

Frequently Asked Questions

Distributor Channel Incentive Program

Q. Why is Ameren Missouri adding a distributor channel?

A. Ameren Missouri is working closely with the distributors on these equipment types, because the technology is changing rapidly and additional installation or sales training may be needed to effectively promote these equipment types.

Q. What equipment is included in the Distributor Channel?

A. 18+ SEER CACs, 18+ SEER ASHP, Ductless systems, any qualifying smart thermostat installed on one of these systems.

Q. If my distributor doesn't choose to participate in the program, am I able to offer customers the 17 S.E.E.R. incentive option?

A. No. Rebates for 18+ SEER CACs, 18+ ASHP, and ductless systems are only available through the distributor channel.

Q. Do I have to give the customer the rebate instantly in the midstream program?

A. Yes. The rebate must be provided as an instant discount on the customer's invoice.

Q. Is the contractor required to put the amount of the rebate on the customer's invoice?

A. Yes. The customer's invoice must list the instant rebate amount and attribute it to the Ameren Missouri rebate program.

Q. Does the customer have to sign a reassignment form?

A. The customer will sign an acknowledgement form, which includes the rebate reassignment and the Terms & Conditions.

Q. Am I still able to offer my downstream rebates instantly?

A. Yes. You have the option to offer the downstream rebates instantly to your customers by using the rebate reassignment form.

Q. What are the rebate amounts in the Distributor Channel?

A. Ameren Missouri works with the distributors to provide rebates for this equipment. The distributor has a certain amount of flexibility on how to apply the rebate amounts to the different SEER levels. The distributor may also use some of the funds for strategies such as training or marketing. Therefore, your distributor will share the exact rebate amounts for each measure.

Q. How long can I expect to wait for the incentive to get to me, after I've discounted the customer?

A. Once you have submitted the application in the OIT, funds will be available within 4 weeks; however, depending on the disbursement mechanism of your distributor, it may be sooner or later.

Q. Will I receive a rebate check in the mail?

A. The funds will be disbursed by your distributor. Talk to your distributor about how you will receive the rebate.

Q. Do I submit the rebate application on the same Online Intake Tool (OIT)?

A. The OIT will continue to be accessible from **AmerenHVAC.ICFWebServices.com**. On the Launch page, you will select either the Distributor Channel or the Traditional Channel. Your current username and password will be used for both channels.

Q. If a mistake is made in matching the equipment and I've given the customer the incentive instantly, is there any recourse?

A. If the equipment combination qualifies for a rebate through the traditional channel (such as a 17-SEER), submit the project through the traditional OIT and upload the Customer Acknowledgement form in lieu of the rebate reassignment form. The rebate check will come to you, the contractor.
If the equipment combination is not an eligible match on AHRI, unfortunately the equipment is not eligible for a rebate.

Q. How do we determine the level of rebate that the equipment qualifies for?

A. The level of the rebate is based on the AHRI rated SEER of the equipment combination.

Q. Will the system qualify with an existing furnace?

A. As long as the equipment combination has an AHRI rated SEER of the required level, it may be eligible for a rebate, regardless of whether the furnace is new or existing.