



FERGUSON
HVAC

2023 DAY & NIGHT[®] DEALER PROGRAM

GEAR UP FOR **SUCCESS**

AS WE WORK TOGETHER
TO CONQUER THE CHANGES AHEAD



A Proud Member of the Carrier Family
©2023 Carrier. All Rights Reserved.



2023 PLATINUM & ELITE DEALER PROGRAM

The Day & Night® Platinum and Elite Dealer programs offer special benefits, materials, and tools to help your business grow. Only select dealers qualify, but those who do will be well-rewarded.

Join the Elite Dealer program and see what Day & Night® has in store for you.

YEAR-ONE

- EXCLUSIVE NETWORKING FORUM**
 Network with your fellow Elite Dealers and learn tips and best practices on how to grow your business
- SEO WEBSITE AUDIT**
 Discover your website's opportunities to improve and rank higher in search engine algorithms
- MONTHLY SOCIAL MEDIA CONTENT**
 Download two Elite Dealer posts every month to post on your business's social media pages
- PRIORITIZATION OF TSA SERVICE CALLS**
 TSA calls to the factory involving Elite Dealers are prioritized and sent to the front of the line
- MONTHLY E-NEWSLETTER**
 Catch up to speed on the latest and greatest program updates each month with our e-newsletter
- EXTENDED WARRANTY**
 Offer your customers two additional years of No Hassle Replacement™ limited warranty coverage on qualifying products
- ONLINE REVIEW GENERATION & MANAGEMENT**
 Utilize a subscription to ReviewBuzz® to help earn more reviews and boost your online presence
- FREE WEBSITE BUILD**
 Benefit from a new, modern website for your dealership provided by AdVantage™ with the cost covered 100% by Day & Night
- DEALER LOCATOR PRIORITY WITH ICON**
 Enhance your lead generation opportunities from dayandnightcomfort.com with priority listing and the Elite Dealer icon
- ELITE DEALER MEETING INVITATION**
 Get trained by factory experts and learn the latest business news
- PREFERRED FINANCING RATES**
 Enhance your opportunities to close at the kitchen table with special rates and promotions from Wells Fargo®
- 10% OFF DAY & NIGHT APPAREL**
 10% OFF Day & Night employee apparel to match your Day & Night Elite Dealer brand
- WELCOME KIT**
 Enjoy a warm welcome to the program with promotional items and marketing materials to set you up for success
- CALL TRACKING**
 Evaluate your customer service and where leads are coming from by analyzing your call data
- AWARDS**
 We honor the best of the best with a trophy and recognition at our Elite Dealer meeting
- FREE REPAIR OR REPLACE TOOL**
 Add this widget to your website to generate more leads and help customers assess their home comfort needs
- 100% CO-OP ADVERTISING**
 Dealer can submit Elite Dealer advertising claims for 100% co-op coverage using accrued earnings; Reimbursement subject to guidelines and must be pre-approved.
- FREE THREE-MONTH TRIAL OF XO!**
 Document job sites, access equipment and training materials, and collaborate with experienced techs
- SERVICETITAN®**
 - Cloud-Based Catalog Sync
 - Boost Equipment Sales
 - Improve Your Customer's Experience
- VALUE PRICING FROM AIG**
 Enjoy value pricing on 3, 5 and 10-year labor warranty plans from AIG
- HR SUPPORT**
 Get a free subscription to HR Basic, which provides HR services, free background checks, an HR handbook template for federal and state regulations, and an HR audit to review your company's HR processes and gaps
- QUICKBOOKS® DISCOUNT**
 Receive up to 50% off of your QuickBooks subscription for all of your accounting needs
- LIVE CHAT**
 Enable customers to reach out to you in real time with a live chat feature on your website

YEAR-TWO

- INCREMENTAL VOLUME REBATE***
 Earn up to \$40,000 per year in incremental rebates based on your sales growth in Year-Two of the program
- ONLINE TRAINING CREDITS**
 Grow your HVAC knowledge by redeeming an \$80 credit for online training courses through My Learning Center
- MARKETING FUNDS**
 Receive \$400 in credit towards marketing materials for your business through AdVantage™

QUALIFIERS:

- Liability insurance and Workers' Compensation insurance (where applicable)
- Minimum Day & Night sales volume of \$75,000
- Day & Night represents at least 70% of branded HVAC sales
- An active website that advertises Day & Night
- Offer financing to customers through an accredited financial institution
- Promote the Day & Night brand equal to other brands represented in advertising
- 12 hours of distributor training or 50% of technicians NATE® certified

*Dealer must complete 16 hours of factory training in Year-Two of program to qualify.

**PROGRAM VALID:
JANUARY 1, 2023 – DECEMBER 31, 2023**

The purpose of the 2023 Day & Night® Dealer program is to assist the dealer in developing their overall business. The program offers many benefits and tools listed below to help achieve this goal. We ask that the dealers meet the purchase obligation.

DAY & NIGHT | FERGUSON HVAC BENEFITS

	STANDARD	ELITE DEALER	PLATINUM ELITE		ELITE DEALER	PLATINUM ELITE
<ul style="list-style-type: none"> ■ Dealer is authorized to use the Day & Night® trademark in any pre-approved manner ■ Exclusive AdVantage Local Advertising Solutions Program ■ Preferred Financing Rates and Seasonal Promotions with Wells Fargo* ■ AIG / Comfort Promise Extended Labor Warranties ■ Day & Night Seasonal Promotions ■ SEO Website Audit and Consultation ■ SmartFleet® GPS Fleet Management ■ Free Technical Training Classes ■ Instant Discounts (during promotional periods) ■ Business Discount Networks ■ Payzeware™ All-In-One Software ■ Ferguson.com Ordering System ■ Detailed monthly purchase summary ■ Bluon®, Inc. 				<ul style="list-style-type: none"> ■ FREE subscription to HR Basic ■ Day & Night Dealer Locator and your own website 24/7 with the Dispatch Online Scheduling Program ■ 10% OFF Day & Night apparel ■ Opportunity to win Elite Dealer Awards ■ TSA Service Call Priority ■ Invitations to the Elite Dealer Meeting in Las Vegas and ICP National Meeting ■ ReviewBuzz Online Review (\$3,000 value) ■ SEO Website Audit and Consultation ■ Free Technical Training Classes – In-Person and Virtual ■ Instant Discounts* ■ Business Discount Networks ■ Sales Builder Pro ■ Contractor Catapult Special Rates ■ Sales and Business Training Included (up to \$500) ■ AdVantageSM Marketing Materials Credit (\$900) ■ Dealer Branding and Vehicle Wraps (up to \$1,000 reimbursed) ■ Free Website via CI Web and Discounted Rates on their Lead Generation Program ■ Discounted EGIA Membership** 		
<ul style="list-style-type: none"> ■ Extra Two-Year No Hassle Replacement™ Limited Warranty ■ Dealer-Locator priority listing with Elite Dealer Icon (Consumer Website leads) ■ Elite Dealer Launch Kit ■ Elite Dealer Marketing Materials and 100% Co-Op ■ Exclusive AdVantageSM Local Advertising Solutions Program ■ Neighborhood Network® PLUS (\$3,150 value) ■ Repair or Replace Widget ■ Elite Dealer Social Media Posts ■ Vehicle and Gas Card Discounts* ■ XO Technologies – three month free trial ■ My Learning Center Training ■ Automatic Enrollment in Commercial Elite Program ■ Discounted AIG Labor Warranty Rates Rates on 3, 5 and 10-Year Labor Warranty Plans ■ Up to 50% OFF QuickBooks® Software 				<ul style="list-style-type: none"> ■ Sales and Business Training Included (up to \$1,000) ■ AdVantageSM Marketing Materials Credit (\$1,400) ■ Dealer Branding and Vehicle Wraps (up to \$2,000 reimbursed) ■ Free Website via CI Web and Free Lead Generation Program ■ 50% Co-Op on SmartFleet® GPS Fleet Management ■ EGIA Membership Included** (\$3,500 Value) ■ FREE Jobsite Deliveries (\$125 Value per delivery) 		
				<ul style="list-style-type: none"> ■ = STANDARD DEALER ■ = ELITE DEALER ■ = PLATINUM ELITE DEALER 		
				<p>* During promotional periods</p> <p>** See your TM for more details on these special preferred vendor programs</p> <p>*** Or \$3,500 co-op credit towards marketing expenses excluding other website services</p>		

VALUE OF A DAY & NIGHT® ELITE DEALER

Elite Dealers receive special benefits and tools to help their business grow simply for being loyal to Day & Night®. Join the Elite Dealer Program today and watch your business grow.

FERGUSON HVAC BENEFITS: OVER \$47,450 ANNUAL VALUE

BENEFIT	ANNUAL VALUE	BENEFIT	ANNUAL VALUE
• Technical Training Classes	\$500	• Dealer Branding – Uniforms	up to \$2,300
• Instant Rebates	up to \$5,000	• AdVantage Marketing Addition Funds	up to \$1,400
• Dealer SPIFFs	up to \$5,000	• Neighbor Network Plus	\$3,250
• Sales Builder Pro Subscription	\$5,000	• Free Deliveries	up to \$500
• Sales & Business Training Reimbursement	up to \$1,000	• Smart Fleet® Six-Month Subscription	\$500
• Dealer Branding – Vehicle Stickers	up to \$1,000	• XO Tech (90-day trial)	\$1,000
• Home Show Support & Business Discounts	up to \$1,000	• CI Web Standard Level	\$3,500
		• EGIA Membership	\$17,500
Extra Two-Year No Hassle Replacement™ Limited Warranty			\$15,300
Incremental Rebates (Includes Totaline)			Up to \$30,000
Dealer Locator Leads			\$3,900
Call Tracking Software and Reporting			\$3,000
Elite Dealer Social Media Posts			\$2,400
ReviewBuzz® Subscription			\$2,388
Wells Fargo Preferred Rates and Promotions			\$2,000
AdVantage SM Marketing Materials Credit			\$400
AdVantage SM Website			\$600
SEO Website Audit and Consultation			\$250
Welcome Kit			\$100
My Learning Center Credit			\$80
Free Repair or Replace Tool			\$800
100% Co-Op Advertising			\$2,500+
Free Three-Month Trial of XO Tech			\$9,750
MTA360 Live Chat			\$3,588
HR Basic Subscription			\$540
QuickBooks® Discount up to 50%			\$300

OVER \$100,000*

ADDITIONAL VALUE:

- 10% Discount on ICP Merchandise
- Elite Dealer Meeting
- Customer Service Call Prioritization
- Monthly E-Newsletter

ICP ELITE DEALER AND FERGUSON HVAC ANNUAL PROGRAM VALUE

- Elite Dealer Online Networking Forum
- Elite Dealer Marketing Collateral



*Please refer to <https://dayandnight.hvacpartners.com/home> for disclaimer information.



