



INTRODUCING THE 25C MEANS BUSINESS PROGRAM: FREE MARKETING RESOURCES FOR INSULATION CONTRACTORS

Peter Troast, Founder & CEO

Energy Circle Webinar Series

July 10, 2024

What We'll Discuss

- 1 **QUICK REVIEW: DETAILS OF 25C**
- 2 **INTRODUCING NAIMA'S 25C MEANS BUSINESS PROGRAM AND MARKETING ASSET LIBRARY**
- 3 **TAKING ADVANTAGE OF THE PROGRAM AND LEANING IN TO THE TAX CREDIT AS PART OF YOUR MARKETING**



25C TAX CREDIT DETAILS



25C—Energy Efficient Home Improvement Tax Credit

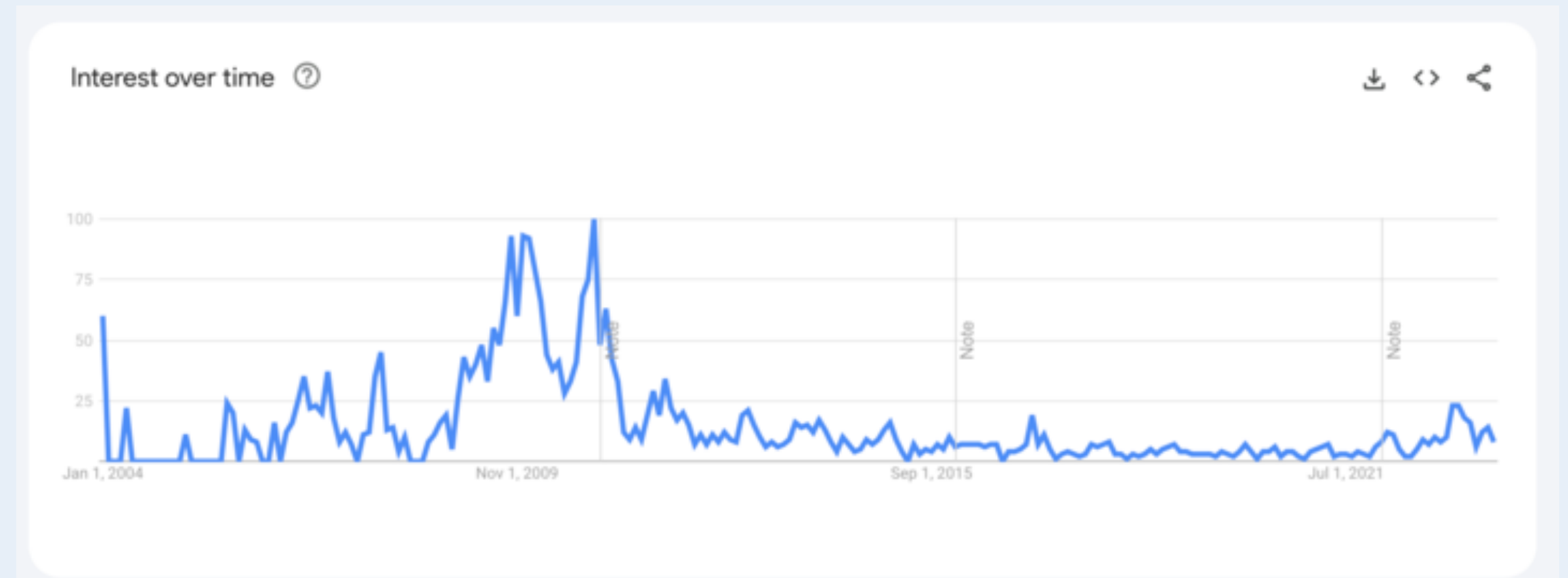
- 30% of total costs, annually through 2032
- Lifetime cap of \$500 will be replaced with **\$1,200** annual total limit
- Eligible services and home improvements include:
 - Insulation and air sealing (up to \$1200)
 - Energy audits (\$150 credit)
 - Energy-efficient HVAC systems (including furnaces, boilers, and central AC)
 - Electrical panel upgrades
 - Energy-efficient windows and doors (\$500 credit for doors)
 - Heat pumps and heat pump water heaters (additional \$2,000 credit)



THE NEW 25C TAX CREDIT. VERY LOW UPTAKE.

