



# Price Electric Cooperative's Smart Sense Energy Efficiency Program

A Touchstone Energy® Cooperative

Smart choices save you cents today and make sense for a brighter tomorrow.

2026

Appliances *Must be Energy Star certified	
Air Purifier *Capped at 50% of cost	\$75
All-In-One Washer/Dryer	\$125
Clothes Dryer	\$75
Clothes Washer	\$75
Dehumidifier *Capped at 50% of cost	\$75
Dishwasher	\$75
Freezer	\$75
Inductive Range	\$75
Refrigerator	\$75
Room Air Conditioner *Capped at 50% of cost	\$75
Appliance Recycling: Freezer, Refrigerator, Room Air Conditioner	\$25

Energy Conservation	
Residential Energy Audit	\$500
Compressed Air Audit	\$500
Electric \$ense Home Program *New Construction Only	\$500
Audit Recommended Improvements	\$500
Solar (PV) System	\$500

Water Heaters	
Residential, 50-74 gallons	\$250
Residential, 75+ gallons	\$1,000
Commercial, 75+ gallons	\$1,000
Heat Pump Water Heater	\$700
*75+ gallon water heaters must enroll in PEC's load management program to be eligible for the rebate.	

Lighting *Capped at 50% of cost	
LED Fixture	\$1 per 800 lumens
LED Bulbs *Minimum of 5	\$1 each
LED Exit Sign	\$5
Occupancy Sensor	\$5

HVAC	
Electric Boiler	\$50/kW
ETS Unit	\$150/kW
Heat Pump: Air Source & Mini Split	\$400/ton
Heat Pump: Commercial Air Source & PTHPs	\$400/ton
Heat Pump: Geothermal	\$600/ton
New Furnace with Efficient ECM Blower Motor	\$50
Plenum Heater	\$50/kW
Smart Thermostat	\$75

715.339.2155  
800.884.0881

W6803 Springs Drive • PO Box 110  
Phillips, WI 54555

[www.PriceElectric.coop](http://www.PriceElectric.coop)

PEC – Your Energy Solutions Cooperative



Price Electric Cooperative's  
*Smart Sense*  
Energy Efficiency Program

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Smart choices save you cents today and make sense for a brighter tomorrow.

PEC's Smart Sense program provides members with incentives for promoting energy efficiency, conservation, and renewable energy at homes, farms, and businesses served by the cooperative. Contact PEC for more information or to claim your rebate.

Email: [MemberServices@PriceElectric.coop](mailto:MemberServices@PriceElectric.coop)

Phone: 715-339-2155

**Program Notes:**

- Rebates must be submitted within 3 months of purchase or installation.
- Rebate eligibility may be subject to additional requirements. See the rebate form for complete qualifications.
- Rebates are not to exceed the cost of the incentive item.
- Rebates are offered for properties served by the cooperative.
- Funds are limited. Submit required documentation as soon as possible.
- Incentive program is subject to change or cancellation without notice.

Ag/Commercial/Industrial	
Dairy Plate Cooler/Well Water Pre-Cooler	\$500
Dairy Refrigeration Heat Recovery with Electric Backup	\$600
Electric Forklift Battery Charger	\$200
Circulation Fan	\$3/inch
Exhaust Fan	\$4/inch
Low-Energy Livestock Waterer	\$90
Zero-Energy Livestock Waterer	\$110
Scroll Refrigerator Compressor	\$50/HP
Variable Frequency Drive – Ag Primary Use Water System	\$80/HP
Variable Frequency Drive – Ag Secondary Use Water System	\$65/HP
Variable Frequency Drive – Irrigation Well Pump	\$65/HP
Variable Frequency Drive – Ventilation/Circulation Fan	\$65/HP
Variable Frequency Drive – Process Pump	\$65/HP
Variable Frequency Drive – Constant Torque	\$50/HP
High Volume Low Speed (HVLS) Fan	\$50/fan
Dairy Refrigeration Tune-Up	\$50

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