

# TRADE ALLY TIMES

A newsletter for our valued contractors and designated trade allies



We are making our way through a challenging 2021 and we couldn't do it without you. As businesses re-open, material backorders, and labor shortages continue to challenge our business climate. Despite these interesting times, we are pleased that DTE's business customers continue to perform energy efficiency retrofits!

We thank you for your continued support in finding projects and submitting applications. It was great to see some old friends at our golf outing in September. And you may have seen us at a few more trade shows and customer meetings over the last few weeks as we continue to elevate the program awareness. This year we have released several bonuses to help stimulate the market and reward our Designated Trade Allies for all their hard work.

If you attended our annual appreciation webinar, you noticed that the Online Application will be taking a prominent roll going forward. Based on customer and contractor feedback, we think this will be a great tool for you to use. As a reminder, the last day to submit applications for the 2021 program year is November 30. We'll be there before you know it!



## Online application

If you attended the Designated Trade Ally appreciation webinar, you may have seen the brief tutorial for the online app. Please note that it will take on a larger role in our program as we evolve beyond the .pdf version that has been our primary application over the last few years. If you haven't used the online application yet, we invite you to click the link to set up your account and get familiar with it going forward. We are planning additional in-depth training as we move closer to the end of the year. As an added benefit, for every online application submitted this year we are offering additional bonus points.



## Trade survey comment

We respond to your comments from monthly surveys

**Comment:** As it stands, the application and supplementary forms/worksheets are quite cumbersome. That said, DTE has recently opened up an online application tool that streamlines some of the process significantly and they are actively developing new resources to ease the burden on customers, Trade Allies, and (sub)contractors.

**Reply:** Thank you! Yes we are transitioning to the Online Application based on customer and trade ally demand. It really does improve productivity and efficiency once you are familiar with it.

For more information or questions you may have contact us at 866. 796.0512 (option 3) or by email at [dtesaveenergy@dnv.com](mailto:dtesaveenergy@dnv.com).

## Trade ally bounty

Issued in mid-September, we still encourage you to uncover past projects that may have been completed, but were never applied for. We are offering you, our Designated Trade Allies, a 5% bounty for the total application value. These projects may have been completed earlier this year or even in previous years. If you have any questions on projects or effective dates, please contact your outreach representative!

## 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. Also, every month we draw a winner to receive 10,000 rewards points. Points earned can be redeemed immediately or you can allow your points to accumulate in your account to receive bigger, better awards.