



Ohio Appliance Rebate Program Frequently Asked Questions

What is the Ohio Appliance Rebate Program?

The Ohio Appliance Rebate Program is a consumer program funded through the American Recovery & Reinvestment Act. It offers a rebate incentive to consumers who purchase new Energy Star® appliances from Ohio retailers. All states in the U.S. are running similar programs with Ohio's beginning on March 26, 2010. The Ohio Department of Development is the sponsoring state department for the program.

This is a similar program to the "Cash for Clunkers" incentive that the Federal government offered in 2009 on vehicle purchases, but with one major difference – the consumer is responsible for fulfilling the rebate process. Retailers are not responsible for making sure consumers apply for or receive their rebate from the State of Ohio Department of Development.

What are the rebate offers?

The State of Ohio received \$11,020,000 to pay for the rebates and administer the program. The total amount available for rebate reimbursements is \$10,469,000 (with the remaining amount being spent on administration of the program). Rebates are designated for specific appliance types as follows:

Appliance Type	Rebate Amount	Number of Rebates Available	Purchase Period	Total Dollar Amount Available
Refrigerator	\$100	26,172	March 26, 2010 – April 19, 2010	\$2,617,200
Clothes Washer	\$150	24,428	March 26, 2010 – April 19, 2010	\$3,664,200
Dishwasher	\$100	20,938	March 26, 2010 – April 19, 2010	\$2,093,800
High-Efficiency Gas Storage Water Heater	\$100	15,703	March 26, 2010 – May 24, 2010	\$1,570,300
Electric Heat Pump Water Heater	\$250	2,094	March 26, 2010 – May 24, 2010	\$523,500
TOTAL		89,335		\$10,469,000

Consumers must purchase a qualified Energy Star appliance to be eligible for the rebate. Qualified appliances can be found by going to www.OhioApplianceRebate.com.

If rebate funds are available after the appliance program periods have ended, then funds will be reallocated and offered to those on waiting lists for appliances in high demand.

What are the rules for the program?

In order for a consumer to redeem their rebate, they need to:

- Be a resident of Ohio
- Purchase a qualified Energy Star appliance within designated purchase period
- Purchase from an Ohio retailer
- Send in rebate application and proof of proper disposal to the rebate fulfillment company

Rebates are only available to consumers purchasing a new appliance to replace an old, functional appliance that is not designated as an Energy Star appliance. Haul-away services will be required to verify that the old appliance is working and is not Energy Star.

Consumers are encouraged to visit the program website – www.OhioApplianceRebate.com – to reserve their rebate based on a particular appliance type (refrigerator, washer, etc.). The website will showcase the real-time statistics of rebates reserved and redeemed by appliance type so consumers are fully aware of what is available. Reserved rebates that have not been redeemed within 3-days are unreserved and are therefore available again for reservation.

How does a consumer redeem his/her rebate?

The best way for a consumer to redeem his or her rebate is to start by reserving it at the website – www.OhioApplianceRebate.com. Once reserved, the consumer will make a purchase from an Ohio retailer within the designated program dates, and send in an application with proof of purchase. In addition, consumers are required to dispose of their old appliance in an environmentally-friendly way. Retailers with disposal services and disposal companies are required to provide the consumer with written confirmation that the appliance was recycled/disposed appropriately. More details about disposal can be found on the website – www.OhioApplianceRebate.com.

Can any appliance retailer promote this program?

Yes, as long as you are an Ohio store selling appliances, you can promote this program to consumers. The website – www.OhioApplianceRebate.com – does have a “participating retailer” database available for registering. It is not mandatory to register your business with the State, but it is encouraged as consumers will be visiting the site as a primary source to finding out details about the program.

Does the rebate program apply to online purchases?

No. Only purchases made at an Ohio brick-and-mortar retail location are eligible for rebates.

If I don't offer appliance disposal and recycling services, what should I do?

The easiest thing to do is point your customer to the website – www.OhioApplianceRebate.com. The State has generated a list of recycling and disposal companies that can handle this customer need. Another consideration for your business is to partner with one of these appliance recycling companies, and offer the service through your business during the rebate period.

What if I have a disgruntled customer?

One benefit of the appliance rebate program is that the rebate redemption process is the customer's responsibility – not the retailer. Customers must submit rebate applications and all applicable documentation like proof of purchase and disposal. However, if you do have a disgruntled customer, you should point him or her to the program website – www.OhioApplianceRebate.com – where FAQs for consumers and other information is available.

The State is also setting up a call center for the program, but this has not been established yet.

How will consumers learn about the program?

With the exception of State distributed press releases and news segments, retailers are being heavily relied on to promote the rebate program. The website – www.OhioApplianceRebate.com – has a program logo available by request if you want to use it in any promotional materials or advertising.

Here is the logo for reference:



The Ohio Council of Retail Merchants suggests that you consider including the program details and/or logo in newspaper circulars, television commercials or direct mail pieces that you are planning to execute. If you need any help with promotional suggestions, please do not hesitate to call the Council at 614-221-7833.