Table B-1. Residential Energy Credits Claimed and Average Amount, 2006-2015

	Number of Tax Returns Which Include Claims for Residential Credits	Total Amount of Residential Credits Claimed (Millions)	Average Credit Amount
2006	4,344,189	\$1,000.15	\$230
2007	4,326,398	\$1,007.58	\$233
2008	225,733	\$216.69	\$960
2009	6,711,682	\$5,822.88	\$868
2010	7,155,889	\$6,173.49	\$863
2011	3,642,988	\$1,676.00	\$460
2012	2,225,307	\$1,266.56	\$569
2013	3,036,039	\$1,613.80	\$532
2014	2,663,702	\$1,638.35	\$615
2015	2,592,967	\$2,087.75	\$805



“Insulation tax credit”





250C

**MEANS
BUSINESS**

The tools contractors need to take full advantage of insulation tax credits and use them to grow their residential retrofit business.

Insulation Institute[™]
KNOWLEDGE. LEADERSHIP. CONFIDENCE.



- Contractors lack the funds to properly market the 25C tax credit in a way that meaningfully benefits their business.
- Contractors struggle to find the right messaging for promoting and selling the 25C tax credit.
- Contractors need help training their staff and sales teams on how to talk about the 25C tax credit with homeowners.
- Contractors and their teams need help better understanding the fine print of the 25C tax credit themselves so that they can best educate their customers.

The *25C Means Business* Program addresses ALL of these problems, and is available **FOR FREE** to any insulation contractor interested in participating.

Program Part 1:

Contractor Training & Education

- From tax credit 101 info to advanced policy interpretations, all program educational material will be available via FAQs and PDF factsheets through the 25CMeansBusiness.org website
- Pre-recorded videos and webinars will help contractors and their teams market and sell the 25C tax credit the right way
- Sample invoices and certificates will make it easy for contractors to fit 25C into their existing workflow

Program Part 2: Homeowner Marketing Kit

All contractors enrolled in the *25C Means Business* program will have access to a wide variety of marketing and sales materials designed to position you as a trusted expert in insulation tax credits.



Landing pages, blog articles, infographics, and videos about the 25C tax credit that can easily be added to your website.



Third-party-branded educational material like sales sheets and pamphlets to print out and bring to sales calls.



Copy and design templates for 25C email, paid search advertising, direct mail, and social media campaigns.



Contractor badges & truck decals that show homeowners what sets you apart from competitors.



+ Hands-on Support

Contractors meeting specific criteria can receive free additional support and resources, including custom-branded content, assistance from our partner marketing team in updating your website, and more

Educational & Sales Training Materials

For Contractors



Training Series - Video 1

Incorporating the 25C Tax Credit
into Your Marketing



0:04



 FAQs about the 25C Homeowner Tax Credit	
 <p>Do you need to owe taxes to take advantage of the 25C Energy Efficient Home Improvement Tax Credit?</p> <p>The 25C tax credit is a nonrefundable personal tax credit. That means it can only be used to decrease or eliminate the federal tax liability of the homeowner in the year the insulation improvement is made. A taxpayer does not receive a credit or a refund in the form of a payment for any amount that exceeds the taxpayer's tax liability for the year.</p>	 <p>If a homeowner's federal tax liability is less than the amount of tax credit they can claim, can they roll over the balance and apply it to the following year's taxes?</p> <p>No, any remaining 25C homeowner tax credit balance cannot be carried forward.</p>
 <p>Are the tax credits available for improvements made to a second home or an investment property?</p> <p>Improvements made to a second home or investment property are not eligible for the credit. Qualifying improvements must be made to the taxpayer's principal place of residence.</p>	 <p>Can a taxpayer claim the credits for expenditures incurred for a newly constructed home?</p> <p>No. The tax credit is limited to insulation and air sealing improvements made to an existing home or for an addition or renovation to an existing home.</p>
 <p>May a taxpayer include sales tax when calculating the amount of expenditures eligible for the credits?</p> <p>Yes. The sales tax on qualifying insulation or air sealing material is part of the amount paid and therefore included within the eligible expense.</p>	 <p>May a taxpayer include sales tax when calculating the amount of expenditures eligible for the credits?</p> <p>Yes, homeowners can claim both tax credits and rebates or other incentives for the same insulation and air sealing upgrades. However, the amount of the rebate must be deducted from the qualifying expense total <i>before</i> the 30% tax credit is calculated.</p>
 <p>What is the total maximum tax credit that can be claimed in any one year for combined insulation, air sealing, and energy audits?</p> <p>\$1,200— even though there are individual limits for particular energy efficiency home improvements, insulation, air sealing, and energy audits all fall in a broad category of home upgrades that collectively have a \$1,200 annual limit.</p>	 <p>Can a homeowner qualify for insulation tax credits in different years?</p> <p>Yes, as long as the credit is not being taken for the same upgrade. So, a homeowner could upgrade their attic insulation one year and claim a \$1,200 tax credit. They could then upgrade their basement or crawl space insulation the following year and claim a separate \$1,200 tax credit for that work.</p>



What are the requirements for a 25C-eligible energy audit?

