



Inflation Reduction Act: A Retailer's Perspective



About Lowe's

- Leading home improvement company serving approximately **16 million customer transactions a week**.
- Operating **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.
- Only nationwide retailer operating IRA rebates in multiple states.
- #1 appliance retailer in the United States.
- First retailer to offer rebates at point-of-sale and operate 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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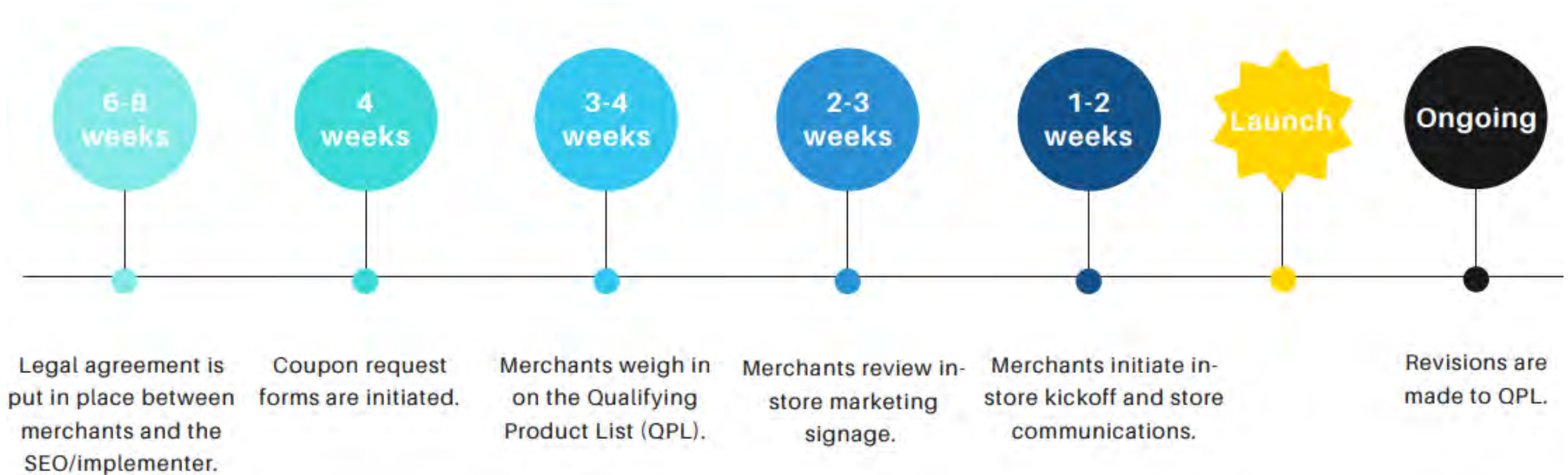


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IRA Retail Timeline



Supporting PROs

- Lowe's commitment to supporting IRA implementation extends to professional customers across various segments, including:
 - Government entities, community organizations, residential property management professionals, professional trades, construction, and renovation markets.
- Bulk purchasing and volume savings through **Lowe's Pro Supply**.
- General contracting support for product-only sales, as well as product and installation through **Lowe's PRO Renovations**.
- Fast delivery options are available to **both rural and urban communities**.
- The **Lowe's Foundation Gable Grants** program is investing \$50 million in community and technical colleges and nonprofits over 5 years to recruit, train, and prepare 50,000 people for skilled trades careers.
 - *Next funding cycle for community and technical colleges opens March 1, 2025.*



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Lowe's IRA Rebates Team



Robert Curis
Sr. Manager,
Government Affairs
Lowe's



Jamil Khan
Business Project Manager,
Rebates & Incentives
Lowe's



Rachael Grace
Vice President
Boundary Stone
Partners



Courtney Reyes
Manager, Government
Affairs
Lowe's



Taylor Beis
Vice President, Energy
Policy
Stateside Associates



Alison Kennedy
Vice President
Boundary Stone
Partners

Look for the Lowe's team throughout the week, and during Wednesday's State-Federal-Private Sector Networking session from 4:45 – 5:30 pm, to chat about how we can work together make these rebate programs a success!