SALES BUILDER PRO APP

BEST IN-HOME SALES TOOL

- More kitchen table wins
- More follow-up wins
- More profitable wins

Sales Builder Pro HVAC proposal software was created to improve the two factors every successful contractor must have: sales productivity **AND** profitability. Today, it's the indispensable daily tool used by thousands of HVAC Comfort Consultants around the country.

This simple yet powerful tool helps Comfort Consultants generate professional proposals in five minutes, allowing them to sell more in less time. Sales Builder Pro also helps contractors win deals with higher margins and higher average ticket prices.

NEW:

Sales Builder Pro now includes Deal Manager tools at no additional cost to users.

Now, contractors can increase win rates and collaborate more efficiently across their companies.



EXCLUSIVE PRICE:

\$50 PER USE PER MONTH WITH FIRST-YEAR PRE-PAY THAT'S 50% OFF!

- No-charge setup (a \$500 value)
- Business tools
- Web interface to schedule sales calls
- Application
- Management portal

SCHEDULE YOUR DEMO: imobilesupport.com/
SIGN UP TODAY! at iMobileSupport.com

For further information or questions, contact your TM





FINANCING PROGRAMS CAN BENEFIT YOU AND YOUR CUSTOMERS

ADVANTAGES FOR YOUR BUSINESS

Offering consumer financing is shown to provide businesses with many benefits. In fact, we've helped businesses, big and small, launch successful credit card programs that:

- Increase foot traffic and repeat business
- Special terms promotions with competitive rates
- No enrollment fees, no reconsideration fees or promotional correction fees
- Fast, easy-to-use customer credit applications and transactions
- Quick electronic funding to business bank accounts
- Open credit lines to repeat purchase opportunities

ADVANTAGES FOR YOUR CUSTOMERS

Wells Fargo Retail Services credit card programs offer flexible payment options to benefit your customers:

- Special term promotions
- Quick in-store credit application processing
- No annual or promotional fees
- An easy-to-use online bill payment option
- Ability to purchase more today with generous credit lines

SPECIAL TERM PROMOTIONS AVAILABLE



EASY-TO-USE ONLINE RESOURCE CENTER

Wells Fargo Retail Services offers you this free online service giving you access to multiple tracking reports, marketing support and anytime training.

wellsfargo.com/retailservices

QUICK & EASY ENROLLMENT PROCESS:

Email our special Day & Night Team WFassistance@wellsfargo.com or call our Inside Sales Department at **(800) 694-0259**

Monday through Friday, 8:00 a.m. – 5:00 p.m. Central Time to enroll.



FLEET SAFETY AND COST REDUCTION WITH SMART FLEET'S DASH CAMERAS AND GPS TRACKING

DASH CAMERAS

BENEFITS

- ✓ Undeniable Witness Evidence
- ✓ Exonerate Drivers
- ✓ Protect Against False Claims
- ✓ Actionable Insight for Driver Coaching



FEATURES

- ✓ Dual Facing Cameras
- ✓ Facial Recognition Technology
- ✓ HD Resolution with Built-In Mic | Speaker



GPS TRACKING



BENEFITS

- ✓ Driver Rewards Program
- ✓ Reduce Fuel Usage
- ✓ Confirm Billable Hours
- ✓ Improve Driver Safety

FEATURES

- ✓ Robust Maintenance Module
- ✓ Diagnostic Trouble Codes
- ✓ Audible Alert Tones
- ✓ OBD-II Plug-In – Self-Install



CALL FOR YOUR 14-DAY FREE TRIAL!
(732) 722-7725
or email: sales@smartfleetusa.com

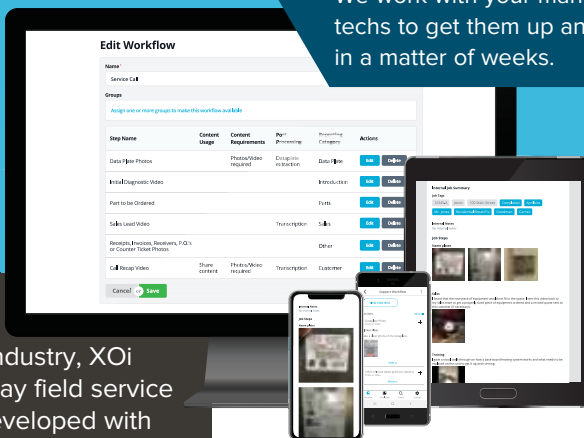


THE COMPLETE CURB-TO-CURB COMMUNICATION TOOL FOR TECHS

90-DAY FREE TRIAL!

Easy to implement. Easy to use.

We work with your managers and techs to get them up and running in a matter of weeks.



Born out of the field service industry, XOi Technologies is shifting the way field service professionals do business. Developed with the goal of addressing the challenges and effects of the skilled trades gap, XOi is devoted to arming technicians with the tools needed to bring efficiency, transparency, and expertise to every jobsite.

The XOi Vision app provides residential and commercial field service companies in the mechanical, electrical, and plumbing industries a complete curb-to-curb communication tool that empowers technicians to safely capture critical job site information, launch on the job remote support, access relevant equipment documentation, and provide customers photos and videos of recommended and completed work.

Your All-In-One Communication Tool

XOi for Technicians

Complete work faster.

CYA with jobsite photos and videos.
Hone skills with on the job training and support.

XOi for Managers

Remotely view work quality.

Verify job completion.

Keep tabs on past and present jobs.

XOi for Customers

Better communicate with technicians.

Understand the work that needs to be done.

Trust the work was completed.

Benefits of using XOi

Efficiency

- Decrease non-billable costs
- Decrease time spent supporting technicians remotely
- Increase first-time fix rates
- Increase number of jobs completed per technician

Transparency

- Improved customer experience
- Increased market differentiation
- Increased work validation and quality control
- Increased insight into job activity and equipment history

Revenue and Profit Margins

- Increased opportunity creation and win rates
- Decreased call-backs
- Decreased second truck rolls
- Decreased number of customer disputes and credits

SIGN-UP TODAY: www.xoi.io

info@xoi.io • (800) 230-7047

For further information or questions, contact your TM





**GROW SALES.
GET PAID FASTER.
SAVE TIME & MONEY.**

Payzer features a mobile app and online payment application to take payments in the field and enable credit for your customers with instant-on-the-spot approvals. No contract, no hidden fees, friendly customer service.

END-TO-END BUSINESS MANAGEMENT ALL IN ONE PLACE

- The All-in-One Financial Tool
- Inbound Call Management
- Technician Scheduling and Dispatch
- Appointments and Reminders
- Maintenance Agreements
- Instant Paperless Financing
- Customer Invoicing
- Sales Proposals
- In-Field Payment Acceptance
- Robust Reporting

COMPLETE BUSINESS MANAGEMENT FOR AFFORDABLE, TRANSPARENT PRICING

- Starting at \$439 / month
- No setup fees
- Top-rated and expert customer care

HOW THE PAYZER FEATURE WORKS FOR CONTRACTORS

A fair and transparent deal

- No sign-up, surcharge, or cancellation fees
- Flat rates for all cards:
 - Debit Cards: 1.39%
 - Corporate, commercial, and government cards: 2.88%
 - Credit Cards (typed): 2.99%
 - Credit Cards (swiped): 2.59%



<https://qr1.be/89UW>



<https://qr1.be/OF5D>

SCHEDULE A FREE ONLINE DEMO:

<https://payzer.com/schedule-demo/>
or call **(866) 488-6525** to enroll





Comfort
Promise

EXTENDED SERVICE AGREEMENT PROGRAM

“Extended service agreements for Day & Night® products are now offered through the Comfort Promise™ program, which is fully backed and administered by AIG Warranty.”

Offering service contracts is a great way to give customers the peace of mind that repairs to their HVAC unit will be covered and that downtime will be minimal. With the Comfort Promise program, the administrative efforts are minimal and the results can help your business add to your bottom line.

Here’s what makes the Comfort Promise ESA such a great product for both dealers and customers:

1. SELECRATE PLAN

Dealers are reimbursed on a flat rate schedule based on repair codes.

2. LOCKED-IN REIMBURSEMENT RATES

3. FOUR SERVICE CALL RATES

4. UNIFIED ADMINISTRATOR AND INSURANCE PROVIDER RELATIONSHIP

AIG Warranty, currently servicing over 80 million active contracts in the U.S. is providing both the underwriting and administration of the program

5. FULLY TRANSFERABLE

For a nominal fee, the program allows the current homeowner to pass the service contract on to a new owner.

6. EASY ONLINE ACCESS

It’s easy to file claims and manage contracts online through the Service Bench warranty claiming process.

7. GETTING STARTED, SIGN-UP TODAY!

Before you begin selling the new ESAs, you must enroll in the Comfort Promise program. Additional information regarding AIG Warranty is available at www.aig.com.

QUESTIONS?

CONTACT THE COMFORT PROMISE TEAM:

Toll-free: (866) 525-2454 • Email: hvacsupport@aig.com

Login Website: <https://www.comfortpromise.com>



CL VER **WHAT IS CONTRACTOR CATAPULT?**

Contractor Catapult is an award-winning growth program that will drive your business to even greater success and profitability. Through Catapult you will gain access to coaching and proven playbooks from the industry's best, we provide you with the accountability you need to implement these game-changing ideas.

WHY IS CONTRACTOR CATAPULT SO POWERFUL?

- You will receive training from other **INCREDIBLY** successful contractors every month
- Every trainer is fully vetted (current, up-to-date topics)
- Everything is 100% actionable
- Easy to access and share with team members

WHAT WILL YOU GET WITH CONTRACTOR CATAPULT?



JAM
SESSION



WEEKLY
KNOWLEDGE
BOMB



LIVE
MONTHLY
COACHING



CLIENT
SUCCESS
MANAGER

HERE ARE SOME EXAMPLES OF PEOPLE AND IDEAS YOU WILL GAIN ACCESS TO:

- Josh Kelly (Grew His Family Business from \$7 Million to \$200+ Million)
 - Operations, Marketing Expertise and more
- Paul Kelly (Grew a 240 million HVAC | Plumbing | Electrical company in one market)
 - Recruiting and Retention Secrets
- Ken Justo (Added Plumbing to his HVAC business and did over a million dollars a month in less than 6 months)
 - When and how to add a new vertical



FIRST SESSION FREE – \$497 VALUE!

Purchase the full program and co-op at 50%

SIGN UP TODAY:

fergusonhvac.com/growyourbusiness





CONTRACTOR™ UNIVERSITY



EXPERT GUIDANCE FOR HVAC BUSINESS LEADERS + TURNKEY TRAINING SOLUTIONS FOR EMPLOYEES

Through Contractor University, you can now leverage a comprehensive blend of powerful classroom instruction and convenient online training systems that deliver proven roadmaps to success from the most accomplished team of educators, consultants and trainers ever assembled in the industry.



