



# LAST CALL FOR TAX CREDITS: URGENCY MARKETING STARTS NOW

**Peter Troast, Founder & CEO**  
Energy Circle Webinar Series

May 28, 2025

## What We'll Discuss

- 1 **Perfect Storm of Bad: Economy, Prices, Incentive & Tax Credit Uncertainty**
- 2 **Current State of Things in DC**
- 3 **Actions You Can Take (What We're Doing for Energy Circle clients.)**
- 4 **25C Means Business Program**



**ECONOMY, CONSUMER CONFIDENCE,  
EQUIPMENT PRICES, DISAPPEARING INCENTIVES:  
A PERFECT STORM OF BAD**



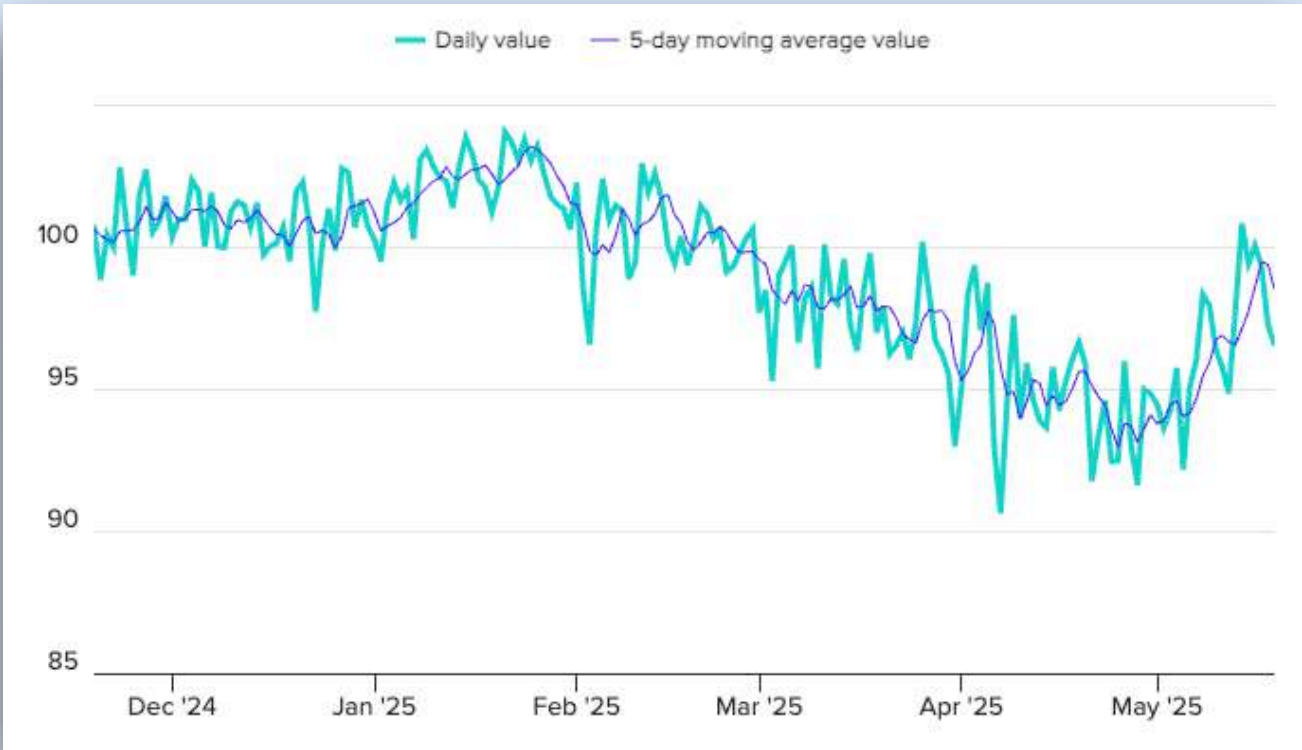
# Economy, Consumer Confidence, Prices

## Challenging Market Conditions

Equipment  
Costs



Consumer Confidence



Persistent Bad News

**Trump’s all-out war on energy efficiency**

From targeting Energy Star to pausing more obscure rules, the Trump administration is derailing measures that help save money by reducing energy use.

 By **Alison F. Takemura**  
12 May 2025



Business Pessimism

**Recession is coming before end of 2025, generally ‘pessimistic’ corporate CFOs say: CNBC survey**



# TAX CREDIT IMPACT: BIGGER THAN YOU MIGHT THINK

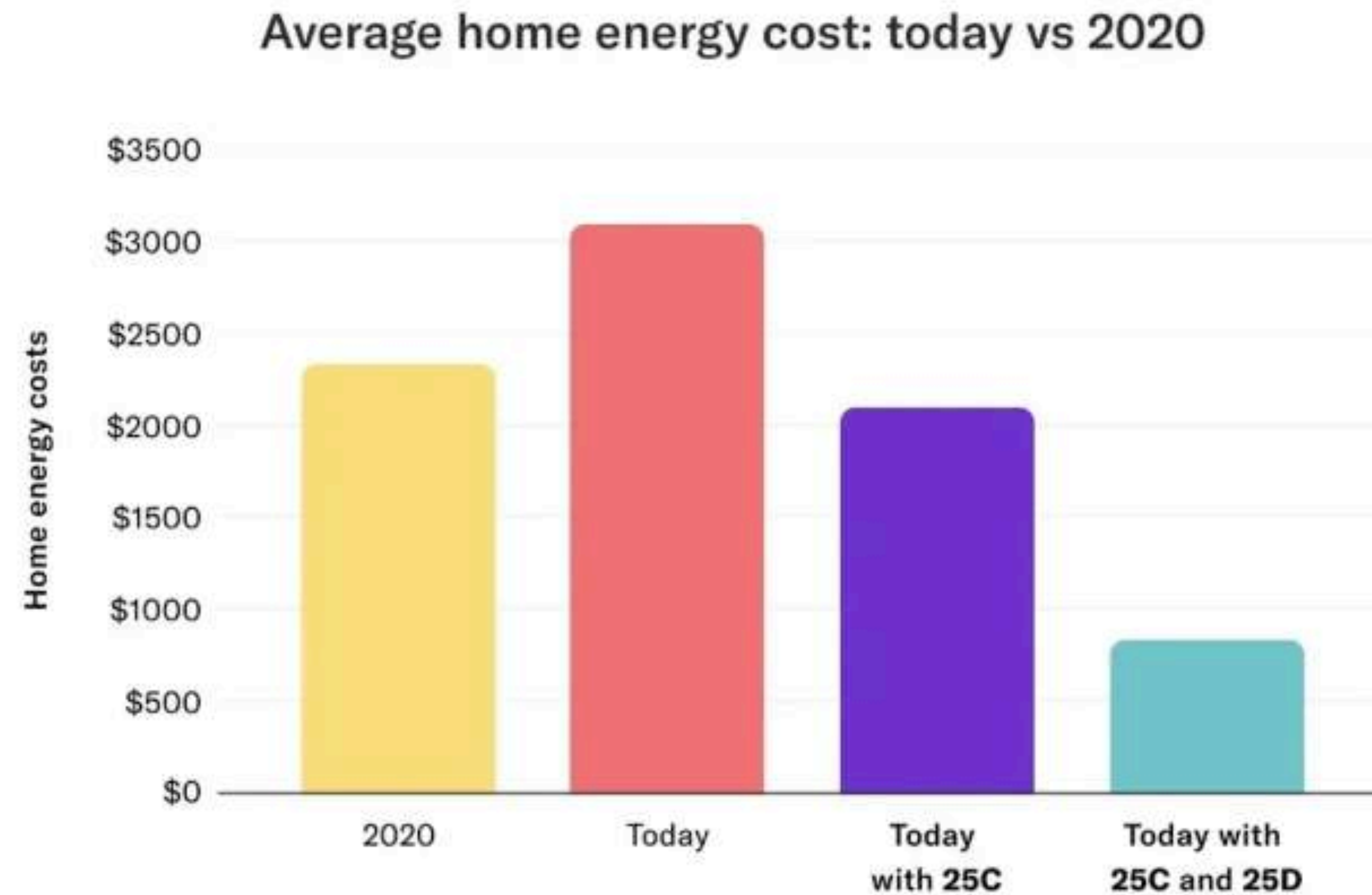


2023  
IRS  
Data

Credit	Total Utilization	Ave Credit	Total Projects
25D (solar)	~\$6 billion	\$5084	1.2 million
25C (efficiency, heat pumps)	~\$2 billion	\$882	2.3 million



## Good for Homeowners



Source: Rewiring America analysis

Home energy improvements made with tax credits 25C and 25D can help U.S. households save hundreds of dollars annually. (Rewiring America)



# THE LATEST FROM WASHINGTON





## Current Bill Status

- House Passed Budget Bill ends energy efficiency tax credits including 25C (insulation, heat pumps) and 25D (residential solar) at the end of 2025.
- Under current law (IRA), expiration was 2032.
- Committee to Watch: Senate Finance Committee > this is where all the lobbying pressure is focused as amendments can be proposed there.
- Stated goal is final bill by July 4th.



