



TRADE ALLY PROGRAM

STEARNS ELECTRIC ASSOCIATION

Stearns Electric Association is committed to building relationships with local contractors through our Trade Ally program. All electrical, plumbing, HVAC or building contractors who provide services within the Stearns Electric service territory are welcome to participate in the Trade Ally Program. Please contact our Energy Services department at (800) 962-0655 or energywise@stearnselectric.org to learn more.

BENEFITS:

- Trade Ally partners can earn referral points throughout the year and qualify for annual rewards and incentives based on our point system (*see reverse side for details.*)
- Trade Ally Partners receive product and program information to help make additional sales.
- Receive complimentary Stearns Electric literature to distribute to your customers to help with sales.

REQUIREMENTS:

- Must be electrical, plumbing, HVAC or building contractor.
- Must provide services within the Stearns Electric service territory
- HVAC Trade Allies must be Quality Install certified.
- Trade Allies must contact Stearns Electric's Energy Services department before your customer does; your referral will be noted in our database at that time.

QUESTIONS:

Contact Energy Services Department
energywise@stearnselectric.org
(800) 962-0655

visit stearnselectric.org/contractors

STEARNS ELECTRIC ASSOCIATION
29643 Frontage Rd. | PO Box 816
St. Joseph, MN 56374

TRADE ALLY RESOURCES

STEARNS ELECTRIC CONTRACTOR MEETING

Stearns Electric hosts an informational meeting every Spring to build relationships with area contractors. This meeting is intended to keep you informed and knowledgeable about EnergyWise® programs, Stearns Electric rebates, new technologies and industry topics.

Dates and topics are announced in the Contractor Insights newsletter and sent via a mailed invitation.

CONTRACTOR INSIGHTS NEWSLETTER

Stearns Electric publishes a Trade Ally newsletter twice per year. Contractor Insights serves as the primary communication tool with Trade Allies; it is the go-to-source for Cooperative news, announcements and special promotions.

Contractor Insights is limited to one double-sided page. Stearns Electric will mail a printed copy to your business and electronically send copies to everyone with an email address in our database.

PREFERRED VENDOR LIST

Stearns Electric maintains a Preferred Vendor List available to members through our website. It is also sent to members who call in looking for a contractor. This is a directory of Trade Allies that have earned a place on the list by participating in the Stearns Electric Trade Ally Program. Earn a spot on the list by:

1. Attending one meeting/training per year, or
2. Earn 500 referral points (*see reverse side for details*)

Please note: HVAC members must be Quality Install certified; Stearns Electric reserves the right to remove a Trade Ally from the Preferred Vendor List at any time.

MARKETING SUPPORT AND MATERIALS

Please see reverse side for information on marketing support and materials.

Detailed information on all programs, rebates, contractor incentives and wiring diagrams, along with many of the required forms are available at:

STEARNSELECTRIC.ORG/CONTRACTORS

TRADE ALLY INCENTIVES

REFERRAL POINTS

Contractors can earn points every year, which help secure a spot on the Stearns Electric Preferred Vendor list and earn Trade Ally rewards. Earn the following points when you call to enroll a Stearns Electric member on our EnergyWise® programs and place an order for the equipment:

	POINTS	PREFERRED VENDOR POINTS
Cycled Air Conditioning (Central AC)	25 points	50 points
Cycled Air Conditioning (ASHP/GSHP)	75 points	100 points
Peak Shave Water Heating	25 points	50 points
Stored Water Heating	50 points	75 points
Dual Fuel Heating	50 points	75 points
Electric Vehicle Charging	100 points	125 points

ALL POINTS ARE REWARDED AFTER STEARNS ELECTRIC CHECKOUT IS COMPLETE.

1. Contractors on our Preferred Vendor list will receive 25 extra points per program referred.
2. Referring contractors receive the referral points listed above. Additional participating contractors(s) receive 25 points per job.

REWARDS:

REWARD LEVEL	POINTS	REWARD
1	100 points	\$100 in Fleet Farm Gift Cards
2	250 points	\$250 in Menards Gift Cards
3	400 points	\$400 in Home Depot Gift Cards
4	550 points	\$550 in VISA Gift Cards
5	700 points	\$700 in VISA Gift Cards
6	800+ points	\$1,000 in VISA Gift Cards

ADDITIONAL INFORMATION

REBATE FORMS AND TRADE ALLY RESOURCES

Detailed information on all rebates, along with many required forms and wiring diagrams, are available on Stearns Electric's website, stearnslectric.org/contractors.

MARKETING SUPPORT AND MATERIALS

Stearns Electric can distribute vehicle stickers and provide marketing materials for Cooperative programs to Trade Ally partners. Incentives for print and radio advertisements are also available on a limited basis. Please contact the communications department at communications@stearnslectric.org for more information.



STEARNSELECTRIC.ORG