



Outreach Toolkit

**Version:** 11/21/2025

**Document Description:** A collection of program-approved copy and messaging to support engagement with the public for Georgia's Home Energy Rebates.

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## 1. Program Overview

Georgia's Home Energy Rebates are available to provide households with discounts on energy efficient upgrades that can help improve the comfort of their home.

Eligible households can apply for savings on energy efficient upgrades, installations, or ENERGY STAR® appliances.

Visit [energyrebates.georgia.gov](http://energyrebates.georgia.gov) for more information and to determine program eligibility.

**Whole Home Energy Efficiency Upgrades:** This program offers incentives for multiple energy efficient upgrades throughout the home. Rebate amounts are tied to your household income and the anticipated energy savings resulting from the improvements.

These rebates are officially known as the **Home Efficiency Rebates (HER)**.

### HER Rebate Levels

AMI Category	Energy Savings Range	Incentive Limit	Max Incentive
Less than 80%	Between 20% - 34%	Up to 98%	\$10,000
	Greater than or equal to 35%	Up to 98%	\$16,000
Greater than or equal to 80%	Between 20% - 34%	Up to 50%	\$2,000
	Greater than or equal to 35%	Up to 50%	\$4,000

**Appliances and Other Upgrades:** This program offers rebates to households purchasing ENERGY STAR-certified appliances, installation, insulation, and certain types of electrical work. These incentives are specifically for households earning less than 150 percent of their county's area median income (AMI).

These rebates are officially known as the **Home Electrification and Appliance Rebates (HEAR)**.

### HEAR Rebate Levels

ENERGY STAR™ Certified Product	Maximum Rebate Amount	Installer Requirements
Heat Pump Water Heater*	\$1,750	Approved Contractor
Heat Pump for Space Heating or Cooling	\$8,000	
Electric Stove, Cooktop, Range, Oven, Heat Pump Clothes Dryer**	\$840	
Electric Load Service Center	\$4,000	
Insulation, Air Sealing, Ventilation	\$1,600	
Electric Wiring	\$2,500	
<b>Maximum Rebate</b>	<b>\$14,000</b>	

### HEAR Rebate Levels (DIY Pathway)

ENERGY STAR™ Certified Product	Maximum Rebate Amount
Electric Stove	\$840
Cooktop	



Range	
Oven	
<i>Note: Replacing an existing electric appliance with a new electric appliance or induction appliance is not allowed.</i>	

**2. Application Process (“How Do I Apply?”)**

Interested households have two options to apply for the program.

- a. Work with a program approved contractor – Go to [program website](#) and search from the list of program-approved contractors in your area. Once you have found a contractor, you will work with that individual to define your project and begin your application.
- b. Apply through the Do It Yourself (DIY) pathway (limited to HEAR only) – Go to the [program application portal](#) (Neighborly) to create your profile and start your application. This option is only applicable for participants purchasing certain equipment.

Participating households will use Georgia’s Home Energy Rebates application portal, to be considered for a rebate. As part of the review process, applicants will be asked to provide the following information:

- Proof of Residency (e.g., a lease, deed, utility bill, motor vehicle information, or tax record)
- Proof of Ownership OR Rental Authorization
- State-Issued ID (e.g., GA REAL ID, Driver’s License)
- Income Documentation (e.g., W-2, paycheck, pay stub, 1040, 1099)

For households that are participating in another government sponsored benefit program (e.g., LIHEAP or SNAP), they are automatically categorically eligible for these rebate programs.

The full list of categorically eligible programs include:

<b>Categorically Eligible Programs</b>	
Low Income Home Energy Assistance Program (LIHEAP)	National School Lunch Program – Free (NSLP)
Medicaid	Housing Improvement Program (HIP)
Supplemental Nutrition Assistance Program (SNAP)	Housing Opportunities for persons with AIDS
Head Start	Supplemental Security Income (SSI)
Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)**	Weatherization Assistance Program (WAP)*
Lifeline support for Affordable Communications (Lifeline)	Asset Limited Income Constrained Employed (ALICE)

For households who participate in WAP/WIC, there are additional eligibility considerations.

Interested households should work with a program-approved contractor to discuss the upgrade options that might work best for their household. During this conversation, households should also ask their contractor for an estimated timeline for the work.



Visit [energyrebates.georgia.gov](http://energyrebates.georgia.gov) for a complete list of program requirements.

\*Only if household is located in an area where 80% AMI is greater than 200% Federal Poverty Level

\*\*Only if household is located in an area where 80% AMI is greater than 185% Federal Poverty Level

### **3. Internal Newsletter Text**

**Subject Line:** Georgia's Home Energy Rebates Info

The [Georgia Environmental Finance Authority](http://www.georgia.gov) (GEFA) is excited to announce the [Georgia's Home Energy Rebates](http://energyrebates.georgia.gov) program. These rebates are designed to help households pay for energy efficient upgrades to increase the comfort of their home.

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Georgia's Home Energy Rebates are available to help you perform energy efficient household upgrades to increase the comfort of residential homes. There are two rebate programs available, depending on the type of work being done.

**Whole Home Efficiency Upgrades:** Work with a program-approved contractor to make your house more comfortable. These rebates are officially known as the Home Efficiency Rebates (HER).

**Appliances and Other Upgrades:** Work with a program-approved contractor or perform a Do-It-Yourself (DIY) project through the purchase of ENERGY STAR® certified appliances. These rebates are officially known as the Home Electrification and Appliance Rebates (HEAR). HEAR is an income-restricted program, specifically for households earning less than 150 percent of their county's AMI.

Interested contractors and households should visit [energyrebates.georgia.gov](http://energyrebates.georgia.gov) for more information.

### **4. General Frequently Asked Questions**

#### **Who is eligible for rebates? (HER)**

For the Home Efficiency Rebates (HER), rebates are available to individuals carrying out energy efficiency upgrades of single-family homes and multifamily buildings. These rebates are available to households of any income. For households with a total annual income below 80 percent of the area median income (AMI), rebates can cover a higher percentage of the total project costs.

#### **Who is eligible for rebates? (HEAR)**

Georgia's Home Energy and Appliance Rebates (HEAR) are available to low- or moderate-income households and individuals. A low- or moderate-income household is one where an individual or family has a total annual income less than 150 percent of the median income of the area in which the individual or family resides. The U.S. Department of Housing and Urban Development reports AMI statistics across the U.S.



### **Can I participate in both the Home Efficiency Rebates (HER) and Home Electrification and Appliance Rebates (HEAR)?**

A household may participate in both the HER and HEAR programs under the following conditions:

- The household meets all income requirements for both the HER and HEAR programs.
- Neither the HER nor HEAR may be combined with other federal grants or rebates for the same single upgrade.

### **I am a contractor. How do I become an approved contractor for Georgia's Home Energy Rebate Programs?**

Contractors interested in participating in the program should fill out the [contractor interest form](#) to receive updates about contractor requirements, program training, and rebate application information.

### **When will I receive my rebate check?**

All rebate payments will come in the form of ACH transfer or a physical check and be processed within approximately two weeks of project completion. For all HER projects and HEAR projects performed by a program contractor; the rebates are designed to reduce the overall cost of the upgrade and are paid directly to the contractor, retailer, or distributor. For Do-It-Yourself (DIY) HEAR projects, rebates are paid directly to the household.

Visit [energyrebates.georgia.gov](http://energyrebates.georgia.gov) for complete information.

## **5. Social Media Copy**

**Option 1:** If you are looking to improve the comfort and quality of your home, Georgia's Home Energy Rebates are designed to help Georgia residents do just that. There are two offerings that address the following:

- **Home Efficiency Rebates (HER):** Provides rebates to reduce the cost of home improvements to increase energy efficiency. Larger rebate amounts go to lower-income households.
- **Home Electrification and Appliance Rebates (HEAR):** Provides discounts on certain, high-efficiency, ENERGY STAR™ products and equipment. These rebates are specifically for households earning less than 150 percent of their county's area median income.

Visit [energyrebates.georgia.gov](http://energyrebates.georgia.gov) for more information.

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**Option 2:** Georgia's Home Energy Rebates are designed to provide residents with discounts on home improvement measures and upgrades.

The Home Efficiency Rebates (HER) offer incentives for whole home energy efficient upgrades. Eligible applicants can get up to \$16,000 in savings, depending on your household income level and anticipated energy saving targets.



The Home Electrification and Appliance Rebates (HEAR) provide rebates on electrification measures, insulation, installation, and electrical work. Eligible applicants can get up to \$14,000 in savings. The HEAR program is specifically for households earning less than 150 percent of their county's area median income.

Visit [energyrebates.georgia.gov](https://energyrebates.georgia.gov) for more information.

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**Option 3:** Looking to improve the comfort of your home? Georgia's Home Energy Rebates can help. Income eligible households can receive up to \$16,000 in savings on whole home upgrades and up to \$14,000 on ENERGY STAR™ equipment and other upgrades.

Visit [energyrebates.georgia.gov](https://energyrebates.georgia.gov) for more information.

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**Option 4:** Don't miss out on potential savings! Georgia's Home Energy Rebates are here to help you invest in a more energy efficient home. Find out if you qualify by visiting [energyrebates.georgia.gov](https://energyrebates.georgia.gov) for more information.

## **6. Additional Resources**

[ENERGY STAR™ Product Finder](#)

[Fuel Switching Calculator](#)

[HUD Income Limits](#)

[Homeowner/Tenant Best Practices Checklist](#)

[Georgia Environmental Finance Authority](#)

[HER Consumer Protection Plan](#)

[Applicant User Guide](#)

[HEAR Consumer Protection Plan](#)

[Do-It-Yourself \(DIY\)](#)