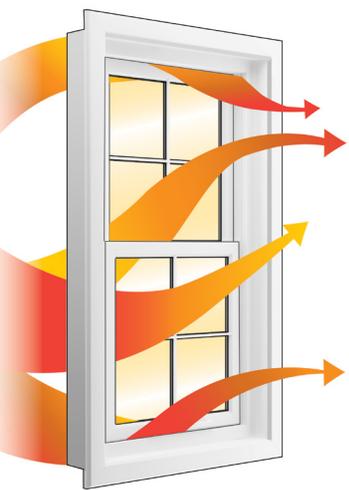


CRACKING THE COMFORT CODE

What to know before replacing windows

Replacing windows can seem like the obvious choice to improve your home's comfort and reduce energy waste. But while energy-efficient windows do help to tackle drafts and air leaks, the majority of a home's energy is lost in other areas. Trouble spots include attics, walls, light fixtures, doors, and anywhere warm air can escape or sneak into your home.

In fact, the area surrounding each window—rather than the window itself—is often one of the main culprits. Upgrading your insulation and air sealing around these trouble spots is easier, less costly, and can have a far greater impact on boosting your home's comfort and efficiency than entire window replacement.



Do new windows pay off?

If you do need new windows, we recommend replacing them as a package of upgrades that also includes air sealing and insulation. This will help you maximize home comfort and savings.

Low-E storm windows are another option that can save energy and money. They have a durable coating that minimizes the amount of infrared energy that passes through without comprising the light shining in. They are less than half the cost of full replacement and can be installed without the help of a contractor. Plus, you can get 25% off at participating retailers. Learn more at [focusonenergy.com/low-estorms](https://www.focusonenergy.com/low-estorms).

A home energy assessment is a great first step to determine whether or not new windows will pay off for your home, or if you can achieve similar savings for much less. Get in touch today—we're happy to help.

Unlock financial incentives

Review insulation and air sealing incentives or find a Trade Ally contractor to assess your home at [focusonenergy.com/wholehome](https://www.focusonenergy.com/wholehome) or call **855.339.8866**.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Incentives are subject to change and cannot exceed project costs. Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed. ©2019 Wisconsin Focus on Energy HPE-2506-0519



Airtight savings

Air leakage can account for 20% or more of a home's heating and cooling costs.* It can also let uninvited guests like moisture, noise, dust and other pollutants into your home.

Air sealing and insulating your home helps put a stop to this with:

- Increased comfort and consistent temperatures
- Lower heating and cooling costs
- Healthier indoor air quality
- A more energy-efficient home

Even better, we'll help you out with cash incentives for eligible home improvements.

*Source: [energy.gov](https://www.energy.gov)

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Partnering with Wisconsin utilities