## Crystal Balling Congress 🤔

- Some reduced timeframe seems inevitable
- Industry lobbyists are focusing in on the Senate to extend the 25(C & D) tax credits beyond 2025.
- Unlikely any retroactive withdrawal of the tax credits for 2025 at this point.
- Optimistic outcome is extension through 2028.
- Nothing so far impacting the IRA Rebates



# ACTIONS WE'RE TAKING FOR CLIENTS



Consensus of Many  
in the Industry

# Get Us to the Kitchen Table

## Let Sales Team & Process Take it From There



Tax Credit  
Urgency  
Messaging

# ACT NOW BEFORE TAX CREDITS EXPIRE

*An excellent conversation starter/catalyst*



## Reality Urgency Phase

## Uncertainty Urgency Phase

Solar push

Insulation /  
Heat pumps push

May - June

Aug - Sep

Nov - Dec

Bill  
process

July

Oct

2026

Bill signed?





## 25D - Solar

### Considerations and Impact

- Loss of 30% solar tax credit will hit hard
- Solar payback periods will be extended and the cost could increase by several thousand dollars. Battery systems will become very costly. Could shift towards even more affluent demographic purchase in the near future.
- If 45E remains, this could shift the residential market towards greater PPA/leasing models. Could also see the leasing solar bro culture explode.
- Assuming resolution around July 4th, matched with the current solar summer season and contract to installation turnarounds: very short urgency window. (~Mid October likely cutoff).
- Need to balance urgency vs. bad actor solar fear-mongering



## 25C Messaging

- Tax Credits are Expiring Soon!
- Now is the best time to maximize total incentives (esp. in markets with multiple incentives)
- No guarantee that incentives will be better than they are now
- Book your jobs soon to ensure 2025 completion
- Don't wait around to see what happens—and get caught in the end-of-year rush with everyone else!





Solar Tax  
Credit  
Messaging

Dual Messaging Approach (Uncertainty Urgency)	
Last Chance	Right Time
<ul style="list-style-type: none"><li>• This Could Be the Last Year the 30% Federal Solar Tax Credit Is Guaranteed, Don't Miss Your Chance to Save</li><li>• Solar Tax Credits Are Under Fire! Go Solar Now to Save 30%</li></ul>	<ul style="list-style-type: none"><li>• You Haven't Missed Your Chance! Claim the 30% Federal Solar Tax Credit When You Go Solar in 2025</li><li>• Go Solar Now to Lock-In 30% Tax Credit Savings</li><li>• Incentives Have Never Been Better &amp; Now Is the Best Time to Go Solar</li></ul>



## **Tax Credit Uncertainty Urgency Phase:**

### **Marketing Essentials**

- Flexible plan in place pending Congressional outcome (July)
- Add messaging to Google Ads copy; lean in to incentive/credit keywords
- Leverage social, display, YouTube to build awareness of cut off.
- Inventory current Tax Credit pages / top blogs. Refresh/update (low-hanging quick wins) or write new.
- Hello Bar / Homepage features to flag urgency
- Integrate messaging into Google Business Profile posts
- Create 25C / 25D videos
- Utilize 25C Means Business Program - will likely be producing templated content for reality urgency phase.

Other Tactics - Discussion







# 25C

# MEANS BUSINESS

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



## Results to Date



**250+**

25C Participating  
Contractor Companies

**3,500+**

Custom materials  
delivered

**\$20,000**

Materials value per  
contractor





Landing Page

CAPE SAVEWeatherization

Why Weatherize? Insulation Tax Credit Referrals Reviews Community Action Cape Coat Heat Pumps

Insulation Tax Credit

The insulation tax credit, also called the Energy Efficient Home Improvement Credit, allows eligible homeowners to receive a federal tax credit of up to \$1,200 annually for upgrades like [insulation and air sealing](#).

Cape Save can help ensure that your work qualifies for this **insulation tax credit**. Reach out today to see how much you could save with the insulation tax credit and other available incentives and rebates.