Online Classes



Live Educational Workshops, Bootcamps & Conferences



Industry's Largest Searchable Resources Database



One-on-One Coaching



24/7 Ask-the-Experts Virtual Hotline



Business Evaluation and Customized Training Roadmaps



OPTIMUS Financing for Your Customers



Discounts on Products and Services for Your Business



EGIA Foundation – Giving Back to the Industry

BEST PRACTICES TRAINING ON:

- ✓ IN-HOME SALES
- ✓ FINANCIAL MANAGEMENT
- ✓ SERVICE MANAGEMENT OPERATIONS
- ✓ MARKETING & LEAD GENERATION
- ✓ TECHNICIAN COMMUNICATION AND SELLING
- ✓ LEADERSHIP
- ✓ MINDSET
- ✓ SERVICE AGREEMENTS
- ✓ PRICING
- ✓ CUSTOMER SERVICE AND MUCH MORE

“Our net profit is up 119% since we joined the program last year.”

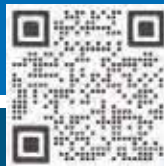
– Mike Hendrix
Hendrix Heating & Cooling

Tap into decades worth of knowledge and expertise from some of the HVAC industry’s most successful business leaders and take the burden of having to continuously find training and employee development solutions for your staff off of your shoulders.

With this program, you’ll simply assign your team members access to the platform and Contractor University will take care of the rest, while providing you with complete access and visibility to monitor their progress along the way. It’s that simple.

EGIA MEMBERSHIP INCLUDED FOR PLATINUM ELITE:

- Two-Day Business Workshop (\$3,000 Value)
- Invitation to the 2023 EPIC Event



LEARN MORE AT: MyContractorUniversity.com

FERGUSON.COM

ORDER ONLINE

- Place all your orders conveniently online on our website or through our dedicated app.

FERGUSON APP

- Access a vast selection of products, manage your account, check orders, scan product SKUs to reorder and find your nearest Ferguson location. Download the Ferguson App for your iOS or Android device to get started.



QUOTE AND DRAFTS

- Create a new quote or a draft, flip quotes to orders, and easily find existing quotes by job, quote number and other details.

PAY BILLS

- View, open and print both open and closed invoices and securely pay invoices directly from your company's bank account at your convenience.

MY LIST

- Save and organize your most purchased products so you can quickly reorder items and share lists with other users in your company.
- Create custom labels for your warehouse or truck from your my list

JOB BOARD MANAGEMENT TOOL

- Designate the accounts and preferred store location to see your specific product pricing and inventory availability.

PRO PLUS PROGRAM

- Earn points for every dollar spent online
- Earn extra points on different eligible products each month



**DOWNLOAD
YOUR
APP
TODAY:**



<https://qr1.be/APQ3>



<https://qr1.be/QM9Y>



bluon® BLUON®, INC. HVAC APP

THE ULTIMATE HVAC TOOL



BLUON UGRADES YOUR TECHS AND YOUR BUSINESS



Unlimited Field Support

- ⊙ 24/7 live support for all your techs
- ⊙ Get your new techs up to speed faster
- ⊙ Database of 300k models
 - Manuals
 - Specs
 - Controls
 - Unit Specific Part #'s
 - Wiring Diagrams
 - Troubleshooting Guides

INDUSTRY FIRST!

Get Quotes from Local Suppliers

- ⊙ Create a cart with exact part #'s by model
- ⊙ Easily add truck stock to your quotes request
- ⊙ Techs can easily share quotes for approval



ADOPT INSTANTLY WITH VIRTUALLY NO LEARNING CURVE.
YOUR TECHS WILL LOVE IT!



100\$ Free – Unlimited Use

Empowered Techs Get More Jobs Done.
Diagnose Faster • Quote Faster • Close Faster

855.425.8686
contactus@bluon.com

**FOR MORE INFORMATION,
PLEASE VISIT:**
<https://www.bluon.com/>





EASILY GET MORE REVIEWS AND MANAGE THEM IN ONE PLACE

A Trusted Ferguson HVAC Partner

LIMITED TIME OFFER

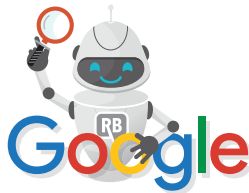
- No Contracts
- ReviewBuzz Pro is Free for ICP Elite Dealers
- Call for additional information and pricing on Premium

- BOGO BuzzCards!
- Get your FREE Google TrustRank Score



AUTO-DETECTION

With ReviewBuzz auto-detection, our autobot detects the Google user so that your customer can leave a review in one easy step without having to open multiple browsers.



ReviewBuzz is a review generation software to help home service companies get more online reviews, dominate local search, and earn more business.

WE PROVIDE TOOLS TO HELP YOU

- ✓ Get great reviews on Google with ease
- ✓ Monetize those reviews in your marketing and sales process
- ✓ Align your team on delivering remarkable customer service

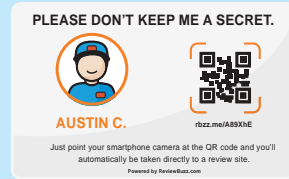
INTEGRATIONS

Put getting Google reviews on auto-pilot through one of our integrations. A review request will be sent automatically by either text or email (or both!) as soon as the job is complete or the invoice is sent.

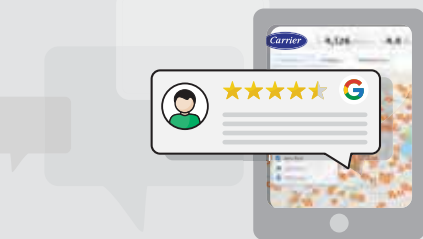


BUZZCARDS

BuzzCards are your Business Card with a "ReviewBuzz" twist. The front of the cards contain your company logo and information, while the back has the QR code and the technician's information. Your customer can easily scan the QR Code to leave a Google review.



OTHER PREMIUM FEATURES • CALL FOR MORE INFORMATION AND PRICING

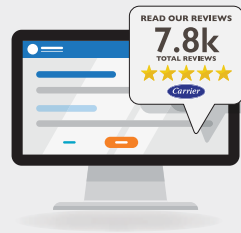


BUZZMAPS

There's no better influencer than your neighbor. With BuzzMaps, your potential customers will get to see a map of all their neighbor's reviews in the palm of their hands.

TRUST MAGNET

Our Trust Magnet is a one-of-a-kind conversion tool on your website. Show consumers how reliable you are with reviews you hand-pick. You want your customers to trust you, and more importantly, trustworthiness on sites like Google to lead to more click-to-calls. in the palm of their hands.



CONTACT US TODAY:
760-407-8080 ext. 1 | info@reviewbuzz.com | getreviewbuzz.com



AdVantage™ LOCAL ADVERTISING SOLUTIONS

AdVantage™ is a proven easy-to-use, online marketing platform to help HVAC dealers grow their business, using a variety of marketing options, such as direct mail, print media and social media.

- Predesigned templates or create your own
- Ready-to-use content, lifestyle and system images
- Upload photos of your logos, trucks and crew
- AdVantage Funds Packages available for dealers to have the opportunity to use these Custom Marketing Tools:
 - Platinum Elite Dealers receive \$1,400
 - Elite Dealers receive \$900



PRINT MEDIA

- Flyers, Tri-Folds, Brochures
- Presentation Folders
- Yard Signs, Door Hangers
- Stickers, Magnets



DIRECT MAIL

- Lead Generation Cards
- Thank You Cards
- Reminder Cards



SOCIAL MEDIA

**Standard Dealer Co-op Eligibility: 2% earned at 50% reimbursement
Platinum & Elite Dealer Co-op Eligibility: 2% earned at 80% reimbursement*

LEARN MORE ABOUT DEALER PROGRAMS:
<http://mylocalhvac.co/dealerprogramdaynight/index.asp>



ELITE DEALER PROGRAMS:
<http://mylocalhvac.co/fergusondanelitedealers/index.asp>

LET'S GET SOCIAL *Facebook Management Programs*

Don't have the time or content to manage your Facebook Business page? Our Let's Get Social platform has a program for you. The Premium program includes up to seven posts per week and two ads per month featuring service or system discounts, and the Basic program includes two posts per week.



SEE DEMO HERE:
<http://youtu.be/wCLWwjPwpno>



REPAIR OR REPLACE WIDGET *for your Company Website*

The Repair or Replace Widget is a tool that can be added to a dealer's website to ask homeowners about their current heating and cooling equipment and determine whether a repair or replacement is needed. If a replacement is suggested, the widget provides Best, Better, Good product options based on the products offered by the dealer.



SEE DEMO HERE:
<http://mylocalhvac.co/dan-widget/index.asp>





NEIGHBORHOOD NETWORK® PLUS
DIRECT MAIL PLUS FACEBOOK MARKETING

The new Neighbor Network® PLUS combines our direct mail program with the added benefit of reaching the same target area with Facebook marketing 10 days before the mailers arrive, increasing the potential for response.

- **40 Jobs (2000 Direct Mailers + Facebook Ads):** for SPRING and FALL seasons
- **Quick and Easy Set-Up:** Simply click the link at the top of your AdVantage Home Page, scan the QR code below or call (865) 690-1990
- **Customized Direct Mail:** Provide your logo and coupon offers, we design the cards for your approval
- **Coordinating Facebook Ad:** Includes street name of the customer whose neighbors you wish to target
- **Weekly Email Reminder and Link:** to make adding customer addresses easy
- **Facebook Ads are Delivered:** in the same one-mile radius as the customer address
- **Ad delivery begins within 24 – 48 hours** of receiving addresses and continues for ten days
- **Lead Generators Delivered:** within 10 – 14 days to target demographics around customer addresses
- **Homeowner Receives:** a “Thank You” card
- **Program is Available:** for Heating and Cooling seasons. For Elite Dealers there is an Annual Program using other marketing funds for custom marketing tools.
- **Pricing:** is per season

**FOR AN ELITE OR PLATINUM ELITE DEALER,
THIS PROGRAM IS FREE! (\$3,250 VALUE)**



**Standard Dealer Co-op Eligibility:
2% earned at 50% reimbursement*



SEE DEMO HERE: <https://youtu.be/kxDKyeSY5BQ>



SIGN UP FOR PROGRAMS TODAY!
mylocalhvac.co/fergusondanelitedealers/index.asp





ELITE DEALERS MARKETING PLANS

The CI Web group offers one of the most powerful programs in the industry. Their digital marketing campaign is designed to assist dealers with developing consumer lead generation and sales of Day & Night® products.

