



2024

DEALER BENEFITS

FOR CENTURY HVAC YORK® DEALERS



972-619-2999

centuryhvacpartner.com





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HISTORY OF THE CENTURY COMPANIES



After one year of working for a company in the HVAC wholesale industry, Century's CEO and Founder Dennis Bearden decided that there had to be a better way to operate an HVAC distributorship. It was then that Dennis developed a business philosophy that has been Century's driving force.

Dennis' philosophy: To regard employees as family and to treat customers as friends with a generous amount of customer service thrown in.

This simple but powerful idea caught on; Century continued to grow and by 1995, through new store openings and acquisitions under the leadership of President Rick Luke, Century grew to eleven branches in the Houston and southeast Texas area. In 1992, the company also expanded its reach into the midwestern states, and acquired Air Management Supply.

In 1998, Century found a home in the San Antonio area after opening Core Distributing. Not long after, in 2001, Century added

Major Supply in San Marcos to the list of acquisitions, and 5 years later acquired Graham Supply in Angleton and Bay City. With continued growth, in March 2008, Century added Johnson A/C Supply to its family and expanded into Dallas and Richardson. Two more locations were added in the following years: Waco and, through the acquisition of Gentry Supply, Mesquite.

With the York line of equipment being added to Century's offering in 2015, the branch footprint grew to include Cedar Park, Austin, West San Antonio, La Feria, Fort Worth, and Mansfield. With 26 locations at the beginning of 2020, Century A/C Supply announced an important change: the York region's 12 locations from DFW down to the Rio Grande Valley would be splitting into a new company called Century HVAC Distributing, led by Todd Shadden and owned by Dennis Bearden. Beginning in 2021, Century HVAC Distributing began operating under the new company name.

OUR CORE VALUES

CORE VALUES

GUNG HO!

Embodies the company's values & culture

COMMITTED

Dedicated to completing tasks & achieving goals

DEPENDABLE

Undeniably reliable

EXCEPTIONAL SERVICE

Expected service and then some

RESPONSIVE

Quick to react and acknowledge all

MISSION STATEMENT

***EMPOWERED
EMPLOYEES
PROVIDING
EXCEPTIONAL
SERVICE***

COMPANY PHILOSOPHY

In 1998, Century formally adopted a business philosophy called Gung Ho! The Gung Ho! values are those that have been passed down through generations of Native Americans and involve three cornerstones that are surprisingly

simple, yet amazingly powerful. Gung Ho! has created a collection of enthusiastic Century employees who are truly "providing customers with service beyond expectations" and creating raving fans like you, our customer.



THE SPIRIT OF THE SQUIRREL

This cornerstone represents worthwhile work. Knowing that we make the world a better place, everyone works towards a shared goal while values guide all plans, decisions and actions.



THE WAY OF THE BEAVER

Representing being in control of achieving the goal, the way of the beaver encourages a level playing field while respecting, listening to, and acting upon the thoughts, feelings, needs and dreams of co-workers. The result is able but challenged employees.



THE GIFT OF THE GOOSE

Cheer others on! The gift of the goose encourages one another to give congratulations without keeping score.

THE CENTURY EXPERIENCE

“
EMPOWERED
EMPLOYEES
PROVIDING
EXCEPTIONAL
SERVICE
”



WE MAKE HVAC EASY

We give you the tools and programs to successfully run your business, plus you'll enjoy:



- **Privately Owned** and **Easy to do Business** with!
 - **No Hassle Warranties**
Low Cost **10 Year Factory-Backed Labor Warranties**
 - **Well-Stocked Stores**
 - » Our top items are guaranteed to be in stock
 - » We have the equipment and parts in stock you need
 - **Fast, Friendly Service** — *we guarantee to get it right the first time*
 - **Free Technical Support** from Industry Experts
 - **Live Customer Service** Call Takers and **No Hold Time**
 - **Same Day Deliveries** — *get everything you need the first time*
 - » Will call orders pre-pulled and ready for quick pick up
 - **Place Your Orders with Ease** — *via phone, text, in person, or online*
 - **After Hours Orders** and **Saturday Openings** at Select Branches
- ... and so much more!

OUR PRODUCT LINES



WE PROUDLY STOCK
USA MADE PRODUCTS

EQUIPMENT LINES



PRODUCT LINES





TRAINING CLASSES



GET THE TRAINING YOU NEED FROM OUR INDUSTRY EXPERTS

We offer a variety of training classes throughout the year to help prepare you and your maintenance technicians for installing, servicing, and troubleshooting A/C systems. Some of the courses we offer include state license Continuing Education and more.

OUR MOST POPULAR COURSES INCLUDE:

York Modulating Furnace • York Modulating Heat Pump • York Smart Equipment Control
Board Navigation
York Inverter Driven 20 SEER • ECM Motor Diagnostics • EPA Review and Exam
... and more!



SCAN THE QR CODE
TO CHECK OUT OUR
TRAINING CLASSES

See our current offerings and register today at
CenturyHVAC.com/Training. Seating is limited.

WEBSITE ORDERING

GETTING WHAT YOU NEED JUST GOT EASIER!

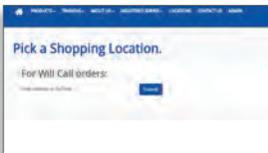


Check out our new Century HVAC Distributing website & app



SCAN TO PLACE YOUR ORDER TODAY!

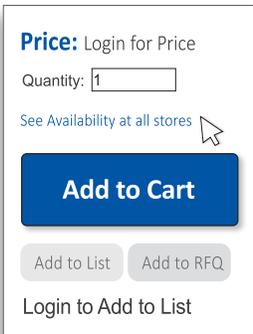
Anyone can visit our site and view our online catalog, but to shop and place orders, or view invoices and statements, you will need to establish online access. Already have an online account? Start utilizing all the great features today!



ONLINE SHOPPING. Browse our products and see availability by branch anytime at CenturyHVAC.com. When logged in, you will be able to place orders for will call or delivery and see pricing.



BROWSE PRODUCTS WITHOUT LOGGING IN. The new search bar, located at the top of the screen, allows you to search by keyword, item number, or manufacturer part number.



PREDICTIVE SEARCH RESULTS with customizable sorting and filtering make searching for what you need even easier.



EASY SHOPPING BY LOCATION. Click the location button at the top right to choose the location where you would like to pick up your order, or choose delivery. Delivery orders will ship from one of our delivery warehouse locations.

EXTENSIVE ITEM INFORMATION including spec sheets, MSDS sheets, and installation manuals.



Events & Current Promotions

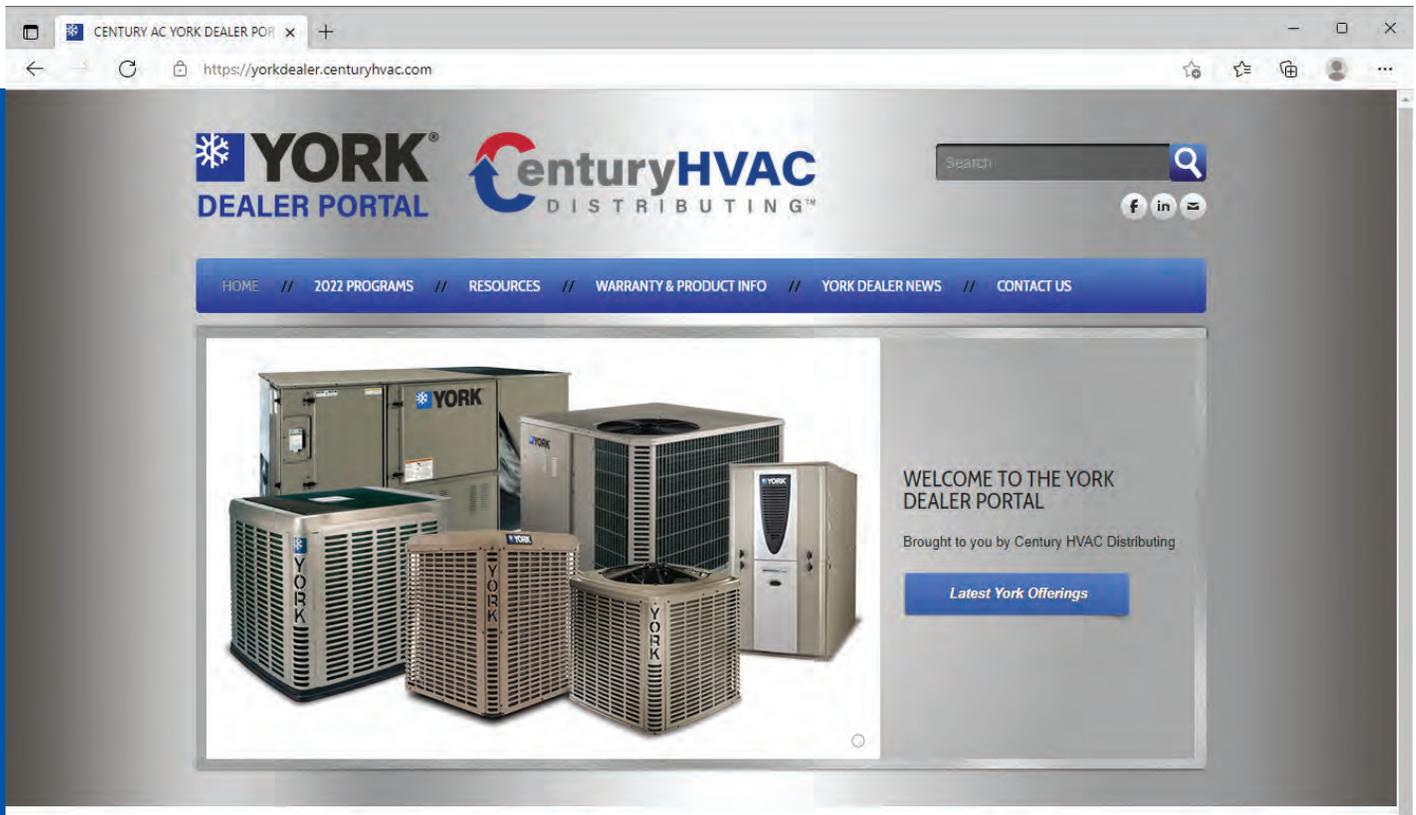
ACCESS TO EXCLUSIVE ONLINE ONLY DISCOUNTS AND PROMOTIONS. Find the Events and Current Promotions icon on the home page.

ITEM AVAILABILITY AND STOCK by branch is available on all items.

SEE OUR CLEARANCE ITEMS all in one place.

CENTURY'S YORK DEALER PORTAL

WE'VE COMPILED IMPORTANT DOCUMENTS & RESOURCES IN ONE LOCATION
Everything you need is just a click away!



Access Dealer Program information and assets through the Century HVAC Supply York Dealer Portal.

YOU WILL INSTANTLY HAVE ACCESS TO:

- Program Forms and Details
- Dealer Benefit Program Details
- Financing Information
- Equipment Images and Logos
- Marketing Your Business Resources

... and more!

Get access in 2 easy steps!

1. Visit yorkdealer.centuryhvac.com

Do not use the preceding "www." when entering this web address in your browser.



WE HAVE
MINI SPLITS
IN STOCK!



FROM 16 TO 30 SEER SYSTEMS AVAILABLE

Call us for more information

972-792-9675

HITACHI
Air conditioning solutions

2024 York Dealer Programs

Dealer Program Level	Liberties	Liberties Plus	CCE*
Minimum Equipment Purchase Requirement	\$35,000	\$50,000	\$100,000
Rewards, Rebates, and Discounts			
Co-op Allowance (Century/Dealer Split)	2% Split 50/50	2.50% Split 50/50	3% Split 50/50
Training Allowance	\$200	\$500	\$1,000
Travel Rewards Points	N/A	Eligible	Eligible
Personal Use Rebates	✓	✓	✓
Vehicle Discounts	✓	✓	✓
Sales Incentives and Promotions			
Welcome Packages	N/A	N/A	✓
Extended Warranties	N/A	1/1 - 12/31	
Promotional Extended Warranties (FIM)	N/A	1/1 - 12/31	
Dealer Sales Person Spiff (FIM)	N/A	2/1 - 10/31	1/1 - 12/31
Consumer Rebates (FIM) – New!	N/A	4/1 - 9/30	
Bonus Consumer Rebate	N/A	12 months	12 months
Promotional Residential Financing (FIM)	N/A	9 months	12 months enhanced %
Residential Financing by Synchrony	✓	Enhanced	Enhanced
Multisource Financing	✓	✓	✓
Second Look Financing by Fortiva	✓	✓	✓
Commercial Financing by PEAC Solutions	✓	✓	✓
Premier Program	✓	✓	✓
Homeowner Letters by Proforma	N/A	✓	✓
100% Satisfaction Guarantee	N/A	N/A	✓
First-Year Unit Replacement	N/A	N/A	✓
Consumer Literature Downloads	✓	Customizable	Customizable
Online Resources and Lead Generation			
Marketing Library (formerly UPG Net)	✓	✓	✓
Contractor Savings Program	N/A	✓	Enhanced
Century HVAC Dealer Portal Access	✓	✓	✓
Dealer Locator	✓	Enhanced	Enhanced
Home Services Scheduling by Dispatch	✓	Enhanced	Enhanced
Ducted Systems Solutions Mobile App	N/A	✓	✓
Ducted System Academy Online Business & Tech Training	Online Access No Matched Funds	\$3,000 Split 50/50	\$7,500 Split 50/50
Program Cost	\$0	\$2,250	\$3,750

I have read and agree with the terms of this document (initial) _____

The program cost will be invoiced to the dealer's account, regardless of credit cash account status, as soon as registration forms are received. Enrollments dated on or before 6/30/2024 will be invoiced at full price with 90 day terms. Enrollments on or after 7/1/2024 will be invoiced at 50% of the program cost with 90 day terms. *The Certified Comfort Expert (CCE) program includes additional dealer requirements. Ask your sales rep for details.



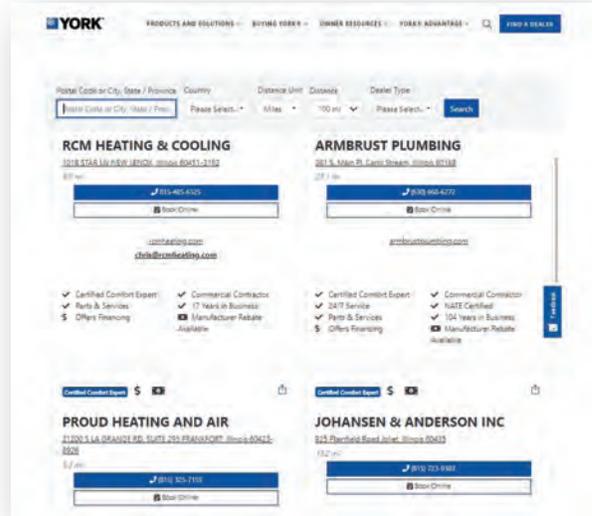


Dealer Locator

Estimated annual value: \$500

Consumers look to the web to find the best products at the best prices – and we know how essential it is to be visible. With the Dealer Locator, contractors will be accessible to any customer looking for our products and/or someone to provide service.

Enrolled contractors are listed on our Dealer Locator, allowing homeowners to find the service provider that is right for them. In addition, contractors participating in Home Services Scheduling by Dispatch will benefit from modern, seamless engagement with their customers – see the next page for details.



Adding attributes to a contractor’s listing provides homeowners with knowledge about why they should choose one home service provider over another.

Key benefits of Dealer Locator experience

- Results populated by geographic distance
- Based on familiar online search functionality

Contractor listing attributes

- Hours of operation
- Minority-owned
- Offers financing
- Parts and service
- 24/7 service
- Veteran-owned
- Website URLs
- Manufacturer rebate available
- Commercial contractor
- Women-owned

Integration with Dispatch

- ‘Book online’ function activated for participating contractors
- Reporting and tracking ability
- Improved experience for homeowners

Dispatch - free field service solution

Digitally manage YORK leads and beyond
Estimated annual value: \$2,500

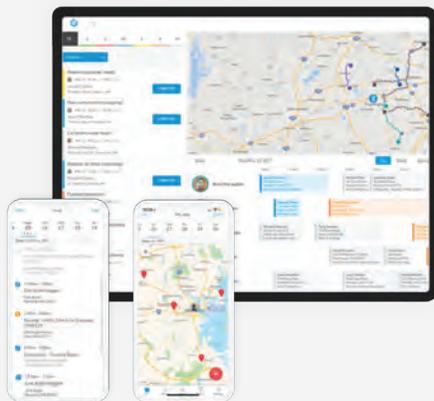


YORK's Lead Management Program, powered by Dispatch, supports contractors in the lead generation and management process – all while giving homeowners an exceptional experience. With a direct integration to the YORK Dealer Locator, contractors will have the ability to receive free leads (leads cost an average of \$250-\$300^!), make an impactful first impression and start building loyal relationships with their customers.

*Dispatch also integrates with other field service software, so contractors can seamlessly receive the leads from the locator into their preferred tool.

Use of Dispatch and automatic customer notifications can **reduce unnecessary back-and-forth status calls with customers by 24 percent

With Dispatch, contractors get:



- Leads captured through YORK.com
- Creation and management of all jobs
- Mobile (for field) and desktop (in office) applications
- Appointment scheduling and team member assignment capabilities
- Automatic customer notifications that keep them in the loop along the way**
- **Customer billing document management**
- **Credit card processing**
- **In-app performance reporting**
- **'Boost' online reputation management*****
- **QuickBooks Online integration**
- **Personal customer booking page on contractor website**

Bold bullets refer to Certified Comfort Expert (CCE) exclusive benefits

*Reach out to support@dispatch.me if looking to learn more about integration options

^Source: Air Conditioning Contractors of America Association

➤ Solution Navigator > Marketing > Marketing Library > Contractor Success Programs > Dispatch

Dispatch (Program Partner): Support@dispatch.me
Jack Nutting: jnutting@dispatch.me

*****Boosting public reviews** (via Facebook, Google) **optimizes ranking and popularity of a business online** (note: 81 percent of consumers use Google to evaluate local businesses)

Source: Local Consumer Review Survey 2022 by BrightLocal

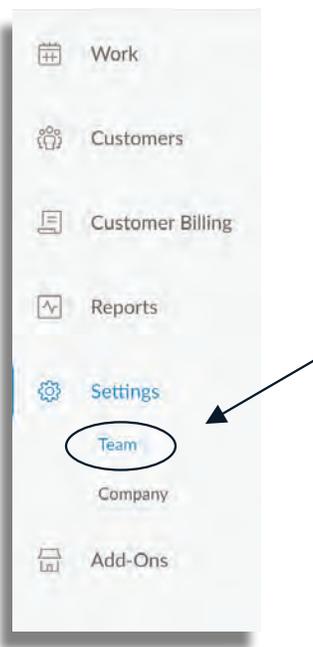
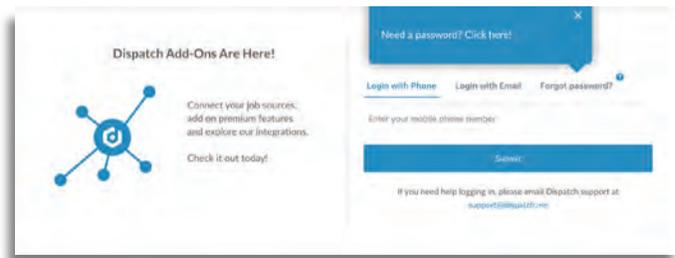


Getting Started

Logging Into Dispatch

1. Visit work.dispatch.me
2. Click **"Forgot Password"**
3. Enter the email address your company has on file with the brand you work with. You'll then receive a password reset email where you can create your password.
4. Return to the login screen at work.dispatch.me and login with your new email/password combo
5. Make sure your mobile number is in your profile so you don't need to remember a password for future logins.

****Having trouble logging on or not sure of which email we have on file for you? Reach out to support@dispatch.me for help!****



Adding Your Team

Each member of your team needs their own login for Dispatch. Team members will be able to send updates from the field, in real-time using the Dispatch mobile app. This step sets your team up for effortless communication and an exceptional customer experience.

1. Click Settings > Team
2. Click "Create User"
3. Add name, mobile number, upload a photo, assign role, confirm timezone is accurate, and then click "Save"

After you click Save, the user is automatically sent an invitation to download the Dispatch Field mobile app, which is sent through a text message or email, based on the contact information entered for the team member.

Downloading the Mobile Apps

The Dispatch mobile apps are available for both Android and iOS devices. Anyone set to the role of "Technician" will use the Dispatch Field mobile app and anyone set to the roles of "Dispatcher" or "Both" will use the Dispatch Manager app.



Have Any Questions? Want to Learn More?

Reach out to our support team - support@dispatch.me

Access additional training videos by visiting: academy.dispatch.me

Marketing Library

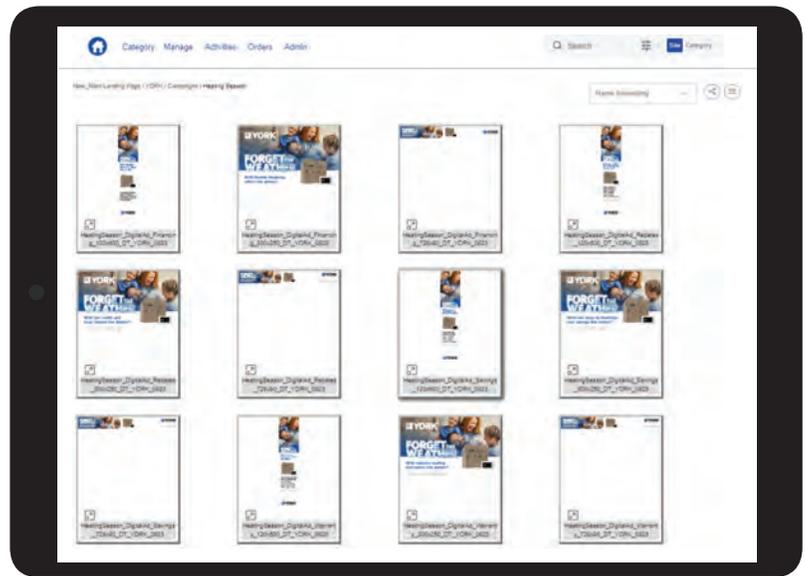
Estimated annual value: \$5,000

Marketing Library gives you immediate access to pre-built marketing materials which can be a game-changer for your business – saving you money, time and effort.

Instead of starting marketing campaigns from scratch, you can leverage the pre-built materials to jumpstart your initiatives. It's quicker and ensures consistency in branding and messaging.

The library provides many options, catering to your individual needs and campaign objectives. It empowers your business to try different strategies without the need for extensive design or content creation resources. Tapping in to pre-built marketing materials can streamline marketing efforts, boost productivity, and deliver impactful results.

The platform is also your primary resource for all Contractor Success Programs.



Key benefits of marketing and brand resources

- Direct mail
- Door hangers
- Advertising
- Radio and TV ads
- Posters
- Logos
- Brand guidelines

Field marketing and product content

- Tradeshows and events
- Merchandising
- Product collateral
- Brochures
- Preferred vendors

Contractor Success Program

- Operating letters
- Vendor partner collateral
- Training/webinar recordings



To access the Marketing Library, log into SolutionNavigator.com

FROM CENTURY: COOP GUIDELINES

CLAIMS MUST BE SUBMITTED BY 12/1/24.

CO-OP ALLOWANCE

One of the benefits of becoming a York dealer with Century HVAC Distributing is an annual co-op marketing budget based on York residential equipment purchases*. The purpose of the co-op fund is to help dealers grow their businesses through co-branded marketing, advertising, and promotions.

GENERAL GUIDANCE

All co-op claims are subject to review by Century HVAC Distributing and York. The York logo height must be at least 0.75" wide on small print items to be coop eligible; for all other items, the York logo must occupy at least 10% of the space to qualify for co-op reimbursement. Any claim that is submitted under the York Marketing Co-op Program that mentions or features any name or logo of a competitive brand or any competing product will be ineligible for reimbursement. Only the York brand can be promoted in any media. Any claim for advertising, in any media, that features product price will not be eligible for reimbursement. Any claim that features unapproved or previous versions of the York logo, advertising materials, or collateral will not be eligible for reimbursement. All co-op advertising reimbursement is issued in the form of a credit memo to the dealer's Century HVAC Distributing account, regardless of status as COD or Credit account.

APPROVED CO-OP CATEGORIES

- **Search Engine Marketing and Advanced Search Engine Optimization:** Screen shot of ad required for proof.
- **Website Creation and Maintenance:** York logo must appear on the home page or landing page and must be at least 100 pixels in width. Website must not feature any competitive products and is subject to review by Century personnel.
- **Newspaper Advertising:** Space costs only; graphic design fees and/or labor are not eligible for co-op reimbursement.
- **Consumer or Trade Print Advertisement:** Space costs only; graphic design fees and/or labor are not eligible for co-op reimbursement.
- **Radio and Television:** Spot announcement costs for 10,15, 20, 30, and 60 second advertisements. Video or sound clip required for proof.
- **Billboard and Transit Advertising:** Space and printing costs only; graphic design fees and/or labor are not eligible for co-op reimbursement.
- **Exhibits, Displays, and Fairs:** Cost of exhibit space. If products other than York are displayed, only the percentage of space occupied by York will be eligible for co-op reimbursement. A photo of the booth is required for proof.
- **Local Consumer Direct Mail:** Cost of postcards, postage, and mailing lists. Graphic design fees and/or labor are not eligible for co-op reimbursement.
- **Identification Signs:** York branded signage is eligible; Costs associated with running electricity to the sign and/or installation labor will not qualify for reimbursement.
- **Vehicle Identification:** Vehicle wraps are eligible for co-op reimbursement as long as the York logo is no smaller than 9.5"x22.0" and is featured in color on both sides and the back of the vehicle. A photo of the vehicle after it has been wrapped is required for proof.
- **Sales Promotion Materials:** Promotional items, flyers, videos featuring York, and sales presentation material are acceptable.
- **Uniforms and Apparel:** York logo must be 1" or larger; photo of apparel required for proof. Apparel purchased by the dealer through York's program with Tangible Advertising or Total Identity Solutions is eligible for 100% reimbursement from Century.
- **Sales Programs:** Requires preapproval and reports showing York equipment percentage sales.
- **Software:** Wrightsoft and Picture Perfect Pricing only.
- **Other:** We encourage you to be creative with your marketing and advertising, but please obtain prior approval from Century HVAC Distributing's marketing department for promotions that fall outside of the normal categories.

MEDIA & MATERIALS NOT ELIGIBLE FOR REIMBURSEMENT

The Century HVAC Marketing Department retains the right to be the final authority in determining if any other expense is chargeable to the co-op fund. Examples of media and materials not chargeable to the support fund are:

- Fees associated with financing & rebate programs offered by Century & York
- Memberships in Trade Organizations or buying groups
- Religious or political publications
- Local advertising agency fees
- Labor charges
- Customer gifts, meals, etc
- Computer hardware, software & applications
- Office supplies
- Yellow Pages ads not featured online
- Travel expenses
- Taxes
- Truck painting and/or repairs.
- Shipping, electrical, and labor charges for displays and exhibits
- Shipping charges for any item
- Warranty-related expenses and labor
- Design Fees

APPROVED LOGOS:

NOT APPROVED LOGOS:

DEADLINE FOR CLAIMS: DECEMBER 1, 2024
TO SUBMIT A CLAIM, PLEASE EMAIL, FAX, OR MAIL THE FOLLOWING TO MARKETING BY 12/1/2024:

1. The invoice or receipt dated in 2024
 2. Proof of the marketing piece: photo, copy of ad, tearsheet, etc. to marketing@centuryhvac.com | 972-619-2160 phone
- Once your claim is approved and processed, you'll receive credit to your Century account.
*Excludes special orders.

TRAINING ALLOWANCE

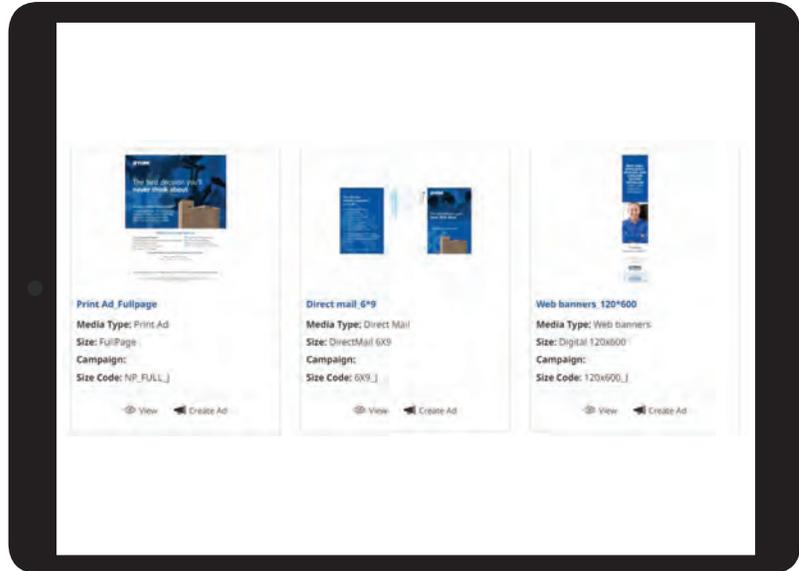
Separate from the Johnson Controls Unitary Products Allowance, Century offers Training Funds to all York Dealers to assist in covering the cost of business, sales, and technical training courses offered by Century. Once training funds are exhausted, training classes can be paid for with coop funds at their standard percent. Must require pre-approval if the course is not held by Century.



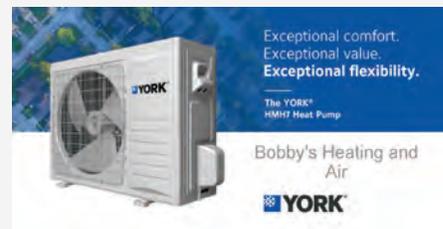
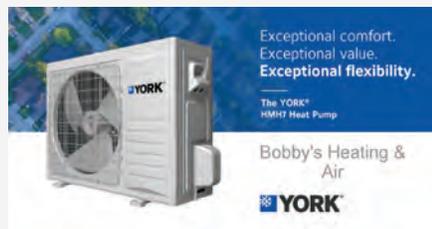
Ad Builder

Estimated annual value: \$2,000

The Ad Builder allows distributors and contractors to create ads from a series of templates. Select ad creation by media type, including direct mail, print, banner ads and social media. Order or email the finished ad product, all from within the platform.



Examples of ads built with Ad Builder:



To access Ad Builder, log into SolutionNavigator.com > Marketing > Marketing Dashboard > Ad Builder



YORK® MARKETING PARTNER

BxB Media is a full-service marketing agency that collaborates with HVAC professionals to build great brands and help them grow. Key programs for Century contractors include:

Marketing Health Audit

An objective, rated, and comprehensive audit of your current marketing approach. This audit provides insights into how your website and marketing are currently performing, as well as recommendations for improvement and growth.

JCI dealers get a special price* that is 100% co-opable!



Google Business Profile and Local Services Ads

Individual contractor coaching of setup and best practices for optimum Google Business Profile (GBP) and Local Services Ads (LSA) performance.



BRAVO Review System

Gets you more reviews on Google, Facebook, and other platforms to build and improve website results and SEO (search engine optimization) ranking. Integrates with many dispatch platforms for automatic review requests.



Boost and Other Holistic Marketing Programs

Starting at \$347/month*, BxB has programs to fit any size shop. Through collaboration with you and your team, we can help build strong brands and move more boxes.

SPECIAL YORK DISCOUNTS*†

on startup fees

20% off for CCE Contractors †

10% off for Liberties Plus Contractors †

5% off for any other YORK Contractors †

† Discount for Boost program startup fee is \$500.

* Pricing and programs subject to change. Contact BxB to confirm pricing and available services and programs.

angela@bxbmedia.com | kimberly.steele@bxbmedia.com | bxbknowshvac.com



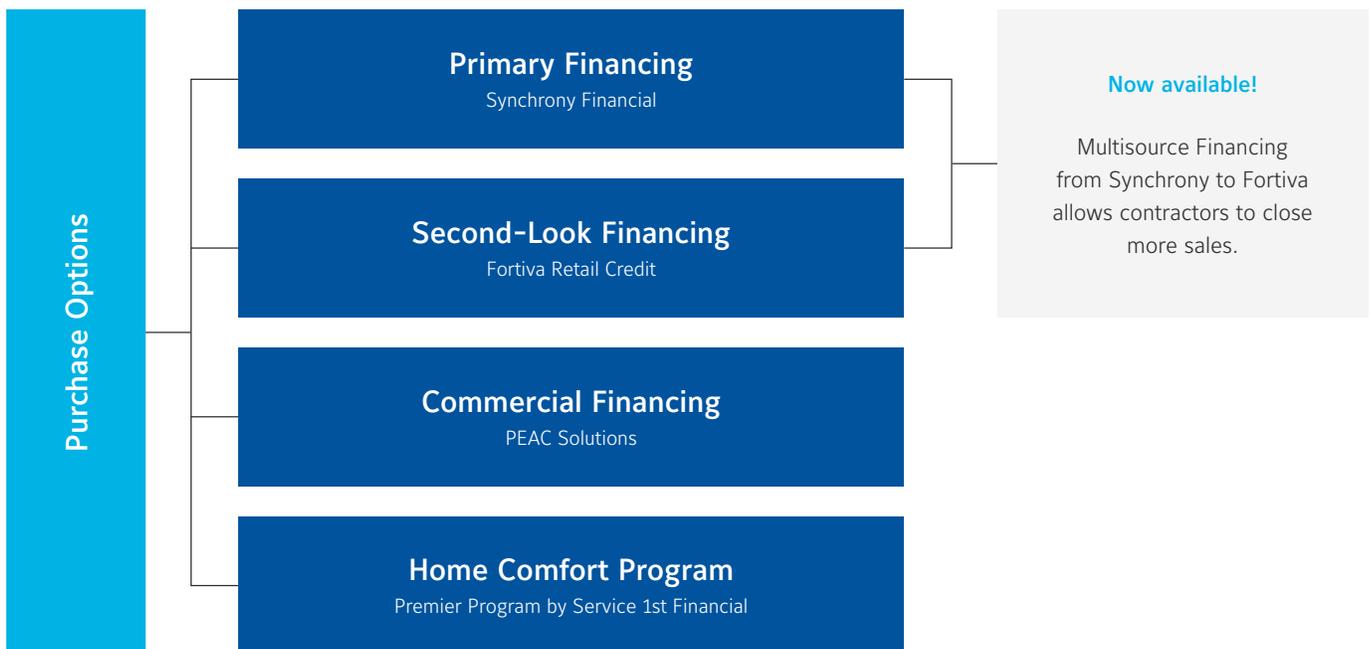


Purchase solutions for all consumers

When it comes to a major purchase like HVAC, not all sales and homeowners are alike. We offer multiple purchase options so that contractors may deliver home comfort to their valued customers while increasing business profitability.

The purchase options structure below illustrates everything on offer.

All of these were designed with the contractor in mind, to ensure they will have a purchase solution for the end-user.



Pro tip: Help your contractors show all financing options offered to their homeowners, in both sales and marketing materials. Ensuring easy access to an online Apply Now link is a great way to get consumers closer to the comfort system they both need and want.

Residential Financing

In partnership with  synchrony

Estimated annual value: \$6,200

Financing helps grow a contractor's business

Offering financing on every job can help contractors close more sales and homeowners get the HVAC solution they really want by breaking the cost down into convenient monthly payments. Our 2024 Residential Financing program by Synchrony offers a wide selection of consumer promotions at very competitive contractor rates.

Consumers want payment options



62% of Synchrony cardholders feel promotional financing makes their large purchases more affordable*



75% of Synchrony contractors report financing increases their average sale**



Cardholders spent \$4,383 more, or 155% more, on average compared to non-cardholders*



41% of Synchrony cardholders say they would walk away from the purchase if retailer financing was not offered*

Key benefits

- **Paperless, contactless** application and payment processes
- **Homeowner application pre-fill** to reduce friction and increase completion rate
- **Fast credit decisions** in five seconds, on average
- **Approved rebates** are paid within 72 hours
- **Flexible financing plans** include multiple options for contractors to choose what works best for their business
- **A dedicated sales team** to train contractors' staff and help them grow with financing
- **Compelling financing promotions** plus contractor fee buydowns for eligible^ YORK contractors

*Synchrony Ninth Major Purchase Study, Home Improvement 2023

**Synchrony Dealer Survey, Home Improvement 2023

^Eligibility varies by promotional timeframe. Refer to Operating Letter for full details.



Solution Navigator > Marketing > Marketing Library > Contractor Success Programs > Synchrony

Visit toolbox.mysynchrony.com | Synchrony Financial 1-877-891-9803



Second-Look Financing

By 

Estimated annual value: \$1,000

According to the latest statistics, over 50 percent of American consumers have less than prime credit. When your prime lender turns down your customer, Fortiva's Retail Credit Second-Look Financing helps you close the sale. Harness the stability of the only second-look financing program backed by a publicly traded company with deep buying experience in this segment of credit-challenged consumers.



Close more sales with Second-Look Financing. Not all customers fit into the traditional lending format and a credit score does not always give the whole picture. Second-Look Financing by Fortiva offers a payment alternative with longer terms and lower payments than tertiary lending options.

Key benefits

Significant value	Flexibility	Digital tools
<ul style="list-style-type: none"> Enrolled contractors benefit from a competitive 9.9 percent dealer fee negotiated based on the size of our network Six- and 12-month deferred interest options available 	<ul style="list-style-type: none"> Approvals down to 500 FICO score Approvals of approximately 25 percent to 50 percent of what primary lenders turn down No job completion paperwork to send 	<ul style="list-style-type: none"> Online application Direct deposit of funds into your account: no liability of funds after payment has been made Reduce the hassle of accounts payable and complicated paperwork

To participate:

- The contractor must be enrolled in Second-Look Financing by Fortiva during the Marketing Dashboard registration
- Upon successful enrollment in the Solution Navigator and Marketing Dashboard, the contractor must contact assistance@fortivafinancial.com to complete an application to become a merchant

Fortiva Financial: assistance@fortivafinancial.com | 800-708-2841



Multisource Financing

Estimated annual value: \$2,100



Say yes more often

Contractors do not have to lose a sale just because the homeowner didn't get approved! Historically, 35 percent* of applications declined by Synchrony are approved by Fortiva® Retail Credit. Both contractors and homeowners can benefit from this new program feature.

