





# 2017 GeoElite Program

#### February 2017





Trilogy Series – Best of IBS Awards Finalist, Best Energy Efficient Product

2/8/2017

## AGENDA



- 2017 GeoElite Program -
  - What's Changing
  - Criteria
  - Benefits
- Signing up
- Marketing materials
- 100% Satisfaction Guarantee & Claim Process
- Additional Benefits
- Training Changes
- Q&A

# **GeoElite Dealers**

GEOELITE® CLIMATEMASTER DEALER

- Who make the best GeoElite<sup>®</sup> dealers?
  - Those willing to invest in growth
- What's in it for the dealer?

•

- Top Listing on the ClimateMaster Dealer Locator
- Priority lead referral
- Option to earn up to 5% Co-op
- 100% Satisfaction Guarantee
- Expedited Delivery of Warranty Parts
- ClimateMaster trip for top dealers
- Requirements:
  - Get trained
  - Sell 10 units
  - Sign Agreement & Pay annual fee through distributor
  - Be ClimateMaster brand loyal





# What's changing?

- We will have two tiers for 2017 Standard and Premium
- All benefits are the same except for coop fund accrual and annual fee
- Both have access to the Trilogy as long as training requirements are met
- GeoElite Standard
  - No annual fee
  - 2% coop funds
- GeoElite Premium
  - \$1500 annual fee
  - 5% coop funds
- There will be a nominal fee for training courses. This fee is a coop-able expense



**GEOELITE**<sup>®</sup>

# GeoElite CRITERIA



#### Minimum Sales Volume

- Dealer sold 10 geothermal heat pumps in 2016
- Potential to sell >10 in 2017

#### **Product** Training



- Dealer must have taken (i) CM 202 Service Installation Class and (ii) Trilogy Training Class since January 2015.
- The Trilogy Training Class must be taken by the dealer's installing technician and not the business owner.
- The distributor that the dealer is affiliated to must have at least one technician on staff that attended the Train The Trainer class since January 2015.

#### Exclusivity

- Must sell only ClimateMaster Geothermal products, where available
- Cannot display competitor's geothermal brands on their website



#### Agreement and Fees

- Distributor to verify and ensure that he will sell Trilogy systems only to dealers that meet the necessary training criteria as established above
- Dealer signs the "2017 GeoElite Program Participation Agreement"
- Distributor pays annual fee on dealer's behalf

# GeoElite DEALER BENEFITS



- Top listing on Dealer Locator
- More Co-Op dollars (for GeoElite Premium)
- Priority Lead Referral
- 100% Satisfaction Guarantee
- Expedited Delivery of Warranty Parts
- Exclusive Marketing Materials (direct mailers, customizable ads, trade show materials)
- FREE Vehicle Signage for new dealers
- ClimateMaster sponsored trip for top dealers



**GEOELITE**<sup>®</sup>

DEALER

CLIMATE MASTER

# SETTING UP DEALERS



GeoElite dealers MUST have purchased minimum 10 units in 2016 to qualify

Sig	in ur	NE	N tiv	me!
Deale	ersa	it a		
	ng dea h 31, 2			

their GeoElite status

March 2017						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	<b>2</b> 7	28	29	30	31	

# SETTING UP DEALERS

GEOELITE® CLIMATEMASTER DEALER

- 1. Submission by CM Distributor to CM District Manager:
  - a. For GeoElite Premium, place an order on the CM business center for Part Number: "GEOELITE" . The price per dealer is \$1,500 for the full year.
  - b. For GeoElite Standard, place an order on the CM business center for Part Number: "RESGEOELITENOFEE". The price per dealer is \$0 for the full year.
  - c. Insert the dealer(s) name in the "order notes" section of the business center check out screen.
  - d. Submit signed "2017 GeoElite<sup>®</sup> Program Participation Agreement" for each dealer to the program administrator at (<u>GeoEliteDealer@climateMaster.com</u>)
  - e. Along with the participation agreement please also submit the Distributor's ClimateMaster equipment sales to the dealer for the full year of 2017 to the program administrator at(<u>GeoEliteDealer@climateMaster.com</u>) (If converting a new dealer please estimate sales)
- Approval: Once reviewed by CM District Manager and audited by CM marketing, the dealers will be designated ClimateMaster GeoElite<sup>®</sup> and CM Distributor will be invoiced the dealer fee of \$1,500 X # of approved GeoElite<sup>®</sup> Premium dealers.
- 3. Once approved, dealers will be:
  - a. Assigned special designation on the CM dealer locator
  - b. Added to lead generation sheet to give preferential treatment
  - c. Mailed 100% Home Owner Satisfaction Registration Forms