To claim a 25C homeowner tax credit for an energy audit, the audit must be conducted by or under the supervision of an auditor certified under one of the Department of Energy's (DOE) Qualified Certification Programs. *The list includes certification programs developed by ASHRAE, AEE, BPI, BSI, RESNET, and more, and is subject to change.* Eligible audits must also consist of "an inspection and written report that identifies the most significant and cost-effective energy-efficiency improvements with respect to the home, including an estimate of the energy and cost savings with respect to such improvement."

You can find the full list at:

energy.gov/eere/buildings/us-department-energy-recognized-home-energy-auditor-qualified-certification-programs.



If labor is not an eligible expense under the 25C homeowner tax credit, what is considered an eligible expense?

The 25C homeowner tax credit applies to installed insulation and air sealing materials designed to reduce building heat loss or gain but does not apply to labor costs associated with its installation (labor has never been an eligible expense under the 25C homeowner tax credit). For an insulation upgrade for which a taxpayer pays a fixed price, the contractor should make a reasonable estimate of the qualifying cost of the insulation materials and the non-qualifying labor cost of the project.

Here is an example of how non-qualifying labor expenses could be calculated:

- Add up the total number of hours spent on-site installing insulation by each employee.
- Multiple that number by the hourly wage you pay to each of those employees.
- Deduct that number from the final invoice given to the customer.
- The remainder of the invoice is eligible for the 25C homeowner tax credit.



What does it mean to meet the 2021 IECC for credit eligibility?

Insulation materials and air sealing materials must meet the criteria set by the International Energy Conservation Code ("IECC") standard in effect at the start of the year that is two years prior to the year the materials are placed in service. For projects completed in 2024 and 2025, that means complying with the prescriptive requirements of the 2021 IECC. The prescriptive table of the 2021 IECC establishes ceiling, wall, and floor insulation R-value requirements. The IECC sets requirements for new construction, so strict compliance with its insulation provisions may be unachievable in existing buildings. Best efforts should be made to meet the insulation levels set by the 2021 IECC for each area of the home being upgraded. The credit does not require air leakage testing or third-party certification of compliance.

NAIMA is the association for North American manufacturers of fiberglass, rock wool, and slag wool insulation products. Its role is to promote energy efficiency and environmental preservation through the use of fiberglass, rock wool, and slag wool insulation, and to encourage the safe production and use of these materials. Through the Insulation Institute™, we leverage the collective insulation expertise of our organization and our members to empower homeowners and professionals to make informed insulation choices. Our mission is to enable a more comfortable, energy-efficient and sustainable future through insulation — and we are constantly working with building professionals, homeowners, government agencies, and public interest, energy and environmental groups to realize that vision.

This document provides reliable information on the 25C tax credit, but it is offered for informational purposes only. NAIMA is not offering tax advice, and this document is not claiming to have all the information needed to claim tax credits. The information provided in this document should not be relied upon as legal advice on qualifying for tax credits.

[Discover more insulation knowledge at info@25Cmeansbusiness.org](mailto:info@25Cmeansbusiness.org)

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Marketing Support Materials

Contractors to Customers

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Service One Service Two Service Three Service Four

Get Tax Credits For Your Insulation

This is for example only. This page design will incorporate the masthead, type and page styles of each individual contractors website.

Get the Credit You Deserve: The 25C Insulation Tax Credit

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What is the 25C Insulation Tax Credit?

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How do I qualify for the 25C Insulation Tax Credit?

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I'm sold! What should I do next to earn my 25C insulation tax credit?

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ASK ME ABOUT TAX CREDITS

Tax Credits For Insulation

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ASK ME ABOUT TAX CREDITS

Tax Credits For Insulation

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CONTACT INFORMATION

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Phone: 555-555-5555

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Contractor Landing Page Sample

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Get Tax Credits For Your Insulation

Get Your Tax Credits

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Get free marketing support for your insulation business! | Contact info@25CMeansBusiness.org for more details and to enroll in the program.