Synchrony's Multisource Financing feature is designed to help contractors maximize approvals and increase sales by adding a second-look option for homeowners with a seamless approval process.

Access Fortiva Retail Credit through Transact™, Synchrony's application processing system. It's an easy way to offer homeowners more financing options!

Key benefits

- **Simple and seamless:** No need to complete a second application. All homeowner data flows seamlessly to Fortiva Retail Credit
- **Quick and convenient:** Homeowners will enjoy the simplicity of completing one application to find the financing option that works best for them
- **Risk-free process:** Homeowners can see if they are prequalified in seconds. There is no hard inquiry to their credit report until they agree to the terms of credit and accept the offer
- **Easy funding:** Authorizations and homeowner records are generated and stored on Business Center/Transaction Status for one-click funding after job completion

Getting started

Step 1



Get set up with Fortiva Retail Credit by completing the application using this link: www.myfortiva.com/esign/HI

Step 2



Complete training with Synchrony and Fortiva Retail Credit

Step 3



Synchrony will notify you once you are active with Fortiva Retail Credit



Solution Navigator > Marketing > Marketing Library > Contractor Success Programs > Financing > Synchrony

Visit toolbox.mysynchrony.com | Synchrony Financial: 1-877-891-9803



Commercial Financing



Estimated annual value: \$1,000

In today's world, cash flow is a key concern for most businesses. A financing solution is a path to purchasing for these firms, allowing them to invest in their business while maintaining stability. Commercial financing ensures that businesses, regardless of size, can continue to thrive.

With Commercial Financing by Peac Solutions, proactively offering financing is made easy. Offering a monthly payment on every proposal will help contractors close more sales!



Key benefits

Significant value

- **No contractor cost**
- Higher closing ratios deliver competitive advantage
- Larger sales because the change in the monthly payment is minimal
- Increased profit margins
- Decreased administrative and accounts receivable tasks eliminate collection problems

Flexibility

- Finance jobs as little as \$1,000 and up to 1 million
- Terms from 12 months to 72 months
- Total Project Financing – including equipment, install, services, duct work, etc.
- Same day decisions
- No financials required up to \$250,000

Digital tools

- Online application
- Personalized financing link for customer quotes and contractor websites
- Direct deposit of funds into the contractor's account: no liability of funds after payment has been made
- Reduce the hassle of accounts payable and complicated paperwork



Solution Navigator > Marketing > Marketing Library > Contractor Success Programs > Financing > Peac Solutions

Corinne Beyer: cbeyer@peacsolutions.com | 856-505-4359

Premier Program by Service 1st Financial



The Premier Program enables contractors to provide their customers with truly worry-free home comfort delivered through a comprehensive, easy-to-use program and supported by industry-leading, on-site training and ongoing coaching.



Key benefits

Financial Performance

- Close rates and average ticket
- Revenue and profitability
- Enhanced cross-sell opportunities

Customer Loyalty

- Long-term maintenance agreement on every install
- Secure customers for 10+ years
- First in line for next replacement

Enterprise Value

- Secure contracted customer relationships
- Lucrative quarterly revenue share
- Improved financial visibility



Solution Navigator > Marketing > Marketing Library >
Contractor Success Programs > > Financing > Service First Financial

Tom Towe: thomas.towe@service1stfinancial.com 469-585-4541



Promotional Extended Warranty

The key to lifelong customers

Estimated annual value: \$5,500

Customer retention is a key component of every successful business. Our extended warranty plans are designed to help contractors secure returning customers by providing up to 10 years of extended protection for homeowners. Contractors can give customers the added peace of mind that comes with an industry-leading, extended warranty.

Through our Contractor Success Program, our extended warranty plans are available at a discounted rate. The Promotional Extended Warranty is a great tool for contractors to build their business today and maintain it in the future. With a low price and guaranteed income from all covered repairs, this one-of-a-kind extended warranty program provides contractors with more opportunities to sell while growing their service and referral business.

Peace of mind for homeowners

- Provides affordable parts-and-labor coverage for up to 10 years
- Offered directly by contractors and YORK – giving homeowners one place to go for service: the contractor
- Paid via a one-time payment at the time of purchase
- Transferable from one homeowner to another

Powerful profits for the contractor

- Additional revenue at the time of sale
- Offers a markup on all equipment and parts
- Requires normal clean-and-check service – providing the contractor with extra income
- Includes a generous travel-time allowance
- Can be offered for up to 10 years, retaining customers and their service business during that entire period
- Increases potential for replacement sales
- Administered and backed by YORK

Seven ways to build income with promotional extended labor warranty

1. **Potential to boost profits:** The plan is inexpensive, making it attractive to any customer. Since it costs contractors less, it's easier to make additional profit on every plan sold
2. **More opportunities to sell:** Maintain a solid relationship with customers by performing services and eventually getting their replacement business
3. **Required service means additional income:** Contractors can make money on required clean-and-check service visits
4. **Guaranteed income from all covered repairs:** Excellent labor rates, great parts mark-up and a generous travel-time allowance – all at no additional cost to the homeowner
5. **Increased potential for additional sales:** Homeowners will call their contractor who sold them their extended warranty for any and all issues
6. **Improved referral business:** Referrals to family and friends can help to boost income
7. **Enhanced service business:** Protection plans educate homeowners about the benefits of service and preventive maintenance



Confidence Plans

Confidence Plan	SKU	Price ¹ 1/1/24 to 12/31/24	Eligible Product Models	
HP System	YRCPHPSS120LMEPWS	\$603	Heat Pumps	YHE, YEE, YH2E
			Packaged Units	PHE4, PHG4
			Air Handlers	AE, AP, ME, MP, AVC, AVV, MV, MVC, JHET, JMET, JHVV, JHVT, JMVT
			Furnaces	YP9C, YPLC, Y8VV*, TM9V, TM8V, TM9E, TM8Y, TM9Y, TM8E, TL9E, TMLE, TL8E, Y82E, Y91E*, Y92E*, Y82V*, Y92V*
A/C System	YRCPSSPK120LMEPWS	\$458	AC	YCE, YCD, YFE, YFD, YCS, YC2D, YC2E
			Packaged Units	PCE4, PCG4
			Air Handlers	AE, AP, ME, MP, AVC, AVV, MV, MVC, JHET, JMET, JHVV, JHVT, JMVT
			Furnaces	YP9C, YPLC, Y8VV*, TM9V, TM8V, TM9E, TM8Y, TM9Y, TM8E, TL9E, TMLE, TL8E, Y82E, Y91E*, Y92E*, Y82V*, Y92V*

¹Prices shown and billed in US dollars (USD)

*Available throughout calendar year 2024

Confidence Plus Plan	SKU	Price ^{1,2} 1/1/24 to 12/31/24	Eligible Product Models	
HP System	YRCPHPSS120LMEPWP	\$566	Heat Pumps	YZV, YZT, YHM, YHG, YH2F, HMH7
			Packaged Units	PHE6, PHG6
			Air Handlers	AE, AP, ME, MP, AVC, AVV, MV, MVC, JHET, JMET, JHVV, JHVT, JMVT
			Furnaces	YP9C, YPLC, YP9C*, TM9V, TM8V, TM9E, TM8Y, TM9Y, TM8E, TL9E, TMLE, TL8E, Y82E, Y91E*, Y92E*, Y82V*, Y92V*
A/C System	YRCPSSPK120LMEPWP	\$373	Air Conditioners	YXV, YXT, YFK, YCG, YC2F, HMC2G2
			Packaged Units	PCE6, PCG6
			Air Handlers	AE, AP, ME, MP, AVC, AVV, MV, MVC, JHET, JMET, JHVV, JHVT, JMVT
			Furnaces	YP9C, YPLC, YP9C*, TM9V, TM8V, TM9E, TM8Y, TM9Y, TM8E, TL9E, TMLE, TL8E, Y82E, Y91E*, Y92E*, Y82V*, Y92V*

¹Prices shown and billed in US dollars (USD)

*Available throughout calendar year 2024

Single-Component Promotional Warranty Plans

YORK Confidence and YORK Confidence Plus unit replacement and lifetime compressor warranty enhancements are **not** available in the YORKCare Standard and Premium plans listed below.

Standard	SKU	Price ^{1,2} 1/1/24 to 12/31/24	Eligible Product Models	
Standard Furnace	YRCPFURN120LMEPWS	\$228	Furnaces	TM9E, TM8Y, TM9Y, TM8X, TL8E, TL9E, TMLX, TMLT, TGLS, TMLE, TM8E, Y82E, Y91E*, Y92E*
			Air Handlers	AE, AP, ME, MP, JHET, JMET
Standard HP	YRCPHP120LMEPWS	\$518	YHE, YEE, YH2E, YHE, YEE	
Standard A/C	YRCPUNIT120LMEPWS	\$337	YCE, YCD, YFE, YFD, YCS, YC2D, YC2E	
Premium Furnace	YRCPFURN120LMEPWP	\$190	Furnaces	YP9C, YPLC, YP9C*, TM9V, TM8V, Y92V*, Y82V*
			Air Handlers	AVC, AVV, MV, MVC, JHVV, JHVT, JMVT, JHVV, JHVT, JMVT
Premium HP	YRCPHP120LMEPWP	\$436	YZT, YHM, YHG, HMH7, YH2F	
Premium A/C	YRCPUNIT120LMEPWP	\$272	YXT, YFK, YCG, YC2F, HMC2G	

¹Prices shown and billed in US dollars (USD)

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Consumer Rebates

Estimated annual value: \$2,300

The Consumer Rebates program is designed to improve product mix and increase sales volumes. It is comprised of three components: limited-time homeowner rebates, bonus consumer categories and personal use rebates for the contractor. The best part? **All of these are 100 percent factory funded with no contractor contribution.**

With competitive rebates of **up to \$500*** on a new heating and cooling system, contractors will be able to attract new customers, ensure that homeowners benefit from the value of buying our brand and provide homeowners with a system that they truly desire.

