



Trade Ally Program Policy

Leads generated by participating HVAC contractors through the Trade Ally program

The Trade Ally program is designed to allow HVAC contractors to participate in the BGE PeakRewardsSM program and generate leads of residential customers.

Qualified leads include:

- BGE customers who have a residential account;
- BGE customers who are not already enrolled in PeakRewardsSM;
- BGE customers who reside in a single family dwelling, duplex, townhome, condominium or property owned by the customer;
- BGE customers who have a CAC or heat pump in good working order.

Non qualified leads include:

- Legacy Rider 5 customers since this group will automatically be upgraded to PeakRewardsSM;
- BGE customers who reside in a multi-family complex or owned by a commercial management company.