**What is a Tax Credit?**

Homeowners sometimes ask us if home insulation is tax deductible. Tax credits and tax deductions are similar tax breaks, but they're not the same. A tax credit reduces the amount of taxes you owe, while a

How to Claim Your Tax Credit

Claiming your tax credit for insulation and air sealing upgrades is straightforward:

- **Verify Eligibility:** Cape Save will verify with you that the insulation work we've done for you meets the criteria for tax credit eligibility.
- **Keep Your Receipts:** We will also provide you with an invoice breaking down the tax credit-eligible portion of your work. You'll need this when you or your accountant does to file

Brochure

The Benefits of Insulating Your Home!

How to Claim the Insulation Tax Credit

Partner with a Contractor that Knows Insulation Tax Credits

183-475-5450  
www.abcqueen.com

Questions to ask your contractor:

- Will my insulation upgrades be eligible for the tax credit?
- How much does it cost to qualify for a tax credit?
- Can you provide me with an itemized invoice for my tax records?
- Can I claim the insulation tax credit in addition to the insulation rebates?

Your Guide to the Insulation Tax Credit

Save up to \$1,200 per year!

Truck Decals

ASK ME ABOUT THE

SAVE TODAY!

INSULATION TAX CREDIT FOR HOMEOWNERS

Facebook Ads & Posts

ASK ME ABOUT TAX CREDITS

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

Postcards

ASK ME ABOUT TAX CREDITS

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

The insulation tax credit for homeowners 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!

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

Blog Series & Videos

About Us Blog Contact Call Us: (413) 961-9113

B-ALPHA

Rebates & Incentives Insulation Services Commercial, Multi Family, Residential

How Does the Insulation Tax Credit Work?  
September 2024

The insulation tax credit is a great opportunity to lower the cost of upgrading the insulation and air sealing in your Chicopee home. You can save 30% of your eligible expenses, up to \$1,200 per year, making it more affordable to create a comfortable home and lower monthly energy bills.

But many homeowners are less familiar with tax credits than rebates. How is the insulation tax credit different from an insulation rebate, and how do tax credits work in general?

What is a Tax Credit?

Unlike a rebate, which is a refund or upfront discount, a tax credit reduces the amount of taxes you owe the government. The insulation tax credit, officially called the Energy Efficient Home Improvement Credit, is a federal tax credit, so it would only affect your federal taxes owed.

A tax credit offers a dollar-for-dollar reduction in your tax bill. As an example, if you go to file your taxes for the year in which you upgraded the insulation and air sealing in your home, and you owe \$1,500 in federal taxes, you can use the insulation tax credit of \$1,200 to reduce the taxes you owe to \$300.

How the Insulation Tax Credit Process Works (in 3 Simple Steps)

- Work with a contractor familiar with the insulation tax credit to ensure that you meet all of the qualifications and maximize your savings!
- When your home improvement work is finished, make sure your contractor provides you with an itemized invoice that includes all of the expenses eligible for the tax credit.
- When it's time to file your taxes for the year in which your insulation and air sealing upgrades were made, give your invoice to your tax professional (if you are doing your taxes yourself, you can fill out Form 5695, but we always recommend leaving your taxes to a professional).

Things the Insulation Tax Credit Does NOT Do

1. **You cannot use the tax credit to get a refund:** If the amount of the tax credit you are eligible to take is more than the federal taxes you owe, you won't be paid for the difference.
2. **You cannot roll any remaining balance to the next year:** Similarly, you can't save any remaining balance to apply to future years' taxes.
3. **You can't take the tax credit on non-eligible expenses:** Labor costs for installing insulation and air sealing are not eligible for the Energy Efficient Home Improvement Credit, but that doesn't mean that there isn't plenty of savings to be had! B Alpha Construction can help you navigate the tax credit and maximize the credit you're eligible for.

Find Out How Much You Can Save with B Alpha Construction

We know that every dollar counts when it comes to making investments in your home, which is why the team at B Alpha Construction is trained and familiar with incentives like the insulation tax credit. As part of our energy assessment process, we will review your eligibility for this tax credit and outline your estimated savings!

We make saving money with the insulation tax credit easy! Call (413) 961-9113 or contact us online today to get started.



[www.25Cmeansbusiness.org](http://www.25Cmeansbusiness.org)

# 25C MEANS BUSINESS

## FREE Marketing Kit

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 JOIN

### + 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.

Includes brochures, infographics, and videos about the program that can be easily added to your website.

Access to 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