Limited-time homeowner rebates are designed to help contractors close sales at the kitchen table when they need it the most. Distributors can pick any six months during the calendar year.

Personal use rebates serve to encourage distributor and contractor partners to purchase and install YORK residential equipment. This is an excellent opportunity to establish strong credibility with the consumer from the start. Personal experience with YORK equipment allows contractors to provide testimonials and superior knowledge to the homeowner.

Pro tip: Contractors can stack the value of consumer rebates with additional rebates available in their local market i.e. utility rebates, state energy incentives, federal tax credits and others. Promoting the 'total savings' to the homeowner in both marketing and sales materials can make the difference between the homeowner choosing to repair or replace.

Contractors can provide year-long, higher-value rebates to those homeowners that serve our communities. Homeowners in the following categories can take advantage of year-long increased rebates on qualifying products:



Military and veteran personnel



Educators



First responders



Homeowners residing in communities affected by emergencies or natural disasters

* Rebate value is based on high-efficiency air conditioner unit and premium furnace installation combination.



Qualifying Products and Rebate Schedule

Base Rebate column reflects the base homeowner rebate. Bonus Consumer Rebate column reflects the total rebate value for bonus consumer categories comprised of military and veteran personnel, first responders, educators, nurses, and homeowners residing in communities affected by natural disasters.

Air Conditioner and Heat Pumps					
Type	Models	Type	Models	Limited-time Base Rebate	Bonus Consumer Rebate*
21 SEER	YXV / YZV	19 SEER2	YXV / YZV	\$325	\$390
19 SEER	YXT / YZT	18 SEER2	YXT / YZT	\$300	\$360
17 SEER	YFK / YCG	16 SEER2	HMCG2 / HMH7	\$275	\$330
16 SEER	YHM / YHG	15.2 SEER2	YC2F / YH2F	\$250	\$300
Furnaces					
Type	Models			Limited-time Base Rebate	Bonus Consumer Rebate*
Premium	YPLC / YP9C / Y9VV^			\$175	\$210
Enhanced	TM8Y / TM9Y / TM8V / TM9V / Y82E / Y92E^ / Y82V^ / Y92V^			\$150	\$180
Air Handlers					
Type	Models			Limited-time Base Rebate	Bonus Consumer Rebate*
All	AVC / AVV / MVC / AE / ME / JHET / JMET / JHVV / JHVT / JMVT / JHVV			\$75	\$90
Packaged Units					
Type	Models			Limited-time Base Rebate	Bonus Consumer Rebate*
Premium	PCG6 / PCE6 / PHE6 / PHG6			\$150	\$180
Ductless Mini-splits and Mini-VRF					
Type	Models			Limited-time Base Rebate	Bonus Consumer Rebate*
Premium	DHS / DHX / DHZ / DHW / RAS-SH / RAC-SH / RAS-PH / RAC-PH			\$60	\$75
Standard	DHP / DHR / DHM / RAS-EH / RAC-EH / RAM-S / RAS-EH / RAS-SH / RAI-SH / RAF-SH / RAD-SH / RAS-1.0-4.0 / RPK / RCIM / RCI / RPIL / RPIM / RPK			\$50	\$60
Mini-VRF	HVAHP			\$60	\$75

Note: All rebates depicted above are in United States Dollars (USD).

*The Bonus Consumer Rebate column reflects the total rebate that an eligible individual in the bonus consumer rebate category can receive. Distributors and contractor partners are eligible for the bonus consumer rebate value through their Personal Use Rebates.

^Available throughout calendar year 2024.

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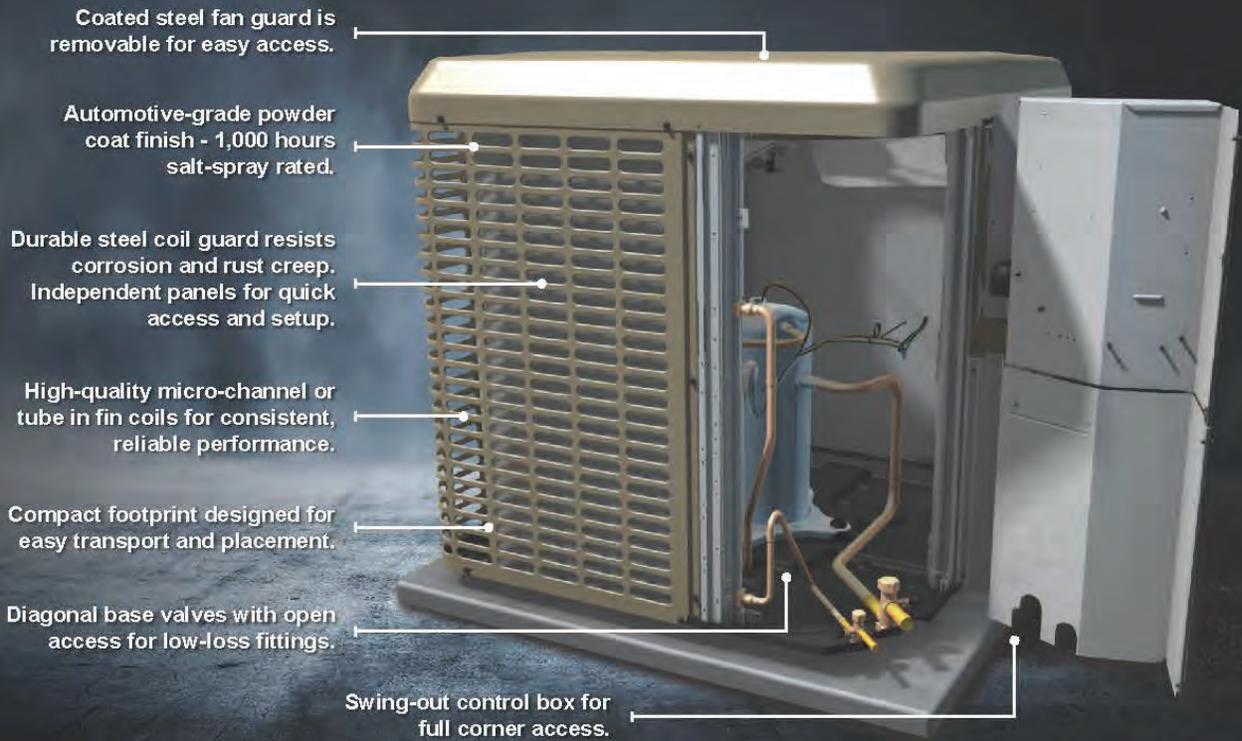
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BETTER.**



 **YORK**[®]

WWW.YORK.COM

BUILT TO WORK FOR CONTRACTORS



THE TOUGHEST QUALITY STANDARDS.

You live up to those every day on the job, and we build the equipment that's up to your standards. No compromising on quality. Every YORK unit that comes off our state-of-the-art assembly lines meets the most rigorous quality standards in the industry. From the coils to the coating, no other manufacturer can match the investments we've made in our people and processes. This level of attention to detail means homeowners get equipment that lasts and costs less in the long run.





ENGINEERED TO SIMPLIFY THE JOB YOU DO.

You focus on getting the job done right. The first time and without the call-back hassles. We've designed equipment just for you. Exclusive design details like the swing out control boxes make it easy to service. The platform for our outdoor condenser units fits existing pads and connections to save you installation time, and digital readouts simplify set-up.

YORK. Equipment that's built to make your job easier.



BUILT TO WORK FOR HOMEOWNERS

PERFORMANCE MATTERS. NO WORRIES.

The last thing your customers want to worry about, or even think about, is their heating and cooling system. YORK furnaces, air handlers, air conditioners, heat pumps, thermostats and IAQ systems are built to do the job efficiently, in a quiet, workmanlike way. **Nothing flashy. Just designs that save energy, deliver comfort and create peace of mind for your customers.** YORK systems offer greater flexibility, whether it's wireless access to comfort systems or the capability to easily interface with third-party thermostats.



BUILT TO WORK FOR LIFE

TESTED AND TRUSTED.

With our exclusive 29-step reliability testing process, we work almost as hard to break our equipment as we do to build it.

- **Accelerated life-tested** - A rigorous five years of outdoor environment testing in four months
- **Extreme temperature tested** from 130° to -30° F
- **Shaken, not stirred** - hydraulically actuated 'Shake-Table' simulates transportation stresses, all the way up to "Paint Mixer" mode (*maximum .75 G-Forces*) to prevent breakages
- **Rain tested** with Dielectric testing ensures products are safe and reliable to work on, even in the nastiest conditions
- **Corrosion resistance testing** in one of the world's most salt-corrosive environments makes certain cabinets withstand the worst that Mother Nature throws at them
- **Acoustic testing** samples sound levels at 100 Hz to create the quietest, most reliable operation for home owners

THE YORK FACTORY-BACKED PROMISE

Our warranty protections come direct from the factory; no third-parties to deal with. We stand behind the quality of our workmanship. And we back the performance of our equipment with total confidence. From the design through installation, and beyond, behind the YORK brand is a quality-first attitude.



*All warranties require online registration within 90 days of installation. Otherwise, warranties revert as follows:
Lifetime Compressor Limited Warranty – 10-year Compressor Limited Warranty; Lifetime Heat Exchanger Limited Warranty – 20-year Heat Exchanger Limited Warranty; 10-year Parts Limited Warranty – 5-year Parts Limited Warranty; 10-year Compressor Limited Warranty – 5-year Compressor Limited Warranty Three-phase models have 5-year Compressor and 1-year Parts Limited Warranties. Three-phase models do not qualify for the 10-year Parts Limited Warranty

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YORK[®]
WWW.YORK.COM

100% Satisfaction Guarantee

Through the 100% Satisfaction Guarantee, Certified Comfort Experts can ensure the comfort of their homeowners by offering an exclusive guarantee. If a homeowner is not satisfied with their new system within one year of the original installation date, the installing Certified Comfort Expert contractor can take several actions to restore the comfort of the customer.

