

Consumer Financing

2019 Fall Elite Dealer Promotion Talking Points

ADVANTAGES OF OUR PROGRAM:

Financial Flexibility

- Full suite of subsidized financing products
 - Already the most competitive financing program in the industry – now even less expensive and more valuable to the dealer – including a no-cost option depending on the dealer's status and several more near or below the cost of accepting a credit card

Customer Choice

- Utilize the subsidized financing for all sales – absolutely no restriction based on package or MBU requirement (components, repairs, service etc. all included – note excludes extended service agreements) competitor programs limited to certain high end systems

Double Dipping

- Ability to utilize the financing PLUS rebates on qualifying equipment through November 15 – no need to choose – competitor programs require a choice

Easier Processes

- Our financing program has no claim back process – the dealer saves immediately through a net cost reduction – competitor programs requires complicated claim back processes – may result in denied claims and delays

A Longer Duration

- Our financing program runs 4 months from Aug 30 - Dec 31. – competitor programs end early

Dramatic Savings that Add Up

- Our promo savings are below non-elite rates and apply to all financed sales: 4% - Premier, 3% - Prime and 1% - Select

NO CAPS

- No maximum finance amount

Do the Math

- Close more sales on all product/component/repairs with low or no-cost attractive financing offers to consumers
- Save cash on all financed sales versus select sales with no claim back leakage
- Save time on costly claim back processes
- Offer rebates to upsell packages
- Get value for the entire period through December 31

We have always offered a premier Financing Rebate program for the top equipment sales, dealers and distributors in the HVAC industry! And it just got better!

GOOD LUCK AND GOOD SELLING!