# Customizable Marketing Materials



- Marketing/Advertising materials EXCLUSIVE to GeoElite dealers
- Targeted messaging to the consumer educating them on the benefits of geothermal and directing them to you
- All Ads and Direct Mail materials are customizable
  - TV ads
  - Magazine ads
  - Newspaper ads
  - Direct Mail
  - Yard Signs
  - FREE Vehicle Wraps for new dealers
  - Trade Show Banners

**GEOELITE**<sup>®</sup>

DEALER

## **FREE** Vehicle Wraps





## Vehicle Wraps are FREE for new dealers

ClimateMaster and GeoElite® vehicle decals available at **NO COST** to new GeoElite® dealers http://www.climatemaster.com/geothermal-dealer/geothermal-

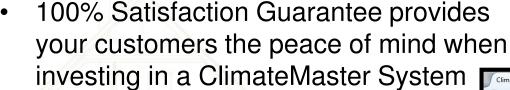
marketing-materials/vehicle-graphics/

#### **E-mail request to**

<u>GeoEliteDealer@climateMaster.com</u> with GeoElite<sup>®</sup> dealer information



# 100% Satisfaction Guarantee



- Simply complete the Homeowner Registration form and submit to ClimateMaster\*
  - Form is available on the Business Center under download GeoElite section
  - Send completed forms to: <u>satisfactionclaims@climatemaster.com</u>

nups://www.clii	matemaster.com/scart/customer/home.php?cat=861				
isited 🗍 Getting	Started 🗍 Suggested Sites 🗍 Web Slice Gallery				
	CLIMATEMASTER Home Ordering Business Services	5 Account Inf	formation	Find Orders CLM Too	ols
	Search All Categories	For		GO	
	Misc. Price Lists	File Type	Ci		
	File Name	rile type	Size	Last Updated	
	File Name Residential Price Book	Acrobat	4.6 MB	9/15	
	Residential Price Book	Acrobat	4.6 MB	9/15	
	Residential Price Book Residential Price Book	Acrobat Excel	4.6 MB 10.0 MB	9/15 9/15	
	Residential Price Book Residential Price Book Price List - Units with Description	Acrobat Excel Excel	4.6 MB 10.0 MB 305 KB	9/15 9/15 4/15	
	Residential Price Book Residential Price Book Price List - Units with Description Price List - Parts	Acrobat Excel Excel	4.6 MB 10.0 MB 305 KB	9/15 9/15 4/15	
	Residential Price Book Residential Price Book Price List - Units with Description Price List - Parts GeoElite® Dealer Program	Acrobat Excel Excel Excel	4.6 MB 10.0 MB 305 KB 3 MB	9/15 9/15 4/15 1/15	
	Residential Price Book Residential Price Book Price List - Units with Description Price List - Parts GeoElite® Dealer Program File Name	Acrobat Excel Excel Excel File Type	4.6 MB 10.0 MB 305 KB 3 MB Size	9/15 9/15 4/15 1/15	
	Residential Price Book Residential Price Book Price List - Units with Description Price List - Parts GeoElite® Dealer Program File Name Trilogy® Personal Use Program Form	Acrobat Excel Excel Excel File Type PDF	4.6 MB 10.0 MB 305 KB 3 MB Size 750 KB	9/15 9/15 4/15 1/15 Last Updated 7/15	
	Residential Price Book Residential Price Book Price List - Units with Description Price List - Parts GeoElite® Dealer Program File Name Trilogv@ Personal Use Program Form GeoElite® Brochure	Acrobat Excel Excel Excel File Type PDF PDF	4.6 MB 10.0 MB 305 KB 3 MB Size 750 KB 376 KB	9/15 9/15 4/15 1/15 Last Updated 7/15 12/14	1
	Residential Price Book Residential Price Book Price List - Units with Description Price List - Parts GeoElite® Dealer Program File Name Trilogv@ Personal Use Program Form GeoElite® Brochure 2015 GeoElite® Program Distributor Conductor Formation Operation of Formation Conductor Formation Operation of Formation 100% Satisfaction Guarantee Claiming	Acrobat Excel Excel Excel File Type PDF PDF PDF	4.6 MB 10.0 MB 305 KB 3 MB Size 750 KB 376 KB 324 KB	9/15 9/15 1/15 1/15 Last Updated 7/15 12/14 12/14	]

\* Forms must be submitted and received by ClimateMaster to submit 100% Satisfaction claims

**GEOELITE®** 

DEALER

CLIMATEMASTER

### 100% SATISFACTION GUARANTEE Claiming process

#### If a consumer has a complaint:

- Dealer and distributor must try to correct the problem first.
- If problem cant be resolved, contact ClimateMaster Technical Services Dept. at techsupport@climatemaster.com
- If resolution can not be arrived at, distributor submits 100% Satisfaction Claim form, Start-up form, Troubleshooting form and service history documents to <u>satisfactionclaims@climatemaster.com</u>
- Once approved, ClimateMaster issues a credit for replacement unit to the distributor
  - Distributor refunds dealer's purchase price
  - Dealer refunds homeowner the equipment cost listed on Homeowner's registration form. Dealer will only be reimbursed the cost of a replacement unit.

<image/> <image/> <image/> <section-header><section-header><section-header><text><text><text><text><list-item><list-item><list-item><section-header><section-header><list-item><list-item><list-item><section-header><section-header><section-header><section-header><section-header><section-header><text></text></section-header></section-header></section-header></section-header></section-header></section-header></list-item></list-item></list-item></section-header></section-header></list-item></list-item></list-item></text></text></text></text></section-header></section-header></section-header>		
<text><text><text><text><text><text><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item><list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></list-item></text></text></text></text></text></text>	Ge	
<ul> <li>New unit.</li> <li>Rey 3 Doaler tries to correct the problem to the customer's statisfaction. Customer is still unhappy and consumer requests a new replacement unit. Dealer contacts the Distributor Service Manager to become involved prior to system replacement to assure all lechnical and application issues are addressed.</li> <li>Rey 3 Distributor should send the Replacement Unit Request Form to ClimateMaster Distributor, Administrator, along with all prior service records and completed toubleshooting form as applicable.</li> <li>Rey 4 Warranty Administrator will review Replacement Unit Request Form and respond to the Distributor within one Hilb busines day after neogle of the form. If additional information is requested, all climateMaster Distributor and Unit before any further consideration.</li> <li>Rey 4 Warranty Administrator will review Replacement Unit Request Form and respond to the Distributor within one Hilb busines days after complete recept of all requested information.</li> <li>Rey 5 Ord Mill:</li> <li>And distributor writes authorization to replace or issue credit for the unit.</li> <li>I diertify disposition of the unit. It is recommended that the dealer leave the removed unit/system with the Distributor of the Distributor to donate to a thade school or to use in their own training lab. The removed unit/system cannot be re-sold under any circumstances either by the dealer or by the Distributor.</li> <li>Mere to share 3.</li> <li>Mere to share 4.</li> <li>Mere to share 4.</li> <li>Mere to share 4.</li> <li>Mere to share 5.</li> <li>Mere to share</li></ul>		100% Satisfaction Guarantee Unit Replacement Process
<ul> <li>Step 2 - Dealer this to correct the problem to the exclorer's satisfaction. Customer is sall unbarger to become nonloved pror to system replacement to assure all bechnical and application issues are addressed.</li> <li>Step 3 - Distributor should send the Replacement Unit Request Form to ClimateMaster District Manager and CimateMaster Warranky Administrator, adong with all pror service records and completed to tableshooting form as applicable.</li> <li>Step 4 - Maranky Administrator, adong with all prore service records and completed to DLM before any further consideration.</li> <li>Step 5 - Approval / Deniat', Administrator, any further consideration.</li> <li>Step 5 - Approval / Deniat', Administrator, any further consideration.</li> <li>Step 5 - Approval / Deniat', Administrator, and existion will be proved and candidated to DLM before any further consideration.</li> <li>Step 5 - Approval / Deniat', Administrator, and existion must be provided to DLM before any further consideration.</li> <li>Step 5 - Approval / Deniat', Administrator or ClimateMaster Technical Service Manager, and vector made and communicated back to the distributor no later than two full business days after complete receipt of all requested information.</li> <li>Reproved CLM will:         <ul> <li>Send distributor writine authorization to replace or issue credit for the unt.</li> <li>Biothibutor services and the dave lease the removed unWisystem with the Distributor.</li> <li>Biothibutor writine authorization instructions to the distributor to evaluate in entry of the use in their own training lab. The removed unit system commended that the dave lease the removed unit fuel component, or water samples, etc. to be returned to the factory for evaluation.</li> <li>Biothibutor writine to business days (30 days for water to refigerant leaks) atter receipt with finding.</li> <li>Identify the reassons for denial and disposition of the failed un</li></ul></li></ul>		