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Discover more insulation knowledge at info@25CMeansBusiness.org

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205 LAKE HESSETT AVENUE, SUITE 100, BOX 100 | LEBANON, NC 28841
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Insulation Institute

Contractor Email Campaign Sample



The 25C HOMEOWNER TAX CREDIT FOR INSULATION in Less than 250 words

With the 25C homeowner tax credit, you can save 30%—up to \$1,200—on insulation and air sealing installation.

How Do Tax Credits Work?

Tax credits reduce the amount of taxes you owe. Simply put: as long as you owe federal taxes for the year qualified insulation work was done, you can claim the 25C tax credit and pay less to Uncle Sam!

What Insulation Work is Eligible for a Tax Credit?

Many different kinds of insulation and air sealing upgrades, excluding on-site labor costs, qualify for the 25C homeowner tax credit, including:

- Attic insulation
- Wall insulation
- Basement insulation
- Crawl space insulation

Bundle Your Credit with Other Insulation Incentives & Save More!

The 25C homeowner tax credit can be claimed in addition to any other insulation rebates or incentives available.

Claiming Your Insulation Tax Credit is Simple!

Ready to save money when you upgrade your home's insulation?

Call [phone number] or contact us today to get started.

*Always consult a tax expert when doing your taxes—we are insulation pros trying to help our customers save money, not accountants! Ready to save money when you upgrade your home's insulation? Call [phone number] or contact us today to get started.

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Claiming Your Insulation Tax Credit is Simple!

1. We confirm with you that your work is eligible for a tax credit when the job is done.
2. We give you an itemized invoice that breaks down your 25C-eligible expenses.
3. Use the invoice to fill out IRS Form 5695 or give it to your professional handling your taxes!*

Ready to save money when you upgrade your home's insulation?

Call [phone number] or contact us today to get started.

*Always consult a tax expert when doing your taxes—we are insulation pros trying to help our customers save money, not accountants! Ready to save money when you upgrade your home's insulation? Call [phone number] or contact us today to get started.

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Social Media Posts

Did you know...

you can save up to \$1,200 in tax credits when you upgrade your home's insulation?

As long as you owe federal taxes, you can benefit from the 25C tax credit!

[Learn More](#)

ASK ME ABOUT TAX CREDITS

Contractor Logo

Claiming insulation tax credits makes upgrading your home more affordable

The less it costs to upgrade, the faster you recoup your investment through lower monthly energy bills, all while living in a more comfortable home. *Talk to our team about qualifying for up to \$1,200 a year in insulation tax credits today.*

[Learn More](#)

ASK ME ABOUT TAX CREDITS

Contractor Logo

Make sure the insulation contractor you work with understands insulation tax credits!

The 25C tax credit can help you save up to \$1,200 a year when you upgrade your house. *Don't leave money on the table—reach out today to learn more.*

[Learn More](#)

ASK ME ABOUT TAX CREDITS

Contractor Logo

Facebook Ads

Easy Insulation Savings

Insulation makes your home more comfortable and lowers energy bills —and you can save up to \$1,200 with new tax credits!

[See How](#)

ASK ME ABOUT TAX CREDITS

Insulation Tax Credit Pros

Don't leave money on the table—our team can help you *save up to \$1,200 in insulation tax credits* when you upgrade your home.

[Learn More](#)

ASK ME ABOUT TAX CREDITS

Facebook Ads

Tax credits for insulation!

Did you know you can save up to \$1,200 on insulation and air sealing with federal tax credits?

We're here to help!

[Start Saving](#)

ASK ME ABOUT TAX CREDITS

Yes! You're eligible!

Anyone who owes federal taxes can claim up to \$1,200 in credits for insulation and air sealing work—*learn how it works here.*

[Find Out More](#)

ASK ME ABOUT TAX CREDITS

Google Search Ads

Sponsored [com/amc/insulation](#)

Utilize Insulation Tax Credits - Energy Efficiency Upgrades

The 25C homeowner tax credit is a national incentive available to any homeowner. Learn more about how homeowner tax credits work and how you can qualify today.

Sponsored [com/amc/insulation](#)

Insulation Tax Credit - Upgrade Your Home's Efficiency

If you pay federal taxes, you can claim the 25C homeowner tax credit. Call to learn more. The 25C homeowner tax credit is a national incentive available to any homeowner.