WITH THIS PROGRAM YOU CAN:

- Be positioned on page one of Google
- Have one of the best websites in your industry
- Have new blogs posted every month without lifting a finger
- Have up to 50 local listing websites managed for you
- Have a digital specialist monitoring all reviews and notifying you
- Have a Facebook account that is always active
- Have a team of 60 specialists supporting your website and you
- Have a powerful online scheduling system and CRM

ENTRY LEVEL SITE INCLUDES: HVAC-themed website, Pages for all services offered, Integrated financing

STANDARD

\$3,000

ANNUALLY (DEALER RESPONSIBILITY)

Ferguson and Day & Night contribute the balance for you to participate in this program.
TOTAL PROGRAM VALUE IS \$12,000

- Custom Designed Website
- Tech and Maintenance Plan
- Responsive / Mobile First Development
- Content Transfer from Current Site
- Lead Capture Forms
- Six Pages of Content Writing
- Five SEO Key Phrases
- One Target Location
- Search Engine Optimization
- SEO Keyword Rank Tracking
- Google Analytics Integration
- Google Webmaster Tools Integration
- Google Data Studio Reports
- Good • Better • Best Pricing Tool
- Monthly Articles for Link-Building
- High PR Directory Submissions
- Facebook Posting
- Unlimited Website Changes
- Top 60 Local Listings
- One SEO Blog Monthly

TERMS: Please see Ferguson Elite Dealer Application for Terms and Conditions of Program Participation. Dealers are billed in two installments from Ferguson HVAC.*

ELITE

\$4,500

ANNUALLY (DEALER RESPONSIBILITY)

Ferguson and Day & Night contribute the balance for you to participate in this program.
TOTAL PROGRAM VALUE IS \$18,000
INCLUDES EVERYTHING FROM STANDARD PLAN PLUS:

- Ten Pages of Content Writing
- Ten SEO Key Phrases
- Competition Analysis and Recommendations
- Disavow Submissions as Needed
- Local Citations
- Classified Submissions
- Top 60 Local Listing Marketing
- Two SEO Blogs Monthly
- AI Chatbot

TERMS: Please see Ferguson Elite Dealer Application for Terms and Conditions of Program Participation. Dealers are billed in two installments from Ferguson HVAC.*

PLATINUM ELITE

\$6,000

ANNUALLY (DEALER RESPONSIBILITY)

Ferguson and Day & Night contribute the balance for you to participate in this program.
TOTAL PROGRAM VALUE IS \$24,000
INCLUDES EVERYTHING FROM STANDARD & ELITE PLANS PLUS:

- Hosting / Support / Maintenance / SSL / Security / Backups
- WordPress CMS
- XML Sitemap and Robots.txt
- Broken Links Evaluation
- 15 Pages of Content Writing
- 15 SEO Key Phrases
- Two Target Locations
- Google Penalty Check
- eCommerce Lite – Sell Filters and Accessories
- Open-graph, Header, Title, Page and Meta Tag Optimization
- Instagram Posting
- Three SEO Blogs Monthly

TERMS: Please see Ferguson Elite Dealer Application for Terms and Conditions of Program Participation. Dealers are billed in two installments from Ferguson HVAC.*

ALL PLANS REQUIRE A TWO-YEAR COMMITMENT*

*This is a two-year agreement with automatic renewals thereafter. There are no refunds or credits for mid-year cancellations. You must meet minimum purchasing volumes of Day & Night equipment to qualify for the Ferguson / Day & Night Contribution.

SIGN-UP TODAY! Email: clay@ciwebgroup.com

CI WEB GROUP ELITE DEALER BONUS PLANS


**CHOOSE THE RIGHT PLAN FOR YOU
AND LEVERAGE YOUR CO-OP FUNDS TO LEVEL UP**

CONTENT PACKAGE
\$2,000

- ✓ Ten Pages of Content (Heat pump content suggested)
- ✓ Heat Pump Repair
- ✓ Heat Pump Service
- ✓ Heat Pump Tune-Up
- ✓ Heat Pump Replacement
- ✓ Heat Pump Installation


RECRUITING PACKAGE
\$4,000

- ✓ One-Time SEO
- ✓ One-Time Content
- ✓ Job Board and Availability to Capture Resumes



BRANDING PACKAGE
\$12,000

- ✓ Logo Design
- ✓ SM Branding
- ✓ Website Branding




WE MAKE IT EASY

50% of Investment Covered
Through Preferred Dealer Program!
Split Your Half in 2 Payments in Q2 or
Use Your Co-op Funds




SIGN-UP TODAY! Email: clay@ciwebgroup.com



Marchex[®] CALL TRACKING AND CONVERSATION INTELLIGENCE

Marchex Marketing Edge is an award winning solution that reveals which marketing campaigns and channels results in phone call and text conversions.

Day & Night offers a \$500 value each month by providing call tracking numbers for Elite and Platinum Elite Dealers to be used in online and offline marketing campaigns. In addition to providing numbers for local use, Day & Night assigns tracking numbers exclusively to Elite and Platinum Elite Dealers on the Day & Night consumer website to track how many leads are generated from the dayandnightcomfort.com dealer locator. To take advantage of this capability for your own marketing campaigns Elite and Platinum Elite dealers should request tracking numbers from Travis Baugh.

KEY BENEFITS AND CAPABILITIES

- ✓ Know where your calls are coming from and where to spend your marketing budget
- ✓ Get insight to what is happening on your calls
- ✓ Recording and transcription to help you understand what is driving appointments and purchases
- ✓ Save valuable time and use our award-winning AI to automatically label the outcome of every call

COMING SOON AS PART OF THE FREE VALUE

- Access to your own dashboard to listen and track calls



- Accurately Attribute Calls and Texts
- Increase Your Return on Ad Spend
- Rescue Lost Sales¹

¹ Not included with Marketing Edge, but Marchex Sales Edge Rescue seamlessly integrates as an add-on product.

REQUEST FREE TRACKING NUMBERS:

Contact Travis Baugh • Email: travis.baugh@carrier.com



boundless

YOUR BRAND. BOUNDLESS POTENTIAL.

Boundless™ gives you the inspiration, direction and tools to unlock your brand's full potential – services to support your brand.

With a heavy dose of creativity and experts in product, you'll have access to one-on-one direction from our trusted Brand Consultants and creative team. We like to say, "If you dream it, we create it." Here's to all of the dreamers out there. Let's do it.



CREATIVE EXPERTS

Work with dedicated product experts who want to bring out the best in your brand.



ENDLESS PRODUCT ACCESS

Our Brand Consultants have built relationships with over 1,500 vendor partners. From a basic tee to TUMI luggage, we're ready to source any product you can imagine.



CUSTOM CAMPAIGNS

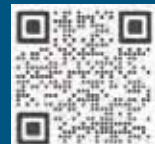
From a first concept on a paper napkin to final delivery, our team is standing by and ready to help turn your branded merchandise dreams into reality.

Lean on us to put your brand in people's hands.

PLEASE SCAN HERE TO SEE SOME EXAMPLES OF WHAT YOU CAN PURCHASE FROM BOUNDLESS.

PRODUCTS:

<https://flipbook.starline.com/book/pdgsn2sguhi0>



PENS:

<https://flipbook.starline.com/book/1balrbgytdcis>



For more information, please contact:

Sophia LaChat: • slachat@boundlessnetwork.com • 602.326.9351



CO-OP GUIDELINES

BUILDING YOUR BRAND AND OURS: Your business is important to Day & Night® Heating & Cooling Products. That's why we've developed an entire program of co-op tools and advertising materials for you to use in your local market. All are designed to maximize your marketing effectiveness by adding your name to the strength of the Day & Night brand name.

Our co-op and advertising guidelines will help you create appropriately branded materials for full co-op support and compliance. **Materials that do not follow these guidelines will not be eligible for co-op reimbursement, and dealers will be denied co-op payments.**

For more co-op and advertising guidelines — as well as logos, product photography, pre-built templates for online banners, ads, flyers and much more — look under the Marketing Tab section at GoDayAndNight.com.

ADVERTISING: When it comes to Day & Night products, no competing products may be promoted or listed with them. Ancillary products and/or services must clearly be separated from the area devoted to the Day & Night brand. Ads may not suggest “Authorized Dealer” or imply endorsement by the Day & Night brand. This not only applies to traditional print and TV advertising but also to digital banners, online advertising and your dealer website.

DO: Focus your ad exclusively on Day & Night products and create a distinct separation when also advertising other noncompetitive products or services.

WEBSITE, SEO APPROVALS: ICP brand should be clearly promoted on the home page. It may be stated that you service other brands but cannot use any competitive logos or photos anywhere on the site. Other non-competing brands may be advertised on separate tabs/pages of the websites without being pro-rated.

PRE-BUILT AD CAMPAIGNS: Everything you need for an effective ad campaign can be found at GoDayAndNight.com under the Marketing Tab section. Under the “Advertise To Be Seen In Your Neighborhood” tab, you will find:

- Ready-to-use newspaper ads
- Radio scripts
- Fully produced TV spots
- Graphic elements
- Direct mail
- Billboards
- Door hangers
- Website headers
- “Dealer” Sales video
- “Relentless Testing” video
- “Elite Dealer” video
- Product and lifestyle photography

Just follow these guidelines, add in your own information and logos, and you'll be all set to advertise your business with the support and strength of the Day & Night brand behind you.

GO SITE MATERIALS: All of the pre-built advertising materials are pre-approved, so if you use these materials properly, you **DO NOT** need any additional authorizations.

Custom Dealer Materials: Custom creative and production — including design, photography, video, layout and other production — must follow all Day & Night co-op and advertising guidelines in order to receive co-op reimbursement. Written prior approval is always recommended for dealer/distributor produced or altered advertising and marketing materials to avoid co-op claim disputes and/or reimbursement ineligibility.

CUSTOM TV AND RADIO REQUIREMENTS: Custom TV and radio spots can still qualify for co-op reimbursement by following a few simple guidelines. For TV, the Day & Night® brand logo must be prominently visible at least once during the spot. The appearance of the logo on vehicles or signage does not qualify. There must also be an audible mention of the brand name during the spot. For radio, an audible mention of the Day & Night name should occur no less than twice in a 30-second spot and three times in a 60-second spot.

LEGAL CONSIDERATIONS:

Representation: All advertising materials must represent the dealer as a dealer of Day & Night products. It should never be thought by the viewer that the advertisement comes from the manufacturer or suggests any kind of special relationship between the dealer and manufacturer.

EXAMPLE: Phrases like “teaming up with the Day & Night brand” or “partnering to give a special deal” should never be used.

Warranties: Simple references to warranty certificates must be included with warranty icon use.

