

Energy Incentives from We Energies



S U C C E S S S T O R Y

Customer:	Dave Schmidt Realty
Project:	Prescriptive electric high-efficiency sleeve air conditioner units
Total Project Cost:	\$4,145
Incentive:	\$1,200
Savings Achieved	
Demand:	1.86 kW/year
Energy:	186.2 kWh/year
Cost	\$205/year



Old low efficiency unit (left) side by side with new high efficiency unit (right)

Date Complete: July 22, 2008

Why is this a success story?

Dave Schmidt Realty is a family-owned, full service real estate company that started in 1966 and owns several rental properties in southeastern Wisconsin. In 2008, after purchasing two new multi-family properties, they sought to improve the energy efficiency of these buildings quickly and easily by participating in the We Energies prescriptive electric incentive program. As a result, they replaced a total of ten old sleeve air conditioning units with new, energy-efficient models.

"Overall, the program has been very easy to use," said Dave Schmidt, who owns the properties. "The tenants also seem to be extremely pleased."

The new units have a seasonal energy efficiency ratio (SEER) of 9.4, and will save on electricity costs for the tenants, as well as reducing electricity demand for the entire buildings.