



2024 DAY & NIGHT[®] ELITE DEALER CONTRACT



PROGRAM VALID FROM JANUARY 1 – DECEMBER 31, 2024

The purpose of the 2024 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. Please choose your Dealer Level Below as well as the corresponding number of benefits.



GOLD LEVEL

- Choose two Exclusive Benefits
- Day & Night Equipment Purchase Commitment – \$100,000
- Dealer Investment – \$1,000



PLATINUM LEVEL

- Choose four Exclusive Benefits
- Day & Night Equipment Purchase Commitment – \$150,000
- Dealer Investment – \$2,500



EMERALD LEVEL

- Choose six Exclusive Benefits
- Day & Night Equipment Purchase Commitment – \$250,000
- Dealer Investment – \$3,500



7-STAR LEVEL

- Choose eight Exclusive Benefits
- Day & Night Equipment Purchase Commitment – \$250,000
- Dealer Investment – \$5,000

*Limited availability – by invitation only. Approved or invited by SM. Exclusive Access to iMarket Solutions Program.

Check the number of boxes below that matches your level to choose your benefits.

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
- Elite Dealer Social Media Posts
- Vehicle and Gas Card Discounts**
- My LearningCenter Training
- Automatic Enrollment in Commercial Elite Program
- AIG / Comfort Promise Extended Labor Warranties
- SmartFleet[®] GPS Fleet Management (50% co-op on six-month subscription)
- ReviewBuzz Online Review (\$3,000 value)
- SEO Website Audit and Consultation
- Repair or Replace Widget

FERGUSON BENEFITS:

- Free Technical Training Classes
- Make It Right Program
- 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)
- Contractor Catapult Special Rates
- Payzerware™ All-In-One Software
- EGIA
- Sales and Business Training Included (up to \$1,000)
- Sales Builder Pro
- Dealer Branding and Vehicle Wraps (up to \$2,000 reimbursed)
- CI Web Website and Lead Generation Program No Charge (\$3,500 value)
- Neighborhood Network[®] PLUS Program (\$3,150 value)
- AdVantageSM Marketing Materials Credit (\$1,400)

** 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.)

- _____ **Must meet Purchase commitment listed above and must pay 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.



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I, _____, have read, understand and acknowledge the terms of this agreement and desire to become a 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

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

COMMENTS:

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