

TRADE ALLY TIMES

A newsletter for our valued contractors and designated trade allies



2021 Kickoff meetings

Tuesday, Jan. 19, 2021 - 1:00pm to 3:00pm EST

Thursday, Jan. 21, 2021 - 9:00am to 11:00 am EST

Please contact your outreach representative to register.

2020 Program year

The 2020 program year is coming to a close, and we would like to thank all of our valuable Designated Trade Allies once again for their support and participation throughout the year. We could not have had this success without you! For the twelfth consecutive year, you have been instrumental in helping DTE Energy achieve their annual energy-savings goals and we look forward to working with you again next year.

Our 2021 program application was recently posted to our website dtetradeally.com and you can click the link to find all the changes.

Additionally, we are planning our portfolio roll-out meetings on Jan 19th and 21st and invite you and your customers to attend to learn about all of the incentive programs available.

DTE 2021 looks to be another challenging year as we will see another increase in our goals and we will be relying on your support more than ever.

Wishing you happy holidays and happy new year!

2021 Program changes

In 2021, there have been several incentive and measure changes, as well as, new measures added. To see a full list of changes click on the program changes image below.



2021 Designated trade ally training:

- Program overview
- 2021 application and catalog review
- Info on additional program features and benefits

January 14, 2021 - 9:00am to 11:00am

Sign up [here](#)

January 28, 2021 - 1:00pm to 3:00pm:

Sign up [here](#)

February 11, 2021 - 9:00am to 11:00am

Sign up [here](#)

February 25, 2021 - 1:00pm to 3:00pm:

Sign up [here](#)

March 11, 2021 - 9:00am to 11:00am

Sign up [here](#)

March 25, 2021 - 1:00pm to 3:00pm:

Sign up [here](#)

If you missed the DTA appreciation meeting, you have 6 alternative dates to renew your DTA status for 2021.

Trade Ally Q&A

Q: Thank you for adding optimal start/stop!!!! Super helpful measure to help sell controls!

A: You're welcome! Please continue to suggest measures by submitting a prescriptive deemed measure request. It will then be added to our prescriptive deemed measure worksheet, and added to the application the following year!

For more information or questions you may have contact us at 866. 796.0512 (option 3) or by email at dtessaveenergy@dnvgl.com.

Trade ally rewards program

Don't forget about the [DTE trade ally rewards program](#)! This program has been designed to reward you, our DTE trade allies, for your commitment to growing your business with us. The program is simple, you will earn 1% of your eligible submitted incentive dollars in reward points which you can redeem for over thousands of unique gifts and products. Points earned can be redeemed immediately or you can allow your points to accumulate in your account to receive bigger, better awards.