



2024 DAY & NIGHT® COMMERCIAL ELITE DEALER CONTRACT



PROGRAM VALID FROM JANUARY 1 – DECEMBER 31, 2024

The purpose of the 2024 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 Learning Center Training
- AIG / Comfort Promise Extended Labor Warranties
- SmartFleet[®] GPS Fleet Management (50% co-op on six-month subscription)
- 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
- 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.)

\$100,000 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, 2024 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)
	Sales Manager (sign)
	Date
	Date
	Date

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COMMENTS: