

# Water Heater Rebate



## Available Rebates:

- Electric tank water heater with lifetime warranty: **\$20 per gallon**
- Standard electric tank water heater
  - 50-79 gallons: **\$150**
  - 80 gallons or larger: **\$300**
- ENERGY STAR rated heat pump water heater: **\$400**

Rebate amount will not exceed total purchase price of water heater.

## Rebate Checklist

In order to ensure timely approval and issuance of your rebate, please complete the following steps. Incomplete applications may result in delayed payment.

- Read the application Terms and Conditions to determine if you are eligible for a rebate under this program
- Complete this application form
- Attach the following documentation:
  - Copy of proof of purchase/sales receipts
  - Verification of lifetime warranty for electric tank water heaters, if applicable
  - Verification of ENERGY STAR rating AND 10-year warranty for heat pump water heaters
- Submit the application and required documentation to your local utility

**Failure to submit required documentation will result in delay or non-payment of rebate. In order for an electric water heater with a lifetime warranty to qualify for the full rebate, verification of lifetime warranty must be provided. Failure to submit lifetime warranty documentation will result in the standard rebate being issued.**

## Terms & Conditions

The Power Forward water heater rebate program is provided by Heartland Energy in collaboration with your local municipal utility. Incentives are provided for the purchase of an electric tank water heater, 50 gallons or larger, OR an ENERGY STAR rated electric heat pump water heater with a minimum 10-year warranty.

- Customers of participating utilities served by Heartland Energy are eligible for rebates.
- Eligible water heaters must be purchased and applied for in the current calendar year. Applications must be submitted by December 31, 2025.
- Rebates are available on a first-come, first-served basis and are subject to eligibility and availability of funds. This program is subject to change or termination without notice.
- A copy of proof of purchase/sales receipt and verification of warranty must be included with this application and will not be returned. If proof of lifetime warranty is not provided for electric tank water heaters, the standard rebate will be given. Water heater must be installed before submitting application. Rebate amount issued will not exceed total purchase price of water heater.
- Rebates will be issued by your local electric utility in a manner chosen by the utility. Please allow up to 90 days for delivery of rebates.
- Please note: MHD and MR models of Marathon water heaters must now be registered within 90 days of installation to qualify for the Limited Lifetime Warranty. If it is not registered within 90 days, it is covered only by a 10-year Limited Warranty. Proof of registration for these models must be included with this application to qualify for the rebate.

For a list of participating utilities, visit [www.heartlandenergy.com](http://www.heartlandenergy.com) or contact your local utility to verify participation.

## Applicant Information

Name

Date of Application

Address

City, State, Zip

Daytime Phone Number

Email

## Rebate Information

### Water Heater Purpose

New Construction       Gas Conversion       Electric Replacement

### Water Heater Type

Lifetime Warranty Electric Tank       Heat Pump       Standard Electric Tank

### Date Purchased

\_\_\_\_\_

### Store Name and Location

### Manufacturer

\_\_\_\_\_

### Serial Number

### Model Number

### Gallon Size

\_\_\_\_\_

### For Lifetime Warranty Electric Tank Water Heaters (Rebate amount will not exceed total purchase price of water heater)

Gallon Size \_\_\_\_\_ x \$20 = \_\_\_\_\_ Rebate

### Building Use

Residential       Small Business  
 Commercial       Multi-Family

### Proof of Purchase and Documentation of Warranty Included\*

Yes  
 No

### For Heat Pump Water Heaters, ENERGY STAR Verification Included

Yes  
 No

\*If verification of lifetime warranty is not provided for electric tank water heater, standard rebate will be given.

*Heartland Energy and its participating utilities do not endorse or warrant any equipment funded under this program or guarantee that a specific level of energy or cost savings will result from products funded by these rebates. Heartland Energy and its participating utilities reserve the right to perform random spot checks to verify program compliance, are not responsible for any tax liability imposed on the customer as a result of these incentives, and are not liable for any damage or injury relating to the removal, installation or operation of any equipment in connection with this application.*

*I hereby certify that the information contained in this application is accurate and complete and that I have read, understand and agree to the terms and conditions set forth in this application.*

Signature

Date

\_\_\_\_\_

**Please return completed application and accompanying documentation to your local utility.**

