



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.



LUXAIRE® DEALER SUCCESS PROGRAMS LEVELS

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

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

2018 Luxaire® Dealer Success Programs

Connect With Prospects

LUXAIRE® LEVEL LUXAIRE® SELECT LEVEL (\$500 BUY-IN) LUXAIRE® CERTIFIED COMFORT EXPERT LEVEL (\$2,000 BUY-IN)

These marketing tools put your business in front of more prospects.

Program	Luxaire® Level	Luxaire® Select Level (\$500 Buy-In)	Luxaire® Certified Comfort Expert Level (\$2,000 Buy-In)
Dealer Website Program by Webcom <small>UPDATED</small>		+\$1,000	x
Reputation Marketing by Angie's List* <small>UPDATED</small>		+\$100	x
Lead Generation by HomeAdvisor <small>UPDATED</small>		+\$100	x
Live Call Answering by Ruby Receptionists <small>NEW</small>		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.

Program	Luxaire® Level	Luxaire® Select Level (\$500 Buy-In)	Luxaire® Certified Comfort Expert Level (\$2,000 Buy-In)
Residential Financing by Synchrony Financial <small>UPDATED</small>	x	x	x
Second Look Residential Financing by Fortiva <small>NEW</small>	x	x	x
Commercial Financing by Horizon Keystone	x	x	x
Credit Card Acceptance and Technology by Square* <small>UPDATED</small>	x	x	x
In Home Selling Application		+\$250	+\$250
Wireless Carrier Partnerships	x	x	x
Homeowner Letters <small>UPDATED</small>		x	x
100% Satisfaction Guarantee			Exclusive
First-Year Unit Replacement			Exclusive

Achieve Business Results

These programs help turn good businesses into great businesses.

Program	Luxaire® Level	Luxaire® Select Level (\$500 Buy-In)	Luxaire® Certified Comfort Expert Level (\$2,000 Buy-In)
Unitary Products Academy <small>NEW</small>	x	Enhanced	Enhanced
Personal Use Rebates	x	x	Enhanced
Dealer Loyalty Savings			Exclusive
Vehicle Discount Privileges <small>UPDATED</small>	x	x	x

Dealer Success Programs Registration or Renewal: Work with your Territory Manager™ 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 be-upg-marketing@jci.com for program support or additional questions.