01

Repair the problem at no charge to the homeowner

02

Replace the installed equipment

03

Refund the unit

The 100% Satisfaction Guarantee provides the consumer with peace of mind and confidence in utilizing the services of a Certified Comfort Expert. CCEs should use this added selling tool on every new installation to showcase their dedication, credibility and technical prowess as CCE contractors.

** Certified Comfort Expert must follow the appropriate guidelines in order to qualify for the guarantee at the time of sale. See your territory Manager for additional information.*



Solution Navigator > Marketing > Marketing Library > Contractor Success Programs > 100% Satisfaction Guarantee.

For information on the First Year Unit Replacement, contact upgwarranty@jci.com



First-Year Unit Replacement

Engage with Customers | Estimated Annual Program value: \$1,000

Included with:

- Certified Comfort Expert

Certified Comfort Expert contractors can offer homeowners a First Year Replacement Warranty on all our products that they install and service. If a product sold and installed by a Certified Comfort Expert Contractor has a failure of a major component before the first anniversary of installation, the dealer has the option to receive and install a replacement as well as the labor to install the new product*. Major components include compressor, outdoor coil, reversing valve and heat exchanger.

*The purchase of an extended labor warranty will be required for labor coverage. DOA is 30 days.



Homeowner Letters

Estimated annual value: \$1,000

Homeowner Letters by YORK turn one-time shoppers into lifelong customers. The letters are automatically sent after the equipment has been registered for warranty. Each letter includes a message and the installing contractor's contact information for future service needs. These communication touch points with the homeowner within the first year of their purchase and installation enhance the customer experience and allow contractors to secure loyal customers.

Contractor benefits

Thank-You Letter

Strengthen customer bonds with a courtesy thank-you letter sent within 30 days of warranty registration.



Extended Warranty Letter

Provide an extended warranty with an automatic mailed notification within the first year of ownership.



Pro tip: Contractors may use homeowner letters as the foundation for building a post-purchase relationship with the consumer. They can be the start of ongoing seasonal follow-up efforts or a referral program.

 Solution Navigator > Marketing > Marketing Library > Contractor Success Programs > Homeowner Letters

Proforma Prime Services | patrick.doughty@proforma.com | 405-830-603



Ducted Systems Academy

Estimated annual value: up to \$7,500

Ducted Systems Academy offers an easy-to-navigate interface with digital, mobile-friendly product reference, self-paced technical training courses and live online and classroom training with our success coaches. Courses include everything from 'HVAC for Non-Technical Personnel' for the novice, to more advanced courses specific to our residential and commercial equipment.

The Centers of Excellence encompass four essential disciplines, providing a pathway for personal and professional growth: technical, sales, professional development and leadership training. Courses are delivered through a combination of hands-on technical training, virtual instructor-led, online self-paced and engaging classroom-style learning experiences. We understand that time is valuable, therefore, our course schedules are designed for effective time utilization and maximum impact.



Contractor benefits

Liberties	Liberties Plus	Certified Comfort Expert
<ul style="list-style-type: none"> • Training site • Field reference guides • Academy TV 	<ul style="list-style-type: none"> • Liberties benefits • \$3,000 in Academy Match Dollars 	<ul style="list-style-type: none"> • Liberties benefits • \$7,500 in Academy Match Dollars

Academy Match Dollars are offered exclusively to contractors enrolled at the eligible program levels and are applied at the discretion of the contractor. Match Dollars may be applied to any Ducted Systems Academy tuition-based course to offset up to 50 percent of the cost of the published tuition.

Match Dollars are available on course registrations received through the end of the program year. **The remaining tuition balance for registered course(s) is due upon course registration and may be claimed towards available co-op funds at 100 percent.**

Pro tip: Be sure to guide your contractors to review all available training and sign up for classes!



Ducted Systems Solutions Mobile App

Easier access to Ducted Systems information

The Johnson Controls Ducted Systems Solutions Mobile App offers instant access to crucial Ducted Systems information in one place. Available on iOS and Android, the Ducted Systems Solutions Mobile App lets users quickly view information on commercial, light commercial and residential products – all for free.

Installing and logging in

Two ways to install

1. Find the Ducted Systems Solutions Mobile App in the App Store (Apple) or Google Play (Android).
2. Scan the following QR codes:



*Ducted Systems Solutions
Mobile App (Apple)*



*Ducted Systems Solutions
Mobile App (Android)*

After downloading the app, log in using your Solution Navigator credentials.



The power behind **your mission**





All the information and support you need, all in one place

The Ducted Systems Solutions Mobile App lets users access product information, unit nomenclature, start-up sections and control information when users scan a unit's QR code or enter the unit's serial number.

Users can also access:

- Tech guides & installation manuals
- Wiring diagrams
- Part finder
- Fault codes
- Training
- Unit-specific literature
 - Performance reports
 - Unit drawings
 - Startups
 - Unit registration

Easier warranty navigation

Finding product registration and warranty claims is easier than ever with the Ducted Systems Solutions Mobile App. All warranty-related information is in the warranty tab, so users spend less time searching and more time growing their business.

Download the Johnson Controls Ducted Systems Solutions Mobile App today!



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The power behind **your mission**





Contractor Savings

Estimated annual value: value will vary by the frequency and amount of use

The preferred vendor network includes a comprehensive list of resources and services to help contractors with various aspects of their business. Contractors can expect to do business with vendors fully vetted by us. In many cases, special prices have been negotiated, with even greater discounts for CCE dealers. To maximize the savings potential, many of the services are eligible for a reimbursement rate that is higher than the standard co-op at 50 percent. Refer to the Preferred Vendor Network operating letter or the Distributor Support Fund operating letter for details on the reimbursement rates.

Additionally, contractors are eligible for significant discounts on fleet vehicles, offered by General Motors (GM). Discounts can be accessed through participating GM dealerships.

Featured vendors

Website and marketing solutions

- BxB Media
- Enspire for Enterprise

Online reputation management

- Podium
- Bravo by BxB

Business software solutions

- HVACBizPro
- Pricebook Digital

Gifting service

- To Your Success

Promotional items and signage

- Dualite
- Hollywood Banners
- Proforma Prime Services
- Tangible Advertising (A division of Western Associates, Inc.)
- Total Identity Solutions

Vehicle discounts

- General Motors (fleet)



Vehicle Discount Privileges

Achieve Business Results | Estimated Annual Program value:
\$2500

Included with:

- All levels

With your partnership, you're eligible for significant discounts on vehicles manufactured by General Motors (GM). Simply go to a participating dealership and provide the paperwork from our customer portal and purchase your vehicle. Discounts are available for both personal use and company use applications.

Key Benefits

Company Fleet Discounts

- Available for GM brands in the United States
- Special and exclusive rebates only for Independent Contractors and Distributors partnered with our brands
- Simple process and compatible with some fleet rebates
- Unique packages available

Personal Use and Employee Discounts



How to participate

1. Discuss a partnership with your Distributor Sales Representative or Territory Manager
2. Download the appropriate documentation from the vehicle manufacturer you would like to purchase or lease a vehicle from
3. Search for a participating vehicle dealership (specific to Fleet if purchasing for company)
4. Provide the documentation from this portal for your vehicle and the dealership will provide the appropriate price

General Motors
Gabriel Slack
gabriel.slack@gm.com
Office: 313-268-5294

Ask your Territory Manager for the Processing Code and FAN in order to provide to your Dealer or leasing company.

Contractor Sales Spiffs

Estimated annual value: \$2,200

Our Contractor Spiff Program is designed to reward contractor sales personnel for the sales of our products and to incentivize higher product mix. Qualified products installed during selected promotional months are eligible for a contractor spiff.

New

As a part of our highest level of partnership, Certified Comfort Experts now have access to Contractor Sales Spiffs all year long!

Contractor benefits



Increase average ticket price

Sales spiffs are designed to encourage mix improvement, thereby increasing average ticket price.



Flexible offering

Distributors can choose any nine months in the calendar year for Liberties Plus contractors, based on when your business needs it the most to drive product mix.



Pro tip: Match our spiffs with additional spiffs of your own. They can be throughout the year, during critical periods, for all program contractors or just your CCEs, depending on your growth goals for the year.