- **10-Year Parts Limited Warranty icon:** Timely registration required. See warranty certificate for details and restrictions.
- **No Hassle Replacement™ Limited Warranty icon:** See warranty certificate for details.
- Explanations of warranty coverage must be included when warranties are mentioned anywhere in copy. These can be treated as asterisked (*) copy at the bottom of the printed piece.
 - Use the appropriate footnote disclaimer copy:
 - Requires a trademark (™).
 - The informational tagline **MUST** always appear under the main portion of the logo and read: See warranty certificate for details.
 - When warranty is mentioned in copy, always use this footnote disclaimer: If compressor, coil or heat exchanger fails due to defect during the applicable No Hassle Replacement Limited Warranty time period, a one-time replacement with a comparable Day & Night® unit will be provided.

Warranty Statements: In accordance with the Magnuson-Moss Warranty Act, any ad mentioning “warranty” must designate the warranty as “full” or “limited” and give its duration (e.g., 5 years). Also, the ad must disclose any major limitations the warranty has, such as “only on stainless steel heat exchangers” or “excluding parts.” **Day & Night Heating & Cooling Products offers only a Limited Warranty.** All ads promoting warranty must include the following copy: **See warranty certificate for details and restrictions.** Dealers are required by law to have specimen copies of warranties on hand. Do not make any product warranty representations other than those made by Day & Night Heating & Cooling Products. Day & Night Heating & Cooling Products supports only its own limited warranty.

Use of Extended Service Agreements (ESAs) in Advertising: Due to increasingly strict state regulations concerning extended service warranties, you must adhere to the following guidelines: Ads cannot offer a “Free” ESA or even an ESA for a nominal value, such as ten dollars. Some states forbid such programs for ESA contracts. Various state regulations require that a cost/value is associated with ESAs and require that the dealer retain files that report the price paid by the homeowner/equipment owner for the contract. These files are subject to audit at any time.

Miscellaneous Legal: Misleading copy, misrepresentations, comparative ads, illegal competitive practices or libelous references to competitors may not be included in any Day & Night® advertisement. Day & Night Heating & Cooling Products will not be held liable for such advertisements.

All applicable laws and regulations, including Federal Trade Commission regulations, local codes and regulations, and industry codes and standards must be followed in Day & Night branded dealer ads.

This information is intended only as a guideline and is not intended to specify all of the legal requirements of advertising, especially those that may vary from state to state. Please contact your legal counsel for complete information.

Financing: For more information about financing, please go to www.GoDayAndNight.com/go/bbt/financing.asp.

TRADEMARK USE: A trademark is a brand, symbol, or word registered by a user and protected by law to prevent others in similar businesses from using it. The first time a registered trademark (®) is used on each page, follow it with the ® superscript. The first time an unregistered trademark (™) is used on each page, follow it with the ™ superscript. All trademark names have the first letter of each word capitalized. Trademarks are used only as adjectives to modify nouns and are not to be used in place of the appropriate noun. Trademarks are subject to change. Any questions regarding trademarks should be directed to the Day & Night Marketing Manager.

EXAMPLE: You can say, “We service all Day & Night® products.” In this case, “Day & Night®” modifies the noun “products.” You cannot say “We service Day & Night®” because no noun follows the Day & Night trade name.



CARRIER SIGN-OFF: Day & Night has its own distinctive brand personality, and all communication should work to build it. However, we do want to acknowledge Day & Night’s relationship with Carrier.

At the bottom of all communication — except on truck wraps and billboards — a copy line should appear stating: A Proud Member of the Carrier Family with no period at the end. Visually, this Carrier reference should be no more than 25% of the size of the Day & Night logo.

This Carrier reference is not meant to replace the brand tagline and should not be used as a lockup with the brand logo. In other words, it should not be placed directly below or attached to the logo. On materials that lack a Day & Night logo, omit this Carrier reference.

Additionally, if the Carrier name is used in body copy, the first instance should have a registration mark and the Day & Night brand name must be used in the same sentence with it.

A Proud Member of the Carrier Family

- Set this copy in 8 pt. Flama Italic, Carrier’s typeface

Copyrights

- Set this copy in 6 pt. Roboto Light
- Use the © mark followed by the year and the words: Carrier. All Rights Reserved.
- Depending on the type of Day & Night material being created, the typeface used in mastheads and footers may be formatted differently.

A Proud Member of the Carrier Family

©2023 Carrier. All Rights Reserved.

TAILOR YOUR COMFORT SETTINGS PRECISELY TO YOUR FAMILY

From the factory to your home, our iQ™ System Controls are designed to provide complete command over your comfort preferences. These smart controls provide both touchscreen and remote management of temperature, humidity, energy usage and more.* Let our highly knowledgeable and trained technicians expertly install one in your home as part of a complete iQ system.

To learn more, contact us today.

Day & Night
Heating & Cooling Products

A Proud Member of the Carrier Family
©2023 Carrier. All rights Reserved.

Dealer Customization Area

LOGO GUIDELINES

The Day & Night brand logo is the most important visual representation of our brand. Therefore, use of the logo is carefully governed.

PLEASE NOTE: The text "Heating & Cooling Products" is part of the logo and should always be included.



Minimum Height 3/8"



1/4" Clearance Area



SIZE / LOCATION:

- The logo must be clearly and prominently shown, with treatment and visibility 50% to that of any dealer logo used.
- Logo must be used without change or alteration and must be used with the appropriate registration mark (®).
- The minimum height for the logo is 3/8".
- Do not place the logo in a shape, over a shape, add any wording on or over the logo or alter the logo in any way.

CLEAR SPACE:

- Observe an equal clearance of 1/4" on all sides of logo.

COLOR:

- The primary color for the logo is PMS 356*. When it is not possible to match PMS, CMYK or RGB colors, the logo can be represented in 100% black.
- The logo can be displayed in reverse color in cases where the background color of the creative material prevents a clear and prominent representation of the logo.
- Do not use screens to dilute the logo colors.

PRINTING:

- When printing a color piece with the logo, specify both the printing PMS color and its CMYK equivalent for the printer.
- Use 100% black print for the logo and tagline when it is not possible to match the PMS colors or to print in process colors.

VINYL / SIGNAGE USE:

- It is important that you match the Day & Night green as closely as possible on vehicle es, signs and other painted surfaces.

DAY & NIGHT BRAND TAGLINE:

The tagline for Day & Night is: Constant Comfort. Please observe the following when using the tagline in your materials.

- Use the tagline with the Day & Night logo and not as a standalone phrase.
- Do not change or alter the tagline in any way.
- The color for the tagline is PMS 356. When used in the black or reversed logo, the tagline should be black or reversed as well.

IMPROPER BRAND LOGO USAGE:

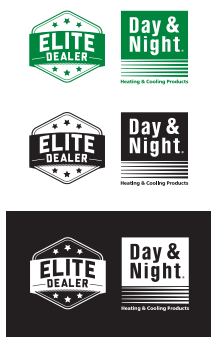
- Do not place logo in a shape.
- Do not let logo touch, overlap or be used under any other word or design.
- Do not use logo adjacent to or near enough to another logo that they could be perceived as one design.
- Do not use without "®" or less than 1/4" in height.
- Do not reproduce the logo in unapproved colors.
- Do not reproduce the logo in a different font or change the capitalization of its letters.
- Do not add an unapproved tagline.



ADDITIONAL LOGOS, REGISTRATION MARKS AND TRADEMARKS

OVERALL CONSIDERATIONS:

- Other logos in the Day & Night® family must be the same size as or smaller than the primary Day & Night brand logo when used together.
- Use other logos only when they add to or fulfill Day & Night’s brand messaging and are appropriate for the type of material.
- Do not place any logo in or over a shape, add any wording on or over any logo or alter any logo in any way.
- Registration marks or trademarks of secondary logos (or product series such as QuietComfort®) must be displayed in superscript when used in text for the first time on a page. Subsequent mentions on that same page do not have to display the registration mark or trademark. However, for any new page, the registration mark or trademark should be used again with the first reference.
- Print the logo in the colors specified in these guideline. When it is not possible to match PMS or CMYK colors, logos in the Day & Night family can be represented in 100% black.



DEALER RECOGNITION LOGOS:

Elite Dealer

- The crest must be used with and appear to the left of the Day & Night brand logo.
- No registration mark or trademark should be included with the crest.
- The Elite Dealer logo needs to be the same size or smaller than the brand logo.
- Do not use the shield without the brand logo as an advertising piece.
- Primary color for this logo is PMS 356*.

PLEASE NOTE: Only certified active Day & Night Elite Dealers can use the Elite Dealer logo within their brand and marketing materials. For more information on this program, contact your Ferguson HVAC TM.

COLOR PALETTE:

Elite Dealer

Colors used in logos, images, design elements and photographs are used to create certain emotions, thoughts and feelings in the consumer that reflect back to the brand. To maintain consistent use of the colors across all materials, the Day & Night® brand has a preferred color palette for vendors to use.

- **Primary** – Green (PMS 356) is the primary color that defines the Day & Night brand. It appears in some form in every brand logo, typically in the most prominent design or text elements.
- **Secondary** – Light Green (PMS 366) is used as a secondary color and in ways that accentuate the use of the red color.
- **Accent Colors** – Orange (PMS 1385), Light Orange 1 (PMS 1225), Light Orange 2 (PMS 1335), and Dark Green (PMS 343) can be used in creative materials for those elements that do not demand as much attention as other elements or messages, and can be used in elements like charts, tables and diagrams.

	ACCENT					PRIMARY	SECONDARY
	Orange	Light Orange 1	Light Orange 2	Dark Green		Green	Light Green
Pantone	PMS 1385	PMS 1225	PMS 1335	PMS 343	Pantone	PMS 356	PMS 366
CMYK	20/0/44/0	0/17/80/0	0/20/56/0	98/0/72/61	CMYK	95/0/100/27	20/0/44/0
RGB	232/148/26	255/210/79	255/207/130	0/88/61	RGB	0/133/63	208/288/166

100% (Solid)					100% (Solid)		
60% (Tint*)					60% (Tint*)		
40% (Tint*)					40% (Tint*)		
20% (Tint*)					20% (Tint*)		

*Tints should only be used in situations such as charts, tables and diagrams. Drawing from this limited palette will help present a strong and consistent brand appearance.

DEALER BRANDING

Improve your company’s professional image and gain visibility with branding. Make sure your truck or van has eye-catching signage to leave an imprint in consumer’s minds. Professional work attire makes a positive impression with customers and helps your keep your employees looking their best. Please see Boundless page for more information on uniforms.*

PLATINUM ELITE DEALER:

- Uniforms / Elite Dealer Badges (Available upon request, value up to \$300)
- Vehicle Wraps (\$2,000 investment, \$4,000 value)
 - One vehicle wrap from preferred vendor up to \$4,000 value for one vehicle
 - Additional vehicles can be wrapped with approval and additional costs

ELITE DEALER:

- Vehicle Wraps (\$1,000 investment, \$2,000 value)
 - One vehicle wrap from preferred vendor up to \$2,000 value for one vehicle
 - Additional vehicles can be wrapped with approval and additional costs

The Day & Night logo must be clearly and prominently shown, with treatment and visibility 50% to that of any dealer logo used.

