

Home / [Business & Industrial](#) / [Newsletters & Webinars](#)

## Affordability Insider

September 2021

### Stay in-the-know on affordable housing upgrades

#### Team up with us to boost sales and help customers save

Many affordable housing buildings are older and can benefit from HVAC upgrades, but budget constraints can be a major obstacle to moving projects forward.



Customer incentives up to \$200,000 from the Enbridge Gas [Affordable Multi-Family Housing Program](#) can help you make the business case for high-efficiency equipment. Here, Energy Solutions Advisor Jeff Blunt explains how working with Enbridge Gas can boost your sales and help your customers save.

#### Why should a contractor work with Enbridge Gas on HVAC upgrades?

Our program has been helping affordable housing providers save energy and money for 25 years. We're well-known in the affordable housing community and when you work with us, you reinforce your credibility as a service provider. We have an established relationship with customers and they trust us.

#### Which buildings are eligible for incentives?

This program is for social and municipal housing providers, shelters, co-ops, rent-g geared-to-income housing and eligible market-rate multi-family buildings across Ontario. Privately owned market-rate housing must be rented to tenants at rates that are at or below the average rents specified by the Canada Mortgage and Housing Corporation (CMHC).

#### What are the Enbridge Gas incentives?

We provide incentives up to \$200,000 for energy-efficient upgrades including [boilers](#), water heaters, [make-up air units](#), [automated controls](#), [ERVs/HRVs](#) and other HVAC equipment. We also offer up to \$8,000 per building (up to \$40,000 per housing provider) for an energy assessment to help identify energy-saving opportunities. Many housing providers are aware that Enbridge Gas offers incentives, but they don't know the amount. Being able to see exactly how much money they'll save and how much they'll get back is key to closing the sale.

#### Are incentives also available to contractors?

Yes, as business partners and distributors, you'll be rewarded for helping customers upgrade to high-efficiency equipment, with up to \$100 per unit installed, or five percent of your customer's total incentive.

#### Is there a cost for this service from Enbridge Gas?

There is no charge to the contractor or customer. We offer technical expertise, help building the business case and applying for the incentives entirely free of charge.

#### When is the ideal time for a contractor to reach out to Enbridge Gas?

Contact us before you start the project. Ideally, we want to be involved before you pick equipment—we'd like to be part of that process. Customers see us as a neutral third party and rely on us for candid advice. We aren't trying to sell them anything, we just want to help them achieve their goal of saving energy, money and reducing emissions.

#### How long does it take Enbridge Gas to turn around information for the project quote?

After you provide the job details, we can usually turn around information for the quote in a day or two. We'll provide the expected natural gas savings per year, cost savings payback and carbon savings, which the customer likes to see, and of course the incentive amount, which helps move the project forward. Once the quote is ready, we can go to the customer together—we find that customers really value our input.

#### What free in-suite upgrades can eligible buildings receive?

Low-flow showerheads and heat reflector panels can be installed at no cost to eligible buildings. These are quick and easy in-suite upgrades that we hear residents appreciate as they really improve the comfort of their home. They're another value-add of working with Enbridge Gas. This is for existing buildings only; new construction is not eligible.

#### What other tools or support do you provide?

We provide free expert advice to help guide customers, including a no-cost analysis of building natural gas use. We can look at two years of past bills; we already have access to that data. We review the monthly usage and look for patterns—this gives us an idea of where the customer could make equipment upgrades to save.

We also offer free webinars to keep customers and contractors updated on the latest energy-efficiency building technologies. For example, we're seeing a lot of interest in natural gas heat pumps recently because of the carbon and cost savings they can provide, so we're offering a webinar to help more people learn about the technology and ask any questions they might have.

#### What's most rewarding about delivering this program?

Affordable housing providers are very passionate about what they do—they know they're making a difference in peoples' lives. For me, being part of that is very rewarding.

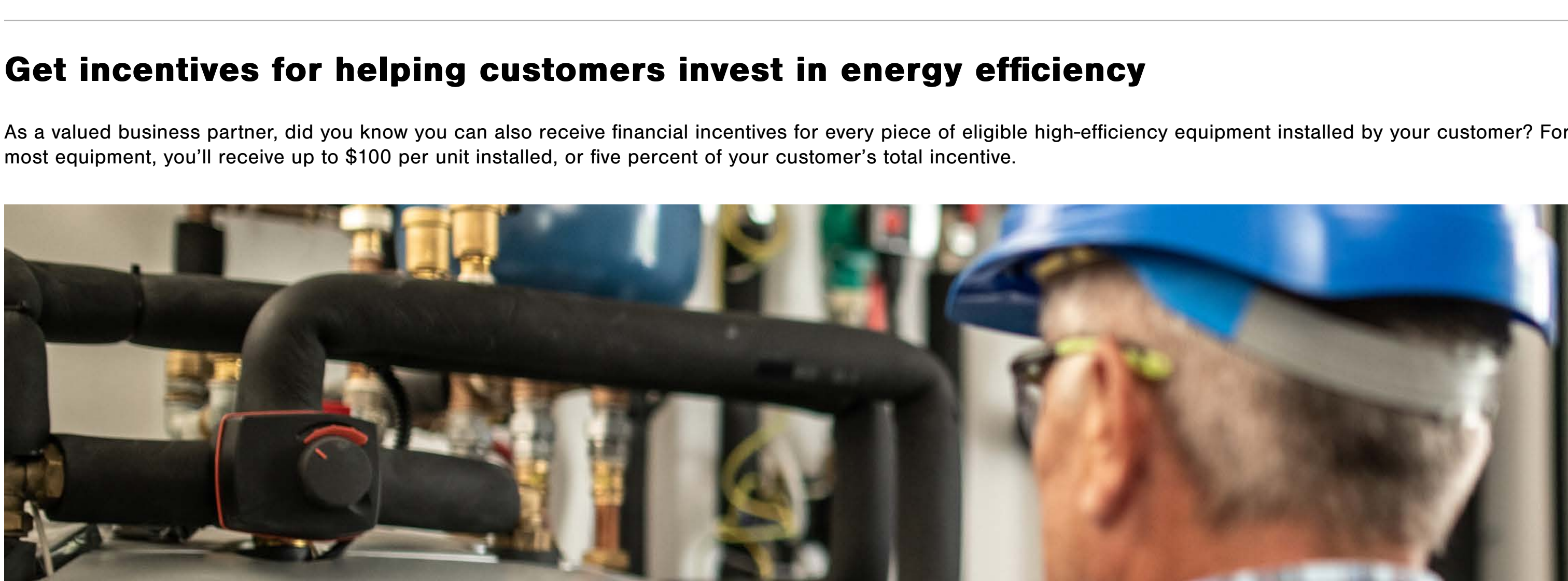
#### Partner with us on your next project

Connect with an Energy Solutions Advisor at [energyservices@enbridge.com](mailto:energyservices@enbridge.com) or [1-866-844-9994](tel:1-866-844-9994).

[See program details](#)

### Get incentives for helping customers invest in energy efficiency

As a valued business partner, did you know you can also receive financial incentives for every piece of eligible high-efficiency equipment installed by your customer? For most equipment, you'll receive up to \$100 per unit installed, or five percent of your customer's total incentive.



Equipment	Business partner incentive	Distributor incentive
Condensing water heaters Condensing make-up air (MUA) ERV/HRV	\$100 per unit	\$50 per unit
Boilers	\$100 per unit	N/A
In-suite ERV/HRV	5% of the total customer incentive per building. One business partner incentive per building.	5% of the total customer incentive per building. One business partner incentive per building.

#### Here's how to secure your incentive

##### 1. Complete an incentive application form

Submit the [2021 Fixed Incentive Application Form](#).  
For customers previously served by Union Gas, [please use this form](#).

##### 2. Attach a copy of the customer invoice

Your documentation should include:

- Customer name
- Customer address
- Installation address (must match the address on the application form)
- Type of equipment and how many units were installed
- Make, model and serial number(s)
- Rented or owned
- Enbridge Gas account number

##### 3. Submit your application package

Email the form, invoice and supporting documentation to [energyservices@enbridge.com](mailto:energyservices@enbridge.com) or to your Enbridge Gas Energy Solutions Advisor.

##### 4. Receive your incentive

Incentive payments for business partners and customers are issued separately and mailed to the addresses provided in your application.

#### Ready to get rewarded?

Learn how we can support you as you work with customers.

[See more business partner advantages](#)

### 5 reasons to partner with an Energy Solutions Advisor

As you work with your customers, there are many advantages to bringing Enbridge Gas in at the planning stage. Our [Energy Solutions Advisors](#) can reinforce estimated savings and lend credibility, provide free consulting services on projects, and provide incentives to help offset their costs and speed up payback.



##### 1. Build trust and credibility with customers

Housing providers need to trust that you are making the right recommendation for their needs. As a neutral party, we can confirm the estimated savings and predicted payback periods and put together an incentive through the [Affordable Multi-Family Housing Program](#) to strengthen the business case.

##### 2. Get expert help from start to finish

Our team is here to support you with in-depth technical expertise and industry knowledge about the affordable housing sector. We'll work hand in hand with your team to implement energy-efficiency projects from end to end.

##### 3. Lower the cost barriers for your customers

Budgets can make it difficult for affordable housing providers to move ahead with certain building improvements. Incentives not only lower the upfront cost of the equipment, but can reduce energy and operating costs year over year. This extra support can go a long way in getting approvals from their boards—and projects off the ground.

##### 4. Enjoy an easier, simpler process

We appreciate how busy both contractors and housing providers can be. Bring us in early and we'll take care of everything, from technical assistance to verifying savings; we even take care of the paperwork.

##### 5. Get rewarded with incentives for business partners

That's right! As valued partners, contractors and distributors can receive up to \$100 per high-efficiency unit installed, or five percent of your customer's total incentive.

#### Partner with us on your next project

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[Learn more about the program](#)

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