



Inflation Reduction Act: How Lowe's is Simplifying the Customer Journey



About Lowe's

- Leading home improvement company serving approximately **16 million customer transactions a week**.
- Operating over **1,700 home improvement stores** and more than **130 supply chain facilities**, employing approximately **300,000 associates** around the country.
- Facilitating approximately 600 instant rebate utility incentive programs across more than 30 states.
- #1 appliance retailer in the United States.
- First retailer to offer rebates through retail at point-of-sale and operating in multiple states.



Advantages of Working with Lowe's

- Lowe's has a dedicated team collaborating with states, the Department of Energy (DOE), vendors, and other stakeholders to develop and implement Inflation Reduction Act (IRA) rebate programs, helping customers take advantage of them.
- First retailer in the country to offer IRA Home Energy Rebates at the retail point-of-sale.
- Positioned to support both homeowners and Pro customers in utilizing these programs.
- Lowe's associates are well positioned to educate customers about available rebates and the benefits of energy-efficient products.
- Lowe's serves a network of service providers, installers, and the professional contractor community.



Homeowner

Single family homeowner or condominium owner

- DIY — homeowner-led projects for replacement products
- Purchasing and fulfillment sources:
 - Lowe's stores and online at [Lowes.com](#)
 - Nationwide delivery network



PROfessional

Property management - residential and commercial

- Multifamily rental and housing authorities
- Trades - electricians, plumbers and more

Construction

- Repair, remodel and restoration
- Builders and construction
- State-approved contractors



Purchasing and fulfillment sources

Convenient locations of 1,700 stores

- Direct-to-customer delivery options, as soon as same-day, inclusive of rural communities
- Lowe's stores nationwide and online at [Lowes.com](#)
- Lowe's Pro Supply with 29 branches in major markets and online at [LowesProSupply.com*](#)

In-Store and Online Experience



In-Store Signage

Signage is displayed in stores guiding customers to the relevant website to apply for their state's rebate program where they can begin the application process.



Coupons

Once verified, customers can receive a Lowe's coupon that can be used at checkout in stores and online.



Pro Desk

Lowe's Pro Desks can share with Pro customers how Lowe's can provide them with eligible products and share educational materials from states, like how to join their approved contractor network.



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Lowe's Associates Enable Customer Awareness

Lowe's Associate Readiness at Scale

- Central intranet hub with program summaries, FAQs, and Qualified Product Lists
- Simple associate talking points focused on qualifying products, program eligibility, and directing customers to the state application or information

Consistent Customer Messaging

- Aligned guidance across in-store, online, and customer care channels
- Clear direction to state-managed approval processes

Clear Escalation and Support

- Defined paths for program-specific questions
- Reduces misinformation and customer drop-off



State-Specific Lowes.com Landing Pages

WI IRA Cooking Appliances
102 results

Hotpoint
30-in 4 burners 5.0-cu ft Freestanding Electric Range (White)
4.3 ★★★★★ 2484
\$509.00 \$699.00
Save \$190.00
Rebates Available

Whirlpool
30-in Glass Top 5 burners 5.3-cu ft Freestanding Electric Range (Fingerprint Resistant)
4.1 ★★★★★ 3161
\$649.00 \$1,009.00
Save \$360.00
Rebates Available

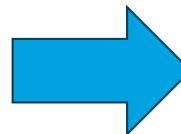
Samsung
Bespoke 30-in 4 burners 6.3-cu ft, Slide-In Single Wall Range (Stainless steel)
4.3 ★★★★★ 228
\$1,199.00 \$1,799.00
Save \$600.00
Rebates Available
Buy More, Save More

Popular Widths: 30-in
Type: Freestanding
Cleaning Method: Manual cleaning
Shop the Collection
Delivery Tomorrow

Popular Widths: 30-in
Type: Freestanding
Cleaning Method: Steam cleaning
Shop the Collection
Delivery Tomorrow

Popular Widths: 30-in
Cleaning Method: Self + Steam Cleaning
Delivery Thu, Feb 12

Add to Cart **Add to Cart** **Add to Cart**



Amount Program - residential
Induction Cookware Offer Lowe's | Samsung
Induction Cookware Offer | January 2026 ↗
Buy on or After: January 1, 2026
Buy on or Before: December 31, 2026
Claim By: January 30, 2027
Claim Within: 30 days of purchase
Get Form

- Get a Circulon Induction Cookware set FREE (\$189.99 value) when you buy any
- Limit 1 per household

Less Details ↴

Amount Program - residential
\$100 towards countertop modification costs Samsung - Ready2Fit Guarantee for Slide-In Range ↗
Buy on or After: January 1, 2026
Buy on or Before: December 31, 2026
Claim By: December 31, 2026
Claim Within: 30 days of purchase
Submit Online

More Details ↴

Amount Program - residential
Up to \$840 State IRA - Home Electrification and Appliance Rebates -

Heat Pumps as Proof Point: Reducing Friction While Expanding Choice

Problem to Solve

- Heat pump water heaters are still relatively new to market
- Many plumbers default to standard tanks based on what they stock or can most easily source
- Limited access to qualifying HPWH models slows adoption, even when rebates are available

Retail Solution

- In WI and AZ, Lowe's has enabled HPWHs in the HEAR retail point-of-sale rebate pathway
- Lowe's stores stock qualifying HPWHs locally for immediate replacement needs
- Additional qualifying makes and models, in multiple tank sizes, are available online
- Direct-to-job-site shipping supports Pro customers and speeds installation timelines

What This Enabled

- Reduced friction at the moment of replacement
- Preserved customer and contractor choice without complicating the in-store experience
- Instant point-of-sale savings combined with product access drove faster uptake

WI IRA Water Heater
11 results

Trending Now



A.O. Smith
Signature 900 50-Gallon Tall 10-year Warranty
240-volt Smart Hybrid Grid Capable Heat...

4.2 ★★★★ 53

\$1,550.00

Rebates Available
Installation Available

Family Size: 3-4 People
Pickup Fri, Mar 13 (Est.)
Delivery Fri, Mar 13

Add to Cart

How Contractor Coupons Can Reduce Friction and Expand Program Capacity

Problem Faced

- Cash flow and reimbursement timing limit contractor participation
- Many trade contractors lack access to appliances and electrification equipment
- Without a simple retail pathway, appliance and equipment upgrades can be excluded from projects

How Lowe's Can Support Contractor Pathways

- Contractor coupons issued only to state-approved contractor networks
- Lowe's fronts the discount with a defined reimbursement path
- Supports non-DIY categories (e.g., HVAC, insulation, electrical)
- In-store pickup or job-site delivery reduces delays

Benefits for Contractors

- Lowers upfront cost and logistics barriers
- Enables contractors to take on more projects at once
- Retail fulfillment for contractors enables appliance upgrades beyond traditional trade distribution
- Expands reach and delivery speed without weakening safeguards





Thank you!