Sponsored [com/amc/insulation](#)

Home Insulation Incentives - 25C Homeowner Tax Credit


Save up to \$1,200 on insulation and air sealing upgrades with federal tax credits. Learn more about how homeowner tax credits work and how you can qualify today.

Sponsored [com/amc/insulation](#)

Energy Efficiency Upgrades - Save Up To \$1200

The 25C homeowner tax credit is a national incentive available to any homeowner. If you pay federal taxes, you can claim the 25C homeowner tax credit. Call to learn more.

Google Display Ads



25C Homeowner Tax Credit

If you pay federal taxes, you can claim the 25C homeowner tax credit. Call to learn more


Close Open

Call Our Experts Today

AMC Insulation

Save up to \$1,200 on insulation and air sealing upgrades with federal tax credits.


CLOSE OPEN



25C Homeowner Tax Credit

The 25C homeowner tax credit is a national incentive available to any homeowner.

Open



Upgrade Your Home's Efficiency

Save up to \$1,200 on insulation and air sealing upgrades with federal tax credits.

➔

[The 25C Homeowner Tax Credit Explained | Company | Geo](#)

New to tax credits for insulation and air sealing? Learn how you can save 30%, up to \$1,200 every year, on eligible insulation and air sealing upgrade costs.

The 25C Homeowner Tax Credit, Explained

Insulation and air sealing upgrades improve indoor comfort, lower heating and cooling bills, and create a healthier and safer indoor environment for your family. Plus, with the 25C homeowner tax credit, you can save 30% on the upfront costs of making these long-lasting home improvements, as much as \$1,200 every year!

If you've never heard of tax credits for insulation and air sealing, you're in the right place. Not every contractor understands how to make tax credits simple for their customers, but we do! Keep reading to learn more about what exactly a tax credit is, what upgrades are available, and the different ways that the [\[Contractor Name\]](#) team can help you benefit from the 25C homeowner tax credit.

Tax Credits vs. Rebates for Insulation: What's the Difference?

Tax credits and rebates are both incentives that help make energy efficiency home improvements more affordable, but they work in slightly different ways.

With a rebate, you receive a sum of money back after purchasing a qualifying product or service. This can be an immediate discount at the point of sale or a refund processed after submitting proof of purchase.

A tax credit, on the other hand, reduces the amount of income tax you owe. You see the savings when you file your taxes and claim your credit. As long as you owe enough in federal taxes, you can lower your net costs to upgrade.

Is The 25C Homeowner Tax Credit New? Why Haven't I Heard About It Before?

Originally created over a decade ago, the 25C homeowner tax credit has undergone several revisions as new laws are passed. The most recent changes to this tax credit happened in 2022, as the result of the Inflation Reduction Act.

The 25C tax credit, which was officially renamed the Energy Efficient Home Improvement Credit, was updated and improved as part of the Inflation Reduction Act, allowing homeowners to realize significantly more savings on insulation, air sealing, and other energy efficiency upgrades.

What Home Improvements Are Tax Credit-Eligible?

The 25C homeowner tax credit doesn't just apply to insulation and air sealing. There are a number of eligible services that qualify, including up to \$150 for energy audits. Others include:

- Windows and doors
- Furnaces, air conditioners, and boilers
- Water heaters
- Electrical panel upgrades

Best of all, heat pumps and heat pump water heaters have a dedicated \$2,000 limit under the 25C tax credit, separate from the combined \$1,200 annual maximum covering all of the improvements listed above. This means that you could claim as much as \$3,200 in a single year if you upgraded your insulation and installed a heat pump.

Work with an Insulation Contractor That Understands Tax Credits

The Energy Efficient Home Improvement Credit is easy to qualify for and claim—as long as you work with a contractor that understands the rules and is committed to making the process simple for customers! At [\[Contractor Name\]](#), we can provide you with an itemized invoice that clearly identifies your tax credit-eligible expenses and has everything you need when it comes time to file*. Our team is well-trained on tax credits, can answer any questions you have, and will make sure you get ALL of the credit you qualify for!

*We always recommend hiring a tax professional when it comes to your taxes, especially when there are significant incentives on the line!

Find out how much you save with tax credits when you upgrade your home's insulation. Call [\[phone number\]](#) or contact us online to learn more.

FB/GBP POST COPY:

New to tax credits for insulation and air sealing? Learn how you can save 30%, up to \$1,200 per year, on eligible insulation and air sealing upgrade costs.