and ClimateMaster Warranty Administrator, along with all prior service records and completed troblesholoring from as applicable. Step 4 – Warranty Administrator will review Replacement Unit Request Form and respond to the Distributor within one full business day after receipt of the form. March 1999 (Compared Points): Administrator will be mostle and communicated back to the distributor within one full business day after the solere sponsibility of the Warranty Administrator or ClimateMaster Technical Service Manager, a decision will be made and communicated back to the distributor no later than two full business days after complete receipt of all requested information. Tapproved CLM will: • Administrator or fiber unit of the unit. It is recommended that the deale leave the removed unWeystem with the Distributor of the unit. It is recommended that the dask back to the distributor for the unit. It is recommended that the dask back to the distributor for the Distributor. • Move to step 0 Move to step 0 Move to step 0 Monte applicable. may help expedite approval. • Photos, when applicable, may help expedite approval. • Reproduced CLM will: • Identify dashose and reason for denial and disposition of the failed unit or part. Head is a distributor within the business days (20 days for water to refrigerant leaks). • Photos, when applicable, may help expedite approval. • Identify dashose and reason for denial and disposition of the failed unit or part. Head recommendation * Identify dashose and reason for denial and disposition of the failed unit or part. <b>1</b> Identify dashose and reason for denial and disposition of the failed unit or part. <b>1</b> Identify dashose and reason for denial and disposition of the failed unit or part. <b>1</b> Identify dashose and reason for denial and disposition of the failed unit or part. <b>1</b> Identify dashose and reason for denial and disposition of the failed unit or part. <b>1</b> Identify dashose and reason for denial and disposition of the failed unit or pa		Step 2 – Dealer tries to correct the problem to the customer's satisfaction. Customer is still unhappy and consumer requests a new replacement unit. Dealer contacts the Distributor Service Manager to become
<ul> <li>Disributor within one full business day after receipt of the form. If additional information is requested, all information must be provided to CLM before any further consideration.</li> <li>Step 5 – Approval / Denial: Authorization is the sole responsibility of the Warrandy Administrator or ClimateMasker Technical Serioe Manager, a decision will be made and communicated back to the distributor no later than two full business days after complete receipt of all requested information.</li> <li>If approved CLM will:</li> <li>Send distributor writem authorization to replace or issue oredit for the unit.</li> <li>Identify disposition of the unit. It is recommended that the dealer leave the removed unbisystem the Distributor is donate to a trade school or to use in their own training the thermost mathematication is the dealer or by the Distributor control to enable to a trade school or to use in their own training the thermost mathematication instructions to the residuate school or to use in their own training the trade school or to use in their own training the trade school or to use in their own training the trade school or to use in their own training the trade and component, or water samples, etc. to be returned to the factory for evaluation.</li> <li>Notes use that muthorization instructions to the distributor to either have the entire unit, failed component, or water samples, etc. to be returned to the factory for evaluation.</li> <li>Photos, when applicable, may help expedite approval.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and disposit</li></ul>		and ClimateMaster Warranty Administrator, along with all prior service records and completed
<ul> <li>ClimateMaster Technical Service Manager, a decision will be made and communicated back to the distributor no later than two full business days after complete receipt of all requested information.</li> <li>If approved CLM will: <ul> <li>Identify disposition or the unit. It is recommended that the dealer leave the removed unVsystem with the Distributor of the Distributor to donate to a trade school or to use in their own training lab. The removed unVsystem cannot be re-sold under any circumstances either by the dealer or by the Distributor.</li> <li>More to step 0</li> </ul> </li> <li>If continually approved CLM will: <ul> <li>Issue return authorization instructions to the distributor to either have the entire unit, failed comport, or water samples, etc. to be returned to the factory for evaluation.</li> <li>Region, when applicable, may help expedite approval.</li> <li>Region, when applicable, may help expedite approval.</li> <li>If dentied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If dentied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If dentied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If dentied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If dentied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reasons for denial and disposition of the order notes provide the approval authorization # and the unit model and serial.</li> <li>The remover with a part applicable.</li> </ul> </li> <li>Make recommendation:</li> </ul>		Distributor within one full business day after receipt of the form. If additional information is requested, all
<ul> <li>Send distributor written authorization to replace or issue credit for the unit.</li> <li>Identify disposition of the unit. It is recommended that the dealer leave the removed unit/system with the Distributor for the Distributor to donate to a trade school or to use in their own training lab. The removed unit/system cannot be re-sold under any circumstances either by the dealer or by the Distributor.</li> <li>Move to step 0</li> <li>If conditionally approved CLM will:</li> <li>Issue return authorization instructions to the distributor to either have the entire unit, failed component, or water samples, etc. to be returned to the factory for evaluation.</li> <li>Photos, when applicable, may help expedite approval.</li> <li>Respond back to the distributor within ten business days (30 days for water to refrigerant leaks) after receipt with findings.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, CLM will.</li> <li>Make recommendations</li> <li>Step 6 – If credit for the existing unit is approved and nataken out of stock, the distributor regular and the unit model and serial. The credit shift infinite place an order on the business days. If a replacement unit is supproval authorization # and the unit model and serial. The credit shift infinite secon from endits.</li> <li>Step 6 – If credit for the existing unit is approved and nataken out of stock, the distributor replaces the unit model and serial. The credit should be issued within seven business days. If a replacement unit is approved and nataken out of stock, the distributor replaces the unit or credits the dealer the amount paid by the dealer for the existion of the notes.</li> <li>Step 7 – The distributor replaces the unit or credits the dealer the amount paid by the dealer for the existing units seven to business days. If a replacement provide the adjust set at the distributor should place an order on the business content with as well</li></ul>		ClimateMaster Technical Service Manager, a decision will be made and communicated back to the
