



INSULATION AND AIR SEALING MARKET STUDY

DTE Energy's contracted evaluator, Guidehouse, will be conducting a market study on behalf of the DTE Insulation and Home Performance Programs. A representative from Guidehouse may be reaching out in the coming weeks to request an interview with you to inform this study. As valued contractors, your participation in this study is highly encouraged.

Study Details:

- **Purpose:** We aim to collect valuable insights to inform our supply chain map and enhance our understanding of the insulation and air sealing market. By identifying barriers and opportunities for growth, we can improve the design of our program and enhance the overall contractor experience.
- **Timeframe:** The interviews will take place between June and August.
- **Duration:** Interviews will last approximately 60 minutes.
- **Format:** Interviews will be conducted via Microsoft Teams calls or telephone.
- **Data Privacy:** Guidehouse will not share your contact information with any third parties. All data and information collected from interviews will only be shared with DTE Insulation and Home Performance Program staff to improve program design. Responses will not affect program participation or eligibility.

Your input will directly contribute to shaping the future of the DTE Insulation and Home Performance Programs.

Thank you for your continued support of the DTE Insulation and Home Performance Program! Please contact your dedicated Account Manager or the Energy Efficiency Team for additional support.

DTE Energy Efficiency Team
855.539.1906
mydteprogram@icf.com
Michiganrebates.com

ICF | 600 Renaissance Center Suite 1250 | Detroit, MI 48243 US

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