Back

How you benefit when you upgrade your home's insulation

- Higher indoor comfort
- Lower heating and cooling costs
- A home that's quieter, healthier, and better for the environment

Work with an insulation contractor that knows tax credits.



[Company name] makes claiming your tax credit easy with our streamlined process—tax credits are available to all but not every contractor understands how they work! Contact our team today to learn more.

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www.[contractorwebsite].com

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Back

How you benefit when you upgrade your home's insulation

- 30% off qualifying costs, up to \$1,200 per year
- Can be combined with insulation rebates and incentives
- Insulation, air sealing, energy audits, and more are eligible
- As long as you owe federal taxes, you can benefit!
- Higher indoor comfort
- Lower heating and cooling costs
- A home that's quieter, healthier, and better for the environment



Work with an insulation contractor that knows tax credits.

[Company name] makes claiming your tax credit easy with our streamlined process—tax credits are available to all but not every contractor understands how they work! Contact our team today to learn more.

Contractor Logo

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CURRENT RESIDENT
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Did You Know...

There's a Tax Credit for Insulation Upgrades!

Up to \$1,200 in savings when you upgrade the insulation in your home!

The 25C homeowner tax credit makes insulating and improving the energy efficiency of your house more affordable.

- 30% off qualifying costs, up to \$1,200 per year
- Can be combined with insulation rebates and incentives
- Insulation, air sealing, energy audits, and more are eligible
- As long as you owe federal taxes, you can benefit!

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Contractor Logo

Did You Know There's a Tax Credit for Insulation Upgrades?

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Contractor Logo

Front

Front

Front

Partner with a Contractor that Knows Insulation Tax Credits

There are certain requirements that must be met for insulation upgrades to be eligible for the 25C homeowner tax credit. This is why it's important to work with a contractor who is knowledgeable about tax credit details and can help ensure you can claim your credit.

Questions to ask your contractor:

- "Will my insulation upgrades be eligible for the 25C tax credit?"
- "How much do I stand to qualify for in tax credits?"
- "Can you provide me with an itemized invoice for my tax records?"
- "Can I claim the 25C tax credit in addition to insulation rebates?"



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www.[contractorwebsite].com

NAIMA is the association for North American manufacturers of fiberglass, rock wool, and slag wool insulation products. Its role is to promote energy efficiency and environmental preservation through the use of fiberglass, rock wool, and slag wool insulation, and to encourage the safe production and use of these materials. Through the Insulation Institute™, we leverage the collective insulation expertise of our organization and our members to empower homeowners and professionals to make informed insulation choices. Our mission is to enable a more comfortable, energy-efficient and sustainable future through insulation — and we are constantly working with building professionals, homeowners, government agencies, and public interest, energy, and environmental groups to realize that vision.

This document provides reliable information on the 25C homeowner tax credit, but it is offered for informational purposes only. NAIMA is not offering tax advice and the information provided in this document should not be relied upon as legal advice on qualifying for tax credits. Discover more insulation knowledge at InsulationInstitute.org.

Insulation Institute
KNOWLEDGE. LEADERSHIP. CONFIDENCE.

Contractor Logo

Your Guide to the 25C homeowner Tax Credit

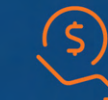
An introduction to the Energy Efficient Home Improvement Credit and how you can take advantage to upgrade your home.

Save up to \$1,200 per year!

The Benefits of Insulating Your Home!



A more comfortable, quieter home



Lower heating and cooling bills



Improved indoor health

Upgrading your insulation and air sealing creates a more energy efficient house. This results in consistent indoor temperatures, fewer indoor drafts, and less risk of ice dams on your roof. Your heating and cooling systems will need to run less often, saving money on energy costs. Making your home more energy efficient also wastes less energy and is better for the planet!

What is the 25C Tax Credit?

A tax credit reduces the amount of taxes you owe. The 25C homeowner tax credit is officially called the Energy Efficient Home Improvement Credit. It's Section 25C of the IRS tax code.

This tax credit is designed to incentivize specific home improvements that increase energy efficiency, including insulation, air sealing, and energy audits.

**As long as you owe federal taxes for the year when new insulation was put in, you can benefit! The 25C homeowner tax credit is available to any homeowners making upgrades to their primary residences.*

- Federal tax credit equal to 30% of qualifying home improvement costs
- Annual limit of \$1,200 for insulation and air sealing
- \$150 limit for energy audits
- On-site labor costs are not covered

How to Claim the 25C Homeowner Tax Credit

1 Verify Eligibility

Your contractor will verify that the insulation work performed meets the criteria for 25C homeowner tax credit eligibility.

