

2021 Dealer Success Programs

Rewards of a Superior Partnership

Our Dealer Success programs were created with our contractors' success in mind. By offering the industry's most powerful set of independent HVAC contractor business support tools, our industry-leading marketing programs are designed to help you generate leads, close more sales and achieve tangible business results.

Find the program that works best for you, your goals and your business

Liberties

Basic level of participation that provides contractors with a variety of financial, promotional, business and training tools and resources.

Liberties Plus

All the benefits of the Liberties program, plus enhanced programs, particularly in technology.

Certified Comfort Expert

A partnership between the contractor, distributor and manufacturer helping these contractors differentiate themselves in the marketplace and achieve their goals.

¹ Available exclusively in the United States

² Available exclusively in Canada

Three Levels of Partnership



CONNECT WITH PROSPECTS

These marketing tools help put your business in front of more customers

	Liberties	Liberties Plus	Certified Comfort Expert
Home Services Scheduling by Dispatch	X	Enhanced	Enhanced
Dealer Locator	X	Enhanced	Enhanced
Marketing Navigator	X	X	X



ENGAGE WITH CUSTOMERS

These tools and incentives help turn shoppers into buyers

	Liberties	Liberties Plus	Certified Comfort Expert
Residential Financing by Synchrony ¹	X	Enhanced	Enhanced
Residential Financing by SNAP ²	X	X	X
Second Look Financing by Fortiva ¹	X	X	X
Commercial Financing by Horizon Keystone	X	X	X
Homeowner Letters by Proforma		X	X
100% Satisfaction Guarantee			Exclusive
First-Year Unit Replacement			Exclusive



ACHIEVE BUSINESS RESULTS

These tools help turn good businesses into great businesses

	Liberties	Liberties Plus	Certified Comfort Expert
Ducted Systems Academy	X	Enhanced	Enhanced
Personal Use Rebates	X	X	X
Vehicle Discount Privileges	X	X	X
Dealer Loyalty Savings ¹			Exclusive

All levels of participation may require meeting an annual commitment purchase minimum or exclusivity agreement. Dealer success Program registrations must be renewed annually. After your registration or renewal, you will be provided access to the Marketing Dashboard and Marketing Navigator