<ul> <li>Issue return authorization instructions to the distributor to either have the entire unit, failed component, or water samples, etc. to be returned to the factory for evaluation.</li> <li>Photos, when applicable, may help expedite approval.</li> <li>Respond back to the distributor within the business days (30 days for water to refingerant leaks) after receipt with findings.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and disposition of the failed unit or part.</li> <li>If denied, advise and reason for denial and signal to the denied of the distributor should place an order on the business cating unit is approved. or if a replacement unit is approved and taken out of stock, the distributor should place an order on the business occur within seven business days. If a replacement unit is approved and taken out of stock, the distributor should place an order on the business occur within seven business days, referencing the approval authorization number in the comments section of the order.</li> <li>Step 7 - The distributor replaces the unit or credits the dealer the amount paid by the dealer for the existing units spaces is not to be used in situations where a regular warranty will suffice. This process an only only be used as the final step when all other means of resolving a problem have failed. This is a guideline only, exceptions may be necessary and handled on a case by case basis.</li> </ul>		<ul> <li>Send distributor written authorization to replace or issue credit for the unit.</li> <li>Identify disposition of the unit. It is recommended that the dealer leave the removed unit/system with the Distributor for the Distributor to donate to a trade school or to use in their own training lab. The removed unit/system cannot be re-sold under any circumstances either by the dealer or by the Distributor is step 0</li> </ul>
<ul> <li>Identify the reasons for denial</li> <li>Make recommendations</li> <li>Step 5 – If credit for the existing unit is approved, or if a neplacement unit is approved and taken out of stock, the distibutor should place an order on the business center, and in the order notes provide the approval authorization # and the unit model and serial#. The ordef should be issued within seven business days. If a replacement unit is approved and not taken out of stock, the distibutor should place an order on the business center within seven business days, referencing the approval authorization number in the comments section of the order.</li> <li>Step 7 – The distibutor replaces the unit or credits the dealer the amount paid by the dealer for the existing unitystem. Timing or fertund or credit to the dealer is at the distibutor should be included in the unit is process, and only be used as the final step when all other means or reacking approximation will sufficient. This process can only be used as the final step when all other means or reacking any other have failed. This is a guideline only, exceptions may be necessary and handled on a case by case basis.</li> </ul>		<ul> <li>Issue return authorization instructions to the distributor to either have the entire unit, failed component, or water samples, etc. to be returned to the factory for evaluation.</li> <li>Photos, when applicable, may help expedite approval.</li> <li>Respond back to the distributor within ten business days (30 days for water to refrigerant leaks) after receipt with findings.</li> </ul>
stock, the distributor should place an order on the business center, and in the order notes provide the approval autorization if and the unit model and serialet. The order should be based within seven business days. If a replacement unit is approved and not taken out of stock, the distributor should place an order on the business center within seven business days, referening the approval authorization number in the comments section of the order. Step 7 - The distributor replaces the unit or ordelts the dealer the amount paid by the dealer for the existing unit'system. Timing of refund or credit to the dealer is at the distributor's discretion. NOTE: The Unit Replacement Process is not to be used in situations where a regular warranty will suffice. This process can only be used as the final step when all other means or readying and problem have failed. This is a guideline only, exceptions may be necessary and handled on a case by case basis.		<ul> <li>Identify the reasons for denial</li> </ul>
existing unit/system. Timing of refund or credit to the dealer is at the distributor's discretion. NOTE: The Unit Replacement Process is not to be used in situations where a regular warranty will suffice. This process can only be used as the final step when all ofter means of resolving a problem have failed. This is a guideline only, exceptions may be necessary and handled on a case by case basis.		Step 6 – If credit for the existing unit is approved, or if a replacement unit is approved and taken out of stock, the distributor should place an order on the business center, and in the order notes provide the approval authorization # and the unit model and serial. The credit should be issued within seven business days. If a replacement unit is approved and not taken out of stock, the distributor should place an order on the business center within seven business days, referencing the approval authorization
suffice. This process can only be used as the final step when all other means of resolving a problem have failed. This is a guideline only, exceptions may be necessary and handled on a case by case basis.		
Revised: January 31, 2013		suffice. This process can only be used as the final step when all other means of resolving a problem have
		Revised: January 31, 2013

**GEOELITE**<sup>®</sup>

CUMATEMASTER DEALER

# ADDITIONAL PROGRAM BENEFITS



- Expedited Delivery of Warranty Parts:
  - Orders submitted prior to 2pm central standard time will be processed and shipped within 24 hrs based on availability
  - Top Listing on Dealer Locator
    - GeoElite dealers are clearly designated on the ClimateMaster dealer locator and will always appear at the top of the dealer locator search results
  - Priority Lead Referral
    - GeoElite dealers receive every lead from their territory as opposed to being placed in a rotation with other dealers in their territory

## **Training Changes**



- We want ALL dealers to be trained to on our products regardless of whether they are GeoElite or not
- Going forward, there is a nominal fee for training classes. In accordance with coop policy, this fee is coop-able
  - CM202 Service / Installation Class at distributor location \$2000 flat fee for distributor. Distributor may recoup cost from dealers.
  - Trilogy Training Class at distributor location \$3000 flat fee for distributor. Distributor is also responsible for arranging shipment and payment for transporting the Trilogy demo unit. Distributor may recoup cost from dealers.
  - Trilogy Training Class at OKC \$600 per attendee (includes course materials, tuition, meals and lodging)
  - Train-the-Trainer Class at OKC no change (\$750 returning student; \$2250 new student) (includes course materials, tuition, meals, lodging and training kit for new students)

## Summary

•

- Who make the best GeoElite<sup>®</sup> dealers?
  - Those willing to invest in growth
- What's in it for the dealer?
  - Top Listing on the ClimateMaster Dealer Locator
  - Priority lead referral
  - Option to earn up to 5% Co-op
  - 100% Satisfaction Guarantee
  - Expedited Delivery of Warranty Parts
  - ClimateMaster trip for top dealers
- Requirements:
  - Get trained
  - Sell 10 units
  - Sign Agreement & Pay annual fee through distributor
  - Be ClimateMaster brand loyal









# Thank you for participating!