

# DEALER SUCCESS PROGRAMS

## BUILD YOUR BRAND WITH CONFIDENCE

To support independent HVAC contractors and help them stay independent, we developed the Liberties™ Program. With exclusive, industry-leading marketing and promotional solutions, the program provides all the resources you need to become more competitive and grow your business. From literature and websites to business training and financing support, the Liberties™ toolbox provides everything you need to succeed.

### LIBERTIES™ LEVELS

There are three levels of participation in the Liberties™ Program – Liberties™, Liberties Plus™ and YORK® Certified Comfort Expert™ (CCE):

- **Liberties™** is the basic level of participation that provides contractors with a variety of financial, promotional, business and training tools and resources.
- **Liberties Plus™** contractors can participate in enhanced programs, particularly when it comes to technology.
- The **YORK® Certified Comfort Expert (CCE)** program provides the highest level of partnership between the contractor, distributor and manufacturer.

LEVEL	LIBERTIES™	LIBERTIES PLUS™	YORK® CERTIFIED COMFORT EXPERT
<b>CONNECT WITH PROSPECTS</b>			
Dealer Website Program by YBN		\$8,500	\$8,500
Reputation Marketing by Angie's List™		\$3,000	\$3,000
Lead Generation by HomeAdvisor		\$3,000	\$3,000
Dealer Locator		\$500	\$500
Marketing Action Center	\$2,500	\$5,000	\$5,000
<b>ENGAGE WITH CUSTOMERS</b>			
In-home Selling Application (Coming Spring 2017)		\$500	\$500
Residential Financing by Synchrony Financial	\$5,000	\$5,000	\$5,000
Commercial Financing by Horizon Keystone	\$5,000	\$5,000	\$5,000
Credit Card Acceptance and Technology by Square	\$500	\$500	\$500
Wireless Carrier Partnerships	\$1,000	\$1,000	\$1,000
Homeowner Letters		\$500	\$500
100% Satisfaction Guarantee			Exclusive
First-year Unit Replacement			Exclusive
<b>ACHIEVE BUSINESS RESULTS</b>			
Unitary Products Academy – Business Training		\$250	\$250
Unitary Products Academy – ProficienTECH Training		\$400	\$400
Personal Use Rebates	\$850	\$850	\$1,700
Dealer Loyalty Savings			\$2,500
Vehicle Discount Privileges	\$10,000	\$10,000	\$10,000
<b>TOTAL VALUE</b>	<b>\$24,850</b>	<b>\$44,000</b>	<b>\$47,350</b>