



2023 DAY & NIGHT® PLATINUM ELITE DEALER CONTRACT

PROGRAM VALID FROM JANUARY 1 – DECEMBER 31, 2023



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.

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

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.
- ☐ Payzerware[™] 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)

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 _____	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 _____

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COMMENTS: