

Consumer Rebates

Estimated annual value: \$5,000

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% factory funded with no contractor or distributor contribution.**

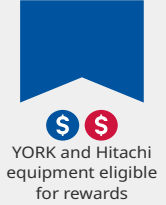
With competitive rebates **available on YORK and Hitachi heating and cooling equipment,*** contractors will be able to attract new customers, ensure that homeowners benefit from the value of buying our brand and provide homeowners with a system that they truly desire.

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.

Did you know that submitting a consumer rebate claim automatically registers the equipment for warranty?

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 amount is based on high-efficiency air conditioner unit and premium furnace installation combination.