Additionally, the Day & Night logo must be on both sides of vehicle to receive full co-op credit.



DEALER MARKETING | ADVERTISING CO-OP

PLATINUM ELITE DEALER:

- Dealer will receive two percent of Day & Night® equipment purchases to use towards pre-approved advertising expenses
- Dealer must submit paid invoice with proof of advertising to Ferguson HVAC before a 100% credit will be applied to the dealer’s Ferguson HVAC account
- All marketing must be pre-approved through the Ferguson HVAC Marketing Department
- Dealer must hit minimum Day & Night equipment purchase commitment to earn Co-Op
- Dealer must stay on track with purchase commitment to receive Co-Op; account will be reviewed every other month

ELITE DEALER:

- Dealer will receive two percent of Day & Night equipment purchases to use towards pre-approved advertising expenses
- Dealer must submit paid invoice with proof of advertising to Ferguson HVAC before a 100% credit will be applied to the dealer’s Ferguson HVAC account
- All marketing must be pre-approved through the Ferguson HVAC Marketing Department
- Dealer must hit minimum Day & Night equipment purchase commitment to earn Co-Op
- Dealer must stay on track with purchase commitment to receive Co-Op; account will be reviewed every other month



DEALER SALES AND BUSINESS TRAINING

- Training available through ICP MyLearning Center
 - Reimbursed up to \$1,000 for Platinum and \$500 for Elite
 - Training classes available for all dealers
 - Available for owners, salespeople and technicians
- Dealer will have access to attend up to four total days of Sales and Business Training
 - 50% of the fee will be credited once training class is attended
 - Additional training can be funded using co-op



MY LEARNING CENTER, FACTORY TRAINING AND DISTRIBUTION TRAINING

For ICP Residential HVAC training, My Learning Center is your central access point, offering an extensive catalog of online courses.

TO CREATE A PERSONAL ACCOUNT VISIT MLTRAINING.COM AND SELECT CREATE ACCOUNT

1. Select Create Account
2. Complete Form – Under the question Additional Branded Access Needed, select **YES** and provide the brand(s) you are requesting access to and any additional information that would allow My Learning Center to authenticate your access.
3. Access Training – Immediate access to all non-branded content will be available. Once branding is verified, access to additional courses will be automatic, as well as visibility to events and your company’s training history.



If you have any issues with access, please contact
My Learning Center at MyLearning.ICPUSA@carrier.com

FOR ADDITIONAL FERGUSON HVAC TRAINING CLASSES VISIT:
www.fergusonhvac.com/dayandnightregistration



ONLINE FACTORY TRAINING Available for Elite Credit Hour Requirements

COURSE NAME	HOURS	TOPIC
2023 Ready: Regulatory Changes Overview		Products
2023 Ready: ICP Regulatory Product Overview		Products
Day & Night Geothermal System Components Familiarization		Technical, Products, NATE Credit, Geothermal
Day & Night Inverter AC: Selling to the Homeowner		Sales, Products, Inverter
Day & Night Inverter AC/HP Installation Training		Technical, Products, NATE Credit, Inverter
Day & Night Inverter HP: Selling to the Homeowner		Sales, Products, Inverter
Build an Unstoppable Call Handling Team:		
1 Trust Based Relationships	4 Angry Customers	0.5 0.5
2 Closing the Call	5 Selling Service Agreements	0.5 1.0
3 Overcoming Objections		0.5
Building Your Business for the Future:		
1 How to Drive Your Business With a Powerful Mission and Vision Statement	3 A Game Worth Playing	0.5 0.5
2 How to Structure Your Business for Success	4 Moving from Point A to Point B	0.5
		0.5
Business Basics:		
1 Coaching Others	5 Negotiation Skills	0.5 0.5
2 Communicating Effectively	6 Presentation Skills	0.5 0.5
3 Creative Problem Solving	7 Time Management	0.5 0.5
4 Handling a Difficult Customer		1.0
Communication is Key:		
1 Understanding DISC Behaviors		1.0
2 DISC - Recognizing, Understanding and Appreciating Others		1.0
3 DISC Behavioral Selling		1.0
4 DISC - Understanding Motivators		1.0
5 Managing Your Team with DISC Behaviors		1.0
6 DISC Hiring and Promotion		1.0
Create Lifetime Customers:		
1 Increasing Customer Satisfaction	3 Resolving Customer Complaints	0.5 0.5
2 Customer Care and Retention Plan	4 Best Practices	0.5 0.5
Creating a Winning Culture		1.0
Customer Service:		
1 Attitude	5 Persuasion	0.5 0.5
2 Follow-Up	6 Superiority	0.5 0.5
3 Leadership	7 Teamwork	0.5 0.5
4 Listening		0.5
Digital Marketing:		
1 Introduction to Digital Marketing		0.5
2 SEO & First Steps		1.0
3 SEO, Let's get Technical		0.5
Five Customer Buying Principles		1.0
General Safety:		
1 Back Safety	5 Personal Protective Equipment	0.5 0.5
2 Basic Electrical Safety	6 Safety Attitudes and Action	0.5 1.0
3 Forklift Safety	7 Slips, Trips and Falls	1.0 0.5
4 New Worker Safety Orientation	8 Stairways and Ladders	0.5 0.5
Healthy Home Air		Products
Healthy Home Air (Elite)		0.5
How to Increase Sales:		
1 Understanding Why Buyers Buy	4 Turning Objections into Opportunities	0.5 0.5
2 Increasing Confidence	5 Three Magic Words	0.5 0.5
3 Sell Up by Selling Down	6 With a Quality Sales Call	0.5 0.5
HVAC Basics:		
1 AC & Heat Pump Functionality	8 Gas Furnace Function & Efficiency	0.0 0.0
2 AC & Heat Pump Functionality (FAD/Elite)	9 Gas Furnace Function & Efficiency (FAD/Elite)	1.0 1.0
3 Creating Comfort with HVAC	10 Sales Process Overview	
4 Creating Comfort with HVAC (FAD/Elite)	11 Sales Process Overview (FAD/Elite)	1.0 0.5
5 Ductless Basics	12 VRF Basics	0.0 0.0
6 Ductless Basics (FAD/Elite)	13 VRF Basics (FAD/Elite)	1.0 1.0
7 Ductless Sales Simulations		



ONLINE FACTORY TRAINING *Continued*

COURSE NAME	HOURS	TOPIC
HVAC Marketing Fundamentals: 1 Create a Marketing Plan Using 7 Steps	0.5	Marketing, Business Development
HVAC Technician Basics: 1 AC and HP Components 2 Electrical Components, Symbols & Diagrams 3 Combustion 4 Fundamentals of Electricity 5 Introduction to Airflow 6 Introduction to Pressure 7 Introduction to Temperature 8 The Refrigeration Cycle 9 Why Compressors Fail	1.0 0.5 0.5 0.5 0.5 0.5 0.5 0.5 1.0	Technical, NATE Credit Technical, NATE Credit Technical, NATE Credit Technical, NATE Credit Technical, Products, NATE Credit
ICP AC Maintenance – 3D Simulation/VR Ready	1.0	Technical, NATE Credit
ICP Gas Furnace Commissioning – 3D Simulation / VR Ready	2.0	Technical, NATE Credit
ICP Gas Furnace Maintenance – 3D Simulation / VR Ready	1.0	Technical, NATE Credit
ICP Gas Furnace Nomenclature (AT)		Technical, Products, FER
Introduction to ECM Motors and Troubleshooting	0.5	Technical, NATE Credit, FER
Ion System Control Configuration and Servicing for Zoning Applications		NATE Credit, Controls
Ion System Control Installation Best Practices		NATE Credit, Controls
Leading Strategic Change: 1 Recognizing the Need for Change 2 Preparing for Change 3 Introducing Change 4 Cementing Change	.25 0.5 .25 0.5	Business Development, Management Business Development, Management
Money Matters: 1 Foundations of the Financial Review 2 The Profit and Loss Statement and Profit Sharing 3 The Balance Sheet 4 Payables and Receivables 5 Hill and Valley, Debt Reduction 6 Tying It All Together	0.5 .25 0.5 .05 .75 0.5	Business Development, Finance Business Development, Finance Business Development, Finance Business Development, Finance
Offering Financing and its Benefits	1.0	Finance
OptiClean Negative Air Machine (NAM) and Air Scrubber		Products
Repair vs. Replace: 1 Developing a Strategy for Increasing Revenue 2 A Systematic, Step-by-Step Method for Increasing Revenue	0.5 0.5	Marketing, Business Development Marketing, Business Development
Service Manager University: 1 Profitable Service Starts with a Solid Foundation 2 Demand Service – It’s All about That Price 3 Demand Service – Key Performance Indicators 4 Maintenance Agreements – Building Profitable Lifetime Customers 5 Maintenance Agreements – Key Performance Indicators 6 ProfitSmart Activities – Turning On the Cash Flow 7 Goal Setting and Motivation 8 Service Department Leadership	1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0	Business Development, Management, NATE Credit Pricing, Management, NATE Credit Management, NATE Credit Business Development, Management, NATE Credit Business Development, NATE Credit Business Development, Finance, NATE Credit Sales, Management, NATE Credit Sales, Management, NATE Credit
Single-Phase VRF: Sales and Application for Residential		Technical, Products
Social Media Basics for HVAC Dealers: 1 How to Create Your Company’s Brand Voice on Social Media 2 Principles for Success on Social Media 3 How to Create and Implement an integrated Social Media Strategy	0.5 0.5 0.5	Marketing, Business Development Marketing, Business Development Marketing, Business Development
SPP – Gas Furnace & AC Packaged System Troubleshooting – 3D Simulation / VR Ready	2.0	Technical, NATE Credit
Taking Your Company to the Next Level: 1 Assessing the Team 2 Measuring Productivity 3 Positioning for Growth 4 Building a Productive Team 5 Leading the Team 6 Exploring the Possibilities	0.5 0.5 0.5 0.5 0.5 0.5	Business Development, Management Business Development, Management Business Development, Management Customer Service, Business Development Customer Service, Business Development Customer Service, Business Development
The Right Price: The Simple Basics of Pricing	0.5	Business Development, Pricing
VRF Heat Pump: Pre-Installation & Startup		Technical, Products, NATE Credit
VRF Heat Recovery: Pre-Installation & Startup		Technical, Products, NATE Credit
Why Do We Need to Charge so Much?	1.0	Business Development, Pricing



VIRTUAL REALITY TRAINING



Virtual Reality courses can now be completed directly through a Oculus Quest 2 headset without the need for a PC or link cable. Select virtual reality courses are available exclusively through My Learning Center plus you can experience additional virtual reality options through the Interplay Learning Subscription, also available through My Learning Center.

