bills.

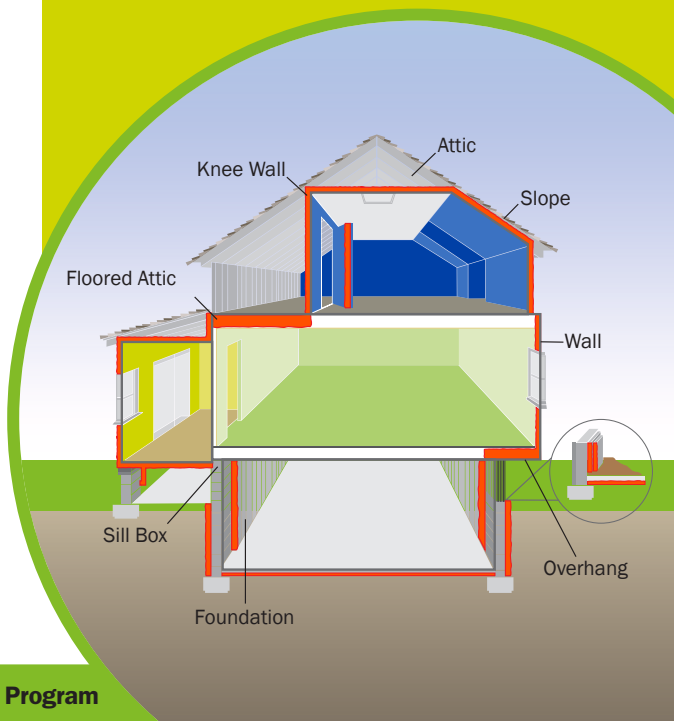
To determine whether you should add insulation, you first need to find out how much insulation you already have in your home, a **Home Performance with ENERGY STAR® Trade Ally** can help. A Trade Ally will use special diagnostic tools and modeling software to make recommendations specific to your home. Adding insulation in recommended locations will help make you more comfortable while saving energy and money.

**ACT NOW. SCHEDULE YOUR HOME ENERGY ASSESSMENT TODAY!**



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Proud to partner with Focus on Energy's Home Performance with ENERGY STAR Program

## SAVING ENERGY AND MONEY FOR WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