2 Keep Your Receipts

Make sure you're given an invoice breaking down the tax-credit-eligible portion of the work. You'll need this when you or your accountant goes to file your taxes for the year in which work was done on your home.

3 File IRS Form 5695 or consult a Tax Professional*

When you file your taxes, remember your tax credit!

**We always recommend you have a tax professional prepare your taxes.*



Contractor Badge



www.25Cmeansbusiness.org

The image shows a screenshot of the website www.25Cmeansbusiness.org. At the top, the logo reads "25C MEANS BUSINESS" in orange and white text on a dark blue background. Below the logo, the main content area is partially obscured by a white "Enroll Now" form overlay. The form contains the following fields and options:

- First name*
- Last name*
- Job title*
- Company name*
- Email*
- Phone number*
- State/Region*
- Insulation Services Provided*
 - Cellulose
 - Fiberglass
 - Mineral Wool
 - Spray Foam
 - None/Other
- Yes, I'm interested in learning more about the Insulation Institute's 25C Means Business program. Please reach out to me.

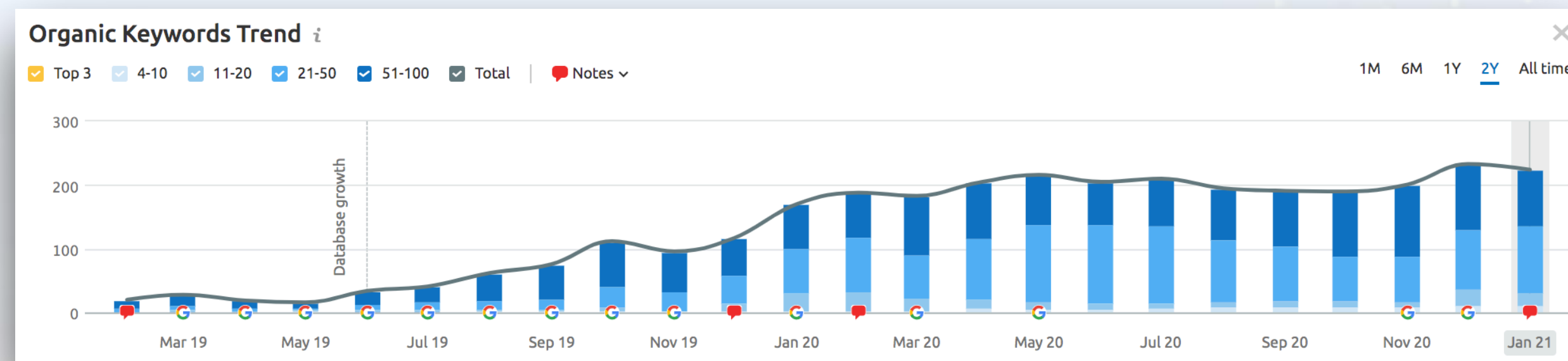
A blue "Submit" button is located at the bottom of the form. In the background, the website text includes "FREE Marketing S...", "The 25C homeowner tax credit is a national...", "ENROLL HERE", "WHAT YOU GET WH...", "Contractor Support: Sa...", "Training", "Marketing Kit", and "Contractor badges & truck decals that show homeowners what sets you apart from competitors".

USING THE TAX CREDIT IN YOUR MARKETING








Strong Organic Performance

Keyword	SERP Features	Pos. ↕	Diff. ↕	Traffic % ↕	Volume ↕
solar tax credit	🔒 🏆 ? ?	62 → 62	0	< 0.01	5,400
federal solar tax credit	🔒 ? ?	40 → 40	0	0.13	4,400
solar tax credit 2020	🔒 🏆 ? ? ▶	45 → 43	↑ 2	0.04	3,600
solar panel tax credit	🔒 🏆 ? ?	52 → 52	0	< 0.01	2,400
federal solar tax credit 2020	🔒 🏆 ? ? ▶	37 → 37	0	0.04	1,600
solar tax credit 2019	🔒 🏆 🔗 ? ?	68 → 68	0	< 0.01	1,000
solar panel tax credit 2020	🔒 🏆 ? ? ▶	34 → 34	0	< 0.01	1,000
solar investment tax credit	🔒 🔗 ? ?	18 → 18	0	0.13	1,000
how does the solar tax credit work	🔒 🏆 ? ? ▶	• → 36	new	< 0.01	720
2020 solar tax credit	🔒 🏆 ? ? ▶	44 → 46	↓ 2	< 0.01	720