Solution Navigator > Marketing > Marketing Library > Contractor Success Programs > Contractor Spiffs

Contractor Spiffs

Achieve Business Results | Estimated Annual Program value: \$5,000

Included with:

- Certified Comfort Expert

Incentive Schedule

Air Conditioners and Heat Pumps						
Type	Model Numbers			Factory Share	Distributor Share	Total Spiff
21 SEER	YXV / YZV	19 SEER2	YXV / YZV	\$75	\$75	\$150
19 SEER	YXT / YZT	18 SEER2	YXT / YZT	\$50	\$50	\$100
17 SEER	YFK / YCG	16 SEER2	HMCG2 / HMMH7	\$15	\$15	\$30
16 SEER	YHM / YHG	15.2 SEER2	YC2F / YH2F	\$15	\$15	\$30
14 SEER	YFE / TCHE / THE / YCS / YCE / YHE / YEE	14.3 SEER2	YC2E / YH2E	\$12.50	\$12.50	\$25
13 SEER	YFD / TCD / YCD / TCHD	13.4 SEER2	YC2D	\$12.50	\$12.50	\$25
Furnaces						
Type	Model Numbers			Factory Share	Distributor Share	Total Spiff
Premium	YP9C / YPLC / Y9VV*			\$20	\$20	\$40
Enhanced / Standard	TL9E / TM9E / TM8Y / TM9Y / TM8E / TL8E / TM8V / TM9V / Y82E / Y81E / Y91E* / Y92E* / Y82V* / Y92V*			\$10	\$10	\$20
Air Handlers						
Type	Model Numbers			Factory Share	Distributor Share	Total Spiff
All	AVC / AVV / MV / MVC / AE / AP / ME / MP / JHET / JMET / JHVV / JHVT / JMVT			\$10	\$10	\$20
Packaged Units						
Type	Model Numbers			Factory Share	Distributor Share	Total Spiff
All	PCG6 / PCE6 / PHE6 / PHG6 / PCG4 / PCE4 / PHE4 / PHG4			\$25	\$25	\$50
Ductless Mini-splits and Mini-VRF						
Type	Model Numbers			Factory Share	Distributor Share	Total Spiff
Premium	DHS / DHX / DHZ / DHW / RAS-SH / RAC-SH / RAS-PH / RAC-PH			\$25	\$25	\$50
Standard	DHP / DHR / DHM / RAS-EH / RAC-EH / RAM-S / RAS-EH / RAS-SH / RAI-SH / RAF-SH / RAD-SH / RAS-1.0-4.0 / RPK / RCIM / RCI / RPIL / RPIM / RPK			\$20	\$20	\$40
Mini-VRF	HVAHP			\$25	\$25	\$50

* Available throughout calendar year 2024.

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Certified Comfort Expert Program

The Welcome Package

Estimated annual value: \$1,100

Exclusive Branding Fund and CCE Welcome Kit

Partnering with a new brand is a noteworthy decision for any contractor. We provide exclusive funds to support CCE contractors in their efforts to align with our brand. The 100 percent branding fund of \$1,000 above value is coupled with the welcome kit, including:

- Business signs
- Retail merchandising
- Uniform apparel
- Vehicle identification
- Home show materials
- Literature

*The Branding Fund is limited to new, incoming CCEs and must be used and claimed within 12 months of CCE registration.



Incoming CCE contractors may rest assured that participation in this program level will be an easy, yet exciting next step for their business. We've partnered with a promotional products vendor for seamless ordering of all branding materials, or contractors may use these funds with a vendor of their choice and submit a claim according to the Distributor Support Fund (Co-Op) policy.

In addition to the branding fund, incoming CCE contractors will receive a professionally designed **Welcome Kit***. They will have the flexibility to select what items to add to their kit through an online store, and then ship to an address of their choosing.

New CCE contractors can order their welcome kit by visiting ds-merchandise.com

*The Welcome Kit is limited to new, incoming CCE contractors and only one kit per company is available.

TRAVEL REWARDS

Century is pleased to present our trip program to all qualified residential equipment dealers. We offer this as both an incentive and reward and look forward to spending time relaxing, having fun, and socializing with our best customers. General rules regarding qualifications, limitations, and exclusions are outlined below. We look forward to having you join us on a future trip!

EARN POINTS TOWARDS:

- Bi-annual Century Dealer Trip
- Private Guided Hunt at 20,000 acre Canyon Ranch

DEALER QUALIFICATIONS

- You must be registered as a dealer for the current year.
- Sub-distributors do not qualify.
- Dealer must purchase a minimum of \$50,000 in qualified equipment annually. (See limitations and exclusions below.)

POINT FUNDING

- Dealer will accumulate trip points based on 1%* of their total annual Century purchases after minimum is met.
*Commercial equipment purchases earn 0.5%.
- A "Trip" is defined as two people utilizing double occupancy inclusive of round trip airfare from the departing city, transfers, and accommodations.
- Qualifying dealers that do not earn the total value of the group trip may pay the difference.
- A dealer may purchase a maximum of four group trips equivalent to eight people (four couples) and four rooms.
- Points accrue in one 24-month period. Points accumulated during 2024 and 2025 may be redeemed toward the 2026 February Dealer Trip.
- Points not used within 3 months of the end of the 24-month accumulation period will expire.

LIMITATIONS AND EXCLUSIONS

- Dealer's account with Century must be in good standing to participate in the trip or redeem points.
- Purchases employing special job quotes & low-margin projects will not count toward the trip.
- Total purchases exclude tax, freight, delivery charges, after-hours fees, training classes, and all other non inventory purchases.
- See the current Century Incentive Rewards Program for full details.

TWO YEAR PROGRAM!
Points add up in 2024 and 2025 for each year you qualify.

SOME OF OUR PREVIOUS DEALER TRIPS INCLUDE:

LAKE TAHOE, CALIFORNIA



PLACENCIA, YUCATAN, MEXICO



GUANACASTE, COSTA RICA



LAS VEGAS, NEVADA



CABO SAN LUCAS, MEXICO



WAIKIKI BEACH, HAWAII

Google Local Services

How do I get qualified leads with Google Local Services?

Local Services ads help you connect with people who search on Google for the services you offer. Your ads will show up for customers in your service area, and you only pay if a customer calls you directly through the ad.

How should I use Google Local Services?



Be seen right at the top of Google and only show up for services you offer.



Connect with potential customers when they need you. Too busy for leads? Pause your listings at any time.



Build trust with the Google guarantee.



Only pay for actual leads, not clicks!



Receive leads on a 1:1 ratio - don't share leads with other businesses!



Simple set up and communication through an easy-to use app and edit your listings at any time, and verify leads on your dashboard.



How do I get started?

1

Create Your Profile

Follow the easy step-by-step process at by scanning the QR code below or visiting ads.google.com. Set up your business profile and get started!

2

Set Your Budget

Once you're set up, you can select a total monthly budget that fits your needs and adjust it at any time. You can also pause your campaign at any time.

3

Get Google Verified

A Google Guarantee badge gives homeowners peace of mind and tells customers Google has verified your business and backs your services.

4

Easy Booking

Once your Local Services ad is live, your click to call link makes your business one click away! Enjoy easy appointment booking and manage your calls on your personalized dashboard and more.



SCAN QR CODE
To get started and sign up!

Your Google Local Services Ad campaign may be co-op eligible!

Ask your TM for details or email marketing@centuryhvac.com



Certified Comfort Expert Program

Certified Comfort Expert Program

The Certified Comfort Expert (CCE) Program and designation are for those contractors who set the highest standards in our industry, demonstrate the highest level of performance and show unwavering commitment to customer satisfaction.



The CCE Program allows contractors to gain a stronger position in the marketplace and maintain an edge over the competition

Benefits

- Dealer Locator distinction that showcases a CCE dealer above all others
- Dealer can offer a 100% Satisfaction Guarantee
- Year-long Contractor Spiffs
- CCEs have access to enhanced, year-round financing buy-down rates
- Ducted Systems Academy Match Dollars for continued education by industry-leading trainers
- Exclusive pricing and benefits from preferred vendor partners
- Merchandizing and marketing support specifically for CCEs
- Recognition in the marketplace

Requirements

- A recommended loyalty of ≥ 70 percent
- Brand presence on website (equal to or greater than other manufacturers)
- Minimum online reputation management requirement:
 - 4.0+ Google review rating
 - 20 minimum reviews
 - Eight new reviews per month are recommended
- Attend recommended training
- Recommended to offer the 100% Satisfaction Guarantee on all replacement jobs
- Display CCE logo on consumer-facing materials

The CCE designation is a clear indication to the homeowner that they are working with the best in the business. Contractors who carry the CCE distinction:

- **Possess extensive knowledge:** participate in ongoing training regarding the latest developments in product design and energy efficiency so that they may identify specific solutions for home comfort
- **Are committed to quality:** install premium-quality equipment that is energy efficient, reliable and quiet
- **Do the job right the first time:** focus on quality installation and have proven success in creating and maintaining reliable, consistent home comfort
- **Are committed to customer service:** provide first class customer experience by registering the product(s) on their behalf and offering extended warranties and maintenance plans

2024 DEALER PROGRAM ENROLLMENT FORM

By signing at the bottom of this page, I am registering to be a York dealer and commit to the following annual York Residential and Commercial equipment purchases from Century HVAC Distributing during the period from January 1 through December 31, 2024. Furthermore, I agree to use my best efforts to actively promote, market, and sell York products offered by Century HVAC Distributing and to uphold the value of the York name, trademark, and reputation.

2023 Dealer Program Information	
Dealer Program Level (check one): <input type="radio"/> Liberties-\$35,000 + \$0 enrollment fee <input type="radio"/> Liberties Plus-\$50,000 + \$2,250 enrollment fee <input type="radio"/> CCE-\$100,000 + \$3,750 enrollment fee	York Equipment Purchase Volume: 2023 Confirmed \$ _____ 2024 Forecast \$ _____

Coop Budget Information

The **Co-op Advertising Budget** will accrue based on residential York branded equipment purchases made between 11/1/2023 and 10/31/2024. All claims must be submitted to marketing@centuryhvac.com no later than 12/1/23 to be considered for credit to your Century account. Please see the 2024 York Dealer Benefits Guide for program rules, proper logo use, and exclusions.

Dealer Information

Company Name	Principal Owner(s)
Physical Address (No PO Box)	City, State, Zip
Phone	Email
Company Website	Century Account Number(s)

Business Mix: AOR _____ % RNC _____ % Commercial _____ %

Technician Information

Please fill out this information for any technicians who need access to Spiffs, ProficienTech, or Equipment Specs.

Technician Name	Email	Social Security No. <small>(only enter for Dealer Spiffs)</small>	ProficienTech Training Access?	Equipment Spec Access?
			<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
			<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
			<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
			<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No

Principal Signature	Printed Name	Date
Territory Manager Signature	Territory Manager ID	Date
Dealer Initial Here for Acknowledgment _____		

