



HEATING ■ AIR CONDITIONING

WHAT ARE THE LUXAIRE® DEALER SUCCESS PROGRAMS?

We are committed to supporting your business with industry-leading marketing programs specifically designed to connect and engage with prospects to add to your profits in the marketplace.



CONNECT



ENGAGE



ACHIEVE

LUXAIRE® DEALER SUCCESS PROGRAM LEVELS

There are three levels of participation in the LUXAIRE® Dealer Success Programs - Luxaire, Luxaire Select and Certified Comfort Expert (CCE):

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

2019 LUXAIRE® DEALER SUCCESS PROGRAMS

CONNECT WITH PROSPECTS

These marketing tools put your business in front of more prospects

	Luxaire® Level	Luxaire® Select Level	CCE
Dealer Website Program by Web.com*		x	x
Reputation Marketing by Angies List®*		x	x
Lead Generation by HomeAdvisor*		x	x
Marketing Action Center	x	Enhanced	Enhanced
LUXAIRE® Dealer Locator	x	x	x

ENGAGE WITH CUSTOMERS

These tools and incentives help turn shoppers into buyers

	Luxaire® Level	Luxaire® Select Level	CCE
Residential Financing by Synchrony Financial	x	x	x
Second Look Residential Financing by Fortiva	x	x	x
Commercial Financing by Horizon Keystone	x	x	x
Moblico*		x	x
In Home Selling Application*		x	x
Wireless Carrier Partnerships	x	x	x
Homeowner Letters*		x	x
100% Satisfaction Guarantee			Exclusive
First-Year Unit Replacement			Exclusive

ACHIEVE BUSINESS RESULTS

These programs help turn good businesses into great businesses.

	Luxaire® Level	Luxaire® Select Level	CCE
Ducted Systems Academy	x	Enhanced	Enhanced
Personal Use Rebates	x	x	x
Dealer Loyalty Savings			Exclusive
Vehicle Discount Privileges	x	x	x

*Available ala carte at the Luxaire® level

Dealer Success Programs Registration or Renewal: Work with your Territory Manager (TM) or Distributor Sales Representative to determine the level of participation that best supports your company's objectives. All levels of participation require meeting an annual equipment purchase minimum. Dealer Success Program registrations must be renewed annually. After your registration or renewal, you will be provided access to our customer extranet for Dealer Success Program information, references, resources and vendor contact information. Contact BTS-DS-Marketing@jci.com for program support or additional questions. Dealers and Distributors, please have your dealer/distributor number and Ducted Systems brand of equipment available.