Popularity of Tax Incentive Content

Landing Page [?]	Acquisition		
	Users [?] ↓	New Users [?]	Sessions [?]
	41,468 % of Total: 37.98% (109,197)	40,599 % of Total: 37.49% (108,304)	48,784 % of Total: 36.68% (133,011)
1. / 	7,150 (16.24%)	6,419 (15.81%)	8,696 (17.83%)
2. /solar-blog-resource-center/blog/what-happens-when-you-sell-or-buy-a-home-with-solar-panels/ 	4,642 (10.54%)	4,615 (11.37%)	4,926 (10.10%)
3. /solar-blog-resource-center/blog/how-do-temperature-and-shade-affect-solar-panel-efficiency/ 	3,042 (6.91%)	3,029 (7.46%)	3,412 (6.99%)
4. /solar-blog-resource-center/blog/does-battery-storage-qualify-for-the-federal-investment-tax-credit/ 	2,430 (5.52%)	2,386 (5.88%)	2,565 (5.26%)
5. /solar-blog-resource-center/blog/why-2020-is-the-year-to-go-solar-in-massachusetts/ 	2,311 (5.25%)	2,177 (5.36%)	2,539 (5.20%)



Differentiation Across the Funnel



Understanding the Incentive Buyer Persona

Rhonda and Roger Rebate

Overall Goal: To take advantage of rebate programs.

Level of knowledge: Relatively low.

What they want: To take advantage of the deal.

Mindset: Searching for and trying to understand what incentives and rebates are available.

Buying Intent: Unlikely to close without an incentive.



Evergreen Home Performance - Get Up To \$8,000 In Incentives

Contact our team of specialists for high-performance insulation, and start saving. We'll help you save on insulating your home, with incentives up to \$8,000! Service catalog: Home Energy Audits, Custom Energy Plans, Insulation Experts, Basement Encapsulation. Highlights: Newsletter Available, Case Studies Available, Using Expert Energy Audit Diagnostics. Local Maine Business. Check Case Studies. Efficiency Thought Leader. Financing Available. Custo...



Key Content Elements for your Website:

1. Incentives & Financing Landing Page
2. Home Page Hero Image or Banner*
3. Incentive Info on Each Service Page*



Sponsored



Increase Your Home's Comfort - Sharing Home Comfort Solutions

Contact our team of certified home performance specialists for a custom solution. Discover how your home can be more energy efficient, comfortable, healthy, and safe. Neighborhoods: Kent, Tallbot, Queen Anne's, Caroline, Dorchester, Wicomico, Somerset,...

[Crawl Space Encapsulation](#)

[Financing & Rebates](#)

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CTR	Conversions	Conv. rate
9.22%	8.64	18.38%
28.93%	35.54	20.31%
4.87%	42.83	10.90%
6.28%	59.13	10.32%
8.57%	37.63	14.09%
7.72%	413.00	9.66%



25C MEANS BUSINESS

FREE Marketing

The 25C homeowner tax credit is a national program that allows homeowners to take full advantage of insulation tax credits.

ENROLL HERE

WHAT YOU GET WHEN YOU ENROLL

- + Contractor Support: Sales Training**
- From tax credit 101 information to all available via FAQs and PDF files
- Pre-recorded videos and webinars to help you understand the program and sell the 25C homeowner tax credit
- Sample invoices and support documents make it easy for your staff to fit the 25C homeowner tax credit into your existing workflow
- Third-party-branded educational material like sales sheets and pamphlets to print out and bring to sales calls
- Contractor badges & truck decals that show homeowners what sets you apart from competitors

Marketing Kit

Our program will have access to a wide variety of free marketing materials that you can use as a trusted expert in insulation tax credits. This includes brochures, infographics, and videos about the program that can be easily added to your website.

Sign up for 25C homeowner tax credit email, direct mail, and social media campaigns

Enroll Now

First name*

Last name*

Job title*

Company name*

Email*

Phone number*

State/Region*

Insulation Services Provided*

- Cellulose
- Fiberglass
- Mineral Wool
- Spray Foam
- None/Other

Yes, I'm interested in learning more about the Insulation Institute's 25C Means Business program. Please reach out to me.

Submit

END