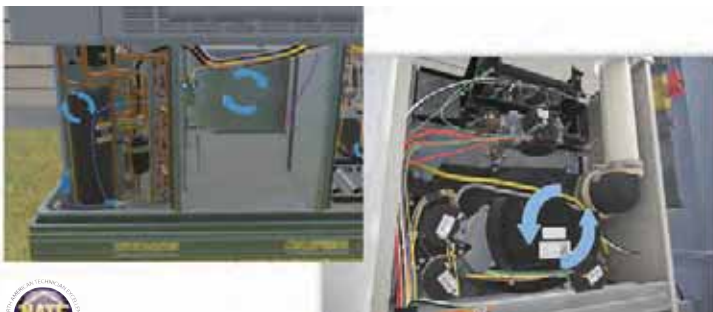
GETTING STARTED

1. Unpack and follow the manufacturer instructions for set up of
2. your Oculus Quest 2. This will require a account creation and a mobile device
3. Purchase content in My Learning Center (see reverse for additional course detail).
4. From the Oculus app on your mobile device or through your headset, search “Interplay Learning”. You will see and option for App Lab. Select View App
5. Select Interplay Learning Player. Select okay. Select Get. From the headset you will select download, from a mobile device you will select install on headset.
6. From your headset start the Interplay Learning Player App
7. Type My Learning Center and click when the name is populated.
8. Log into My Learning Center with your HVACpartners credentials or My Learning Center account
9. The My Learning Center courses you have been purchased will be listed. Select the yellow down arrow from any course and select launch.
10. To access courses as part of the Interplay Learning Subscription, purchased through My Learning Center, select the My Learning Center logo in the top left corner. You will be redirected to the Interplay Learning Dashboard where you can search for, enroll in and launch Interplay Learning course.

Please note that a strong internet connection is essential for course reliability.

MY LEARNING CENTER VIRTUAL REALITY TRAINING

ICP AC Maintenance – 3D Simulation/VR Ready	1 Hour Factory	\$20
ICP Gas Furnace Commissioning – 3D Simulation/VR Ready	2 Hours Factory	\$35
ICP Gas Furnace Maintenance – 3D Simulation/VR Ready	1 Hour Factory	\$20
SPP - Gas Furnace and AC Packaged System – 3D Simulation/VR Ready	2 Hours Factory	\$35



[Learning Path]

TECHNICIAN AC & GAS HEAT TRAINING



ONLINE TRAINING PURCHASE POLICY - You will be charged for your purchase at the time of registration. Course access is based on the expiration period defined in the course details, this time period begins on the date of purchase. My Learning Center will not provide a refund if training is not completed within defined period. You may contact My Learning Center by email at MyLearning@carrier.com for any other purchase concerns or questions. **Please refer to the course details page in My Learning Center for information regarding the NATE specialties that are associated with each course. Correct entry of your NATE ID will be required to receive credit.**



OVERVIEW OF DISTRIBUTOR PRODUCT TRAINING CLASSES

These classes are offered virtually and in some areas face-to-face by our Technical Service Advisors (TSAs) at participating Ferguson HVAC locations

SPRING & FALL

AIR FLOW BASICS:

- Static pressure testing
- Airflow troubleshooting
- Duct sizing, CFM selection settings

ECM MOTOR CLASSES:

- Identify main components of motor & each function
- Properly set up the ECM control circuits
- Quickly troubleshoot ECM Motors in the field

SPRING ONLY

AIR CONDITIONING BASICS:

- Installation tips and best practices
- Charging, troubleshooting
- Subcooling and superheat
- CFM selection settings
- Heat Pump Basics: Installation, Troubleshooting, Programming

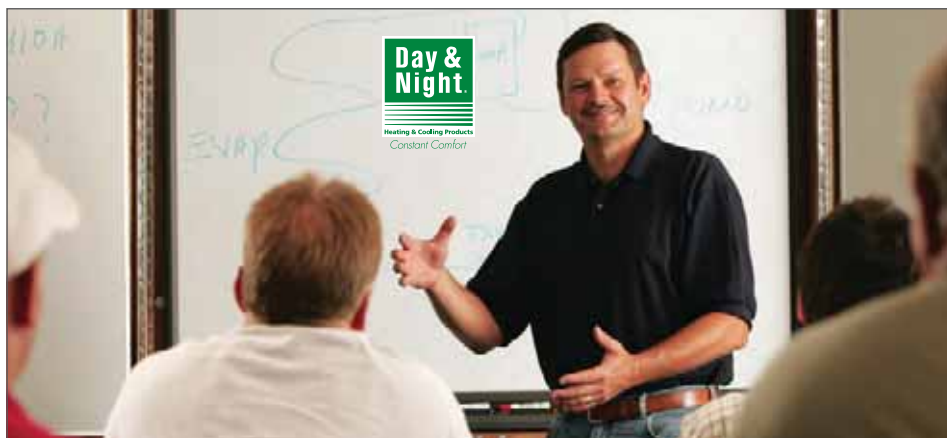
FALL ONLY

FURNACE SET-UP AND TROUBLESHOOTING:

- Dip switch setting (CFM, Staging, etc.)
- Fault codes explained
- Troubleshooting, Venting

DAY & NIGHT PREMIER PAIRING:

We'll cover benefits, features, settings, sequence of operation and troubleshooting of the CVA9-G9MAE gas furnace, CVH8-FCM4X heat pump and ION™ system control match-up.



SIGN UP FOR THESE CLASSES TODAY AT:

<https://www.danddealerresourcecenter.com/>





The purpose of the 2023 Platinum Elite Day & Night Dealer program is to assist the dealer in developing their overall business. The program offers many benefits and tools listed below to help achieve this goal. We ask that the dealers meet the purchase obligation.

DAY & NIGHT BENEFITS:

- Extra Two-Year No Hassle Replacement™ Limited Warranty
 - Dealer-Locator priority listing with Elite Dealer Icon (Consumer Website leads)
 - Call Tracking Software and Reporting
 - Elite Dealer Launch Kit
 - Preferred Financing rates with Wells Fargo*
 - Day & Night Seasonal Promotions
 - Elite Dealer Marketing Materials and 100% Co-op
 - Incremental Rebate Year Two
 - Exclusive AdVantageSM Local Advertising Solutions Program
 - Neighborhood Network[®] PLUS Program (\$3,150 value)
 - Repair or Replace Widget
 - Elite Dealer Social Media Posts
 - Vehicle and Gas Card Discounts*
 - My LearningCenter Training
 - Incremental Rebate after Year Two
 - AIG / Comfort Promise Extended Labor Warranties
 - SmartFleet[®] GPS Fleet Management (50% co-op on six-month subscription)
 - XOi Technologies
 - Automatic Enrollment in Commercial Elite Program
 - AdVantageSM Marketing Materials Credit (\$1,400)
 - ReviewBuzz Online Review (\$3,000 value)
 - SEO Website Audit and Consultation
- Check the box if you would like to receive more information.

FERGUSON BENEFITS:

- Free Technical Training Classes
- Instant Discounts*
- Business Discount Networks
- Sales and Business Training Included (up to \$1,000)
- EGIA Membership Included (\$3,500 value)**
- Access to IAQ/Connected Dealer Program
- FREE Jobsite Deliveries (\$125 value per delivery)
- Discounted Rates for AIG
- Bluon[®], Inc.
- Payzeware[™] All-In-One Software
- Sales Builder Pro
- Dealer Branding and Vehicle Wraps (up to \$2,000 reimbursed)
- Contractor Catapult Special Rates
- CI Web Website and Lead Generation Program No Charge (\$3,500 value)

* During promotional periods. **See your TM for more details on these special preferred vendor programs.

DEALER REQUIREMENTS: *(Please initial each line below to acknowledge that this requirement must be met to stay in the Day & Night Platinum Elite dealer program. No benefits will be received until the dealer is fully registered as an Elite dealer with ICP.)*

- _____ **\$250,000 Annual Day & Night Minimum Qualifying Amount – \$3,500 Dealer Investment** Commitment _____
- _____ Liability and Worker's Compensation Insurance. Previous Year Sales _____
- _____ Day & Night sales represent at least 70% of overall branded sales.
- _____ 50% of your technicians NATE Certified or additional training hours. Participation in 12 hours of distributor training and 16 hours of factory training this year for a total of 28 training hours.
- _____ An active website that advertises Day & Night Heating & Cooling Products.
- _____ Financing available to customers.
- _____ Day & Night Heating & Cooling Products as equal to other represented brands in advertising.
- _____ Dealer must purchase 50% of all purchases through Ferguson.com ordering system.
- _____ Customer's account is required to remain current as a qualifying element of customer's participation in the program. Payments on / for the account are required to be made by EFT.
- _____ Ferguson HVAC may amend the program as it relates to any and every facet of the program. Ferguson HVAC is the sole determiner of qualifying sales elements. Ferguson HVAC is the sole adjudicator of any and all disputes, errors, omissions and/or issues impacting or affecting this program. Ferguson HVAC may terminate this program at any time, at its sole discretion.

I, _____, have read, understand and acknowledge the terms of this agreement and desire to become an Ferguson HVAC approved dealer of Day & Night equipment. I also acknowledge that my Territory Manager has reviewed the Platinum Elite Dealer Program requirements with me and we both understand that I must stay compliant with each requirement to remain in the program. This agreement is effective when signed by the Dealer and Ferguson HVAC's Sales Manager or Sales Director and remains effective until December 31, 2023 or is terminated by either party. I understand this agreement is renewable on an annual basis with the mutual consent of both parties.

Company Name	Account Number
Company Address	City / State / Zip
Company Principal Owner Email	Phone (for Dealer Locator)
Company Principal Owner (print)	Web Address
Territory Manager (print)	Company Principal Owner (sign)
Sales Manager (print)	Territory Manager (sign)
	Date
	Date
	Date

A Proud Member of the Carrier Family
©2023 Carrier. All Rights Reserved.

COMMENTS:



2023 DAY & NIGHT[®] ELITE DEALER CONTRACT

Program valid from January 1, 2023 – December 31, 2023



The purpose of the 2023 Day & Night Elite Dealer program is to assist the dealer in developing their overall business. The program offers many benefits and tools listed below to help achieve this goal. We ask that the dealers meet the purchase obligation.

DAY & NIGHT BENEFITS:

- Extra Two-Year No Hassle Replacement™ Limited Warranty
 - Dealer-Locator priority listing with Elite Dealer Icon (Consumer Website leads)
 - Call Tracking Software and Reporting
 - Elite Dealer Launch Kit
 - Preferred Financing rates with Wells Fargo*
 - Day & Night Seasonal Promotions
 - Elite Dealer Marketing Materials and 100% Co-op
 - Incremental Rebate Year Two
 - Exclusive AdVantageSM Local Advertising Solutions Program
 - Neighborhood Network[®] PLUS Program (\$3,150 value)
 - Repair or Replace Widget
 - Elite Dealer Social Media Posts
 - Vehicle and Gas Card Discounts*
 - My LearningCenter Training
 - Incremental Rebate after Year Two
 - AIG / Comfort Promise Extended Labor Warranties
 - SmartFleet[®] GPS Fleet Management (50% co-op on six-month subscription)
 - XOi Technologies
 - Automatic Enrollment in Commercial Elite Program
 - AdVantageSM Marketing Materials Credit (\$900)
 - ReviewBuzz Online Review (\$3,000 value)
 - SEO Website Audit and Consultation
- Check the box if you would like to receive more information.

