

Residential Financing

Engage with Customers | Estimated
Annual Program Value: \$2,500



Included With
• All Levels

Don't let your competitors have the upper hand when it comes to financing. Offering financing on every job helps contractors close more sales while helping their customers get the HVAC solution, they really want by breaking the cost down into affordable monthly payments. Our 2023 Residential Financing program by Synchrony offers a wide selection of consumer promotions at very competitive dealer rates.

75%

Of Synchrony dealers report financing increases their average sale*

*Synchrony Dealer Survey, Home Improvement 2021;

**Synchrony 8th Major Purchase Consumer Study, Home Improvement 2021

62%

Of cardholders feel promotional financing makes their larger purchases more affordable **

Key Benefits

Significant Value	Flexibility	Digital Tools
<ul style="list-style-type: none"> Enrolled contractors benefit from competitive dealer fees as low as 2% 	<ul style="list-style-type: none"> The Power of Choice by Synchrony offers dealers the option to easily customize promotional offerings Combine multiple Channel Marketing programs for increased value 	<ul style="list-style-type: none"> Improved Apply Now customized dealer links Synchrony Transact payment estimator Enhanced prefill technology Contactless customer experience

How to Participate

1. Discuss a partnership with our brand with your Distributor Representative or Territory manager
2. Distributor enrolls the dealer in the "Residential Financing" program in the Marketing Dashboard and populates all the necessary information on the enrollment form
3. Upon successful enrollment in Navigator and the Marketing Dashboard, the dealer principal will have access to the "Synchrony Financial Application" link on the Marketing Dashboard
4. Complete the information on that page and a member of the Synchrony Financial team will follow-up with application status
5. For additional questions, you may contact Synchrony at 1-877-891-9803

Key Resources and Contacts

Additional information about this program can be found in HVAC Navigator using the following path:
Navigator -> Marketing -> Marketing Navigator -> Program Operating Resources

Synchrony Financial
1-877-891-9803

Ducted Systems Channel Marketing
bts-ds-marketing@jci.com / 833-242-786