FERGUSON BENEFITS:

- Free Technical Training Classes
- Instant Discounts*
- Business Discount Networks
- Sales and Business Training Included (up to \$500)
- Discounted EGIA Membership**
- Access to IAQ/Connected Dealer Program
- Discounted Rates for AIG
- Bluon[®], Inc.
- Payzerware[™] All-In-One Software
- Sales Builder Pro
- Dealer Branding and Vehicle Wraps (up to \$1,000 reimbursed)
- Contractor Catapult Special Rates
- CI Web Website and Lead Generation Program Discounted Rates

* During promotional periods. **See your TM for more details on these special preferred vendor programs.

DEALER REQUIREMENTS: (Please initial each line below to acknowledge that this requirement must be met to stay in the Day & Night Elite dealer program. No benefits will be received until the dealer is fully registered as an Elite dealer with ICP.)

- _____ **\$100,000 Annual Day & Night Minimum Qualifying Amount – \$1,500 Dealer Investment** Commitment _____
- _____ Liability and Worker's Compensation Insurance. Previous Year Sales _____
- _____ Day & Night sales represent at least 70% of overall branded sales.
- _____ 50% of your technicians NATE Certified or additional training hours. Participation in 12 hours of distributor training and 16 hours of factory training this year for a total of 28 training hours.
- _____ An active website that advertises Day & Night Heating & Cooling Products.
- _____ Financing available to customers.
- _____ Day & Night Heating & Cooling Products as equal to other represented brands in advertising.
- _____ Dealer must purchase 50% of all purchases through Ferguson.com ordering system.
- _____ Customer's account is required to remain current as a qualifying element of customer's participation in the program. Payments on / for the account are required to be made by EFT.
- _____ Ferguson HVAC may amend the program as it relates to any and every facet of the program. Ferguson HVAC is the sole determiner of qualifying sales elements. Ferguson HVAC is the sole adjudicator of any and all disputes, errors, omissions and/or issues impacting or affecting this program. Ferguson HVAC may terminate this program at any time, at its sole discretion.

I, _____, have read, understand and acknowledge the terms of this agreement and desire to become an Ferguson HVAC approved dealer of Day & Night equipment. I also acknowledge that my Territory Manager has reviewed the Elite Dealer Program requirements with me and we both understand that I must stay compliant with each requirement to remain in the program. This agreement is effective when signed by the Dealer and Ferguson HVAC's Sales Manager or Sales Director and remains effective until December 31, 2023 or is terminated by either party. I understand this agreement is renewable on an annual basis with the mutual consent of both parties.

Company Name	Account Number	
Company Address	City / State / Zip	Phone (for Dealer Locator)
Company Principal Owner Email	Web Address	
Company Principal Owner (print)	Company Principal Owner (sign)	Date
Territory Manager (print)	Territory Manager (sign)	Date
Sales Manager (print)	Sales Manager (sign)	Date

A Proud Member of the Carrier Family
©2023 Carrier. All Rights Reserved.

COMMENTS:



The purpose of the 2023 Day & Night Commercial Elite Dealer program is to assist the dealer in developing their overall business. The program offers many benefits and tools listed below to help achieve this goal. We ask that the dealers meet the purchase obligation.

DAY & NIGHT BENEFITS:

- Dealer-Locator priority listing with Elite Dealer Icon (Consumer Website leads)
- Call Tracking Software and Reporting
- Elite Dealer Launch Kit
- Preferred Financing rates with Wells Fargo*
- Day & Night Seasonal Promotions
- Elite Dealer Marketing Materials and 100% Co-op
- Incremental Rebate Year Two
- Exclusive AdVantageSM Local Advertising Solutions Program
- Neighborhood Network[®] PLUS Program (\$3,150 value)
- Repair or Replace Widget
- Elite Dealer Social Media Posts
- Vehicle and Gas Card Discounts*
- My LearningCenter Training
- Incremental Rebate after Year Two
- AIG / Comfort Promise Extended Labor Warranties
- SmartFleet[™] GPS Fleet Management (50% co-op on six-month subscription)
- XOⁱ Technologies
- Automatic Enrollment in Commercial Elite Program
- AdVantageSM Marketing Materials Credit (\$900)
- ReviewBuzz Online Review (\$3,000 value)
- SEO Website Audit and Consultation

FERGUSON BENEFITS:

- Free Technical Training Classes
- Instant Discounts*
- Business Discount Networks
- Sales and Business Training Included (up to \$500)
- Discounted EGIA Membership**
- Access to IAQ/Connected Dealer Program
- Ferguson.com Ordering System
- Annual Crane Promotion – \$100 per unit crane lift**
- Commercial Warranty Buy-Down
- Plan and Spec Program
- Discounted Rates for AIG
- Bluon[®], Inc.
- Payzerware[™] All-In-One Software
- Sales Builder Pro
- Dealer Branding and Vehicle Wraps (up to \$500 reimbursed)
- Contractor Catapult Special Rates
- CI Web Website and Lead Generation Program Discounted Rates

*During promotional periods. **See your TM for more details on these special preferred vendor programs. Check the box if you would like to receive more information.

DEALER REQUIREMENTS: *(Please initial each line below to acknowledge that this requirement must be met to stay in the Day & Night Elite dealer program. No benefits will be received until the dealer is fully registered as an Elite dealer with ICP.)*

_____ **\$75,000 Annual Day & Night Minimum Qualifying Amount** _____ *Commitment* _____

_____ Liability and Worker's Compensation Insurance. _____ *Previous Year Sales* _____

_____ Day & Night sales represent at least 70% of overall branded sales

_____ 50% of your technicians NATE Certified or additional training hours. Participation in 12 hours of distributor training and 16 hours of factory training this year for a total of 28 training hours.

_____ An active website that advertises Day & Night Heating & Cooling Products

_____ Financing available to customers

_____ Day & Night Heating & Cooling Products as equal to other represented brands in advertising

_____ Dealer must purchase 50% of all purchases through Ferguson.com ordering system

_____ Customer's account is required to remain current as a qualifying element of customer's participation in the program. Payments on / for the account are required to be made by EFT.

_____ Ferguson HVAC may amend the program as it relates to any and every facet of the program. Ferguson HVAC is the sole determiner of qualifying sales elements. Ferguson HVAC is the sole adjudicator of any and all disputes, errors, omissions and/or issues impacting or affecting this program. Ferguson HVAC may terminate this program at any time, at its sole discretion.

I, _____, have read, understand and acknowledge the terms of this agreement and desire to become an Ferguson HVAC approved dealer of Day & Night equipment. I also acknowledge that my Territory Manager has reviewed the Elite Dealer Program requirements with me and we both understand that I must stay compliant with each requirement to remain in the program. This agreement is effective when signed by the Dealer and Ferguson HVAC's Sales Manager or Sales Director and remains effective until December 31, 2023 or is terminated by either party. I understand this agreement is renewable on an annual basis with the mutual consent of both parties.

Company Name	Account Number	
Company Address	City / State / Zip	Phone (for Dealer Locator)
Company Principal Owner Email	Web Address	
Company Principal Owner (print)	Company Principal Owner (sign)	Date
Territory Manager (print)	Territory Manager (sign)	Date
Sales Manager (print)	Sales Manager (sign)	Date

A Proud Member of the Carrier Family
©2023 Carrier. All Rights Reserved.

COMMENTS:



GEAR UP FOR **SUCCESS**

AS WE WORK TOGETHER TO CONQUER THE CHANGES AHEAD

2023 DAY & NIGHT® DEALER PROGRAM



For more information on becoming a Day & Night® dealer, please visit: <https://www.dandealerresourcecenter.com>

PICK UP YOUR ORDER FAST.

Text your requests for curbside pick-up directly to our product experts at the participating locations below.

Monday – Friday, 7:00 a.m. – 4:00 p.m.*

CALIFORNIA

ANAHEIM (Cerritos)
(714) 520-6440

CHICO
(530) 893-2114

HAYWARD
(510) 782-9820

ONTARIO
(909) 982-9699

ROHNERT PARK
(707) 293-2652

SAN RAFAEL
(415) 459-3798

ANAHEIM (Claudivina)
(714) 520-0026

DUBLIN
(925) 828-4875

INDIO
(760) 775-7400

PASO ROBLES
(805) 434-3114

N SACRAMENTO
(916) 924-8661

SANTA CLARITA
(661) 287-3142

BAKERSFIELD
(661) 335-7200

EL CAJON
(619) 258-9382

LANCASTER
(661) 945-6902

PITTSBURG
(925) 778-1237

S SACRAMENTO
(916) 210-7993

VAN NUYS
(818) 779-0894

CATHEDRAL CITY
(760) 770-6762

FRESNO
(559) 538-6124

MANTECA
(209) 239-6446

POMONA
(909) 517-3810

SAN GABRIEL
(626) 458-2432

VICTORVILLE
(760) 241-6284

CHATSWORTH
(818) 341-5200

GILROY
(408) 846-6469

NEWBURY PARK
(805) 376-3576

RIVERSIDE
(951) 784-0506

SAN JOSE
(408) 271-1685

ARIZONA

GILBERT
(480) 824-4250

MESA
(480) 832-3438

S PHOENIX
(602) 438-8945

PRESCOTT
(928) 759-0222

YUMA
(928) 329-6420

LAS VEGAS
(702) 260-9388

GLENDALE
(602) 246-6982

NE PHOENIX
(480) 308-8200

W PHOENIX**
(623) 474-7200

TUCSON
(520) 670-1100

MOUNTAIN REGION

LAYTON***
(801) 393-5333

LOGAN***
(435) 752-7658

OREM***
(801) 225-8855

SANDY***
(801) 655-6164

IDAHO FALLS
(208) 522-6994

NAMPA
(208) 466-8907

LEHI***
(385) 345-9734

OGDEN***
(801) 395-2222

SALT LAKE CITY
(801) 395-3580

ST. GEORGE
(435) 625-4461

KALISPELL
(406) 756-7630

POCATELLO
(208) 238-1091

TWIN FALLS
(208) 734-9195

* Call your local store to verify hours as they may vary.

** W. Phoenix number applies to all Arizona locations. Gilbert and W. Phoenix are open on Saturday.

*** Text to Salt Lake City.