

**PASSION[®]
DRIVES US**

ELITE DEALER PROGRAM REVIEW



Elite Dealer Program Overview

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- Designed to provide top Tempstar dealers with benefits, resources to grow their business
- No signup or annual cost from Tempstar
- Top prospects are:
 - ✓ Driven to grow their business
 - ✓ Tempstar brand champions



TEMPSTAR[®]
Heating and Cooling Products

Elite Dealer Benefits

Generate and Manage Leads

- Dealer Locator priority
- Free Repair or Replace tool
- Credit towards Marketing Materials from AdVantageSM
- Call tracking
- SEO website consultation and audit
- Free online scheduling program
- Free MTA360 live chat

Close The Deal

- Preferred financing from Wells Fargo®
- Additional 2-year No Hassle ReplacementTM warranty
- Online review subscription from ReviewBuzz
- Homeowner marketing materials
- Discounted AIG labor warranty rates

Showcase Your Business

- Social media content
- 10% off Tempstar and Elite Dealer apparel
- Free website build
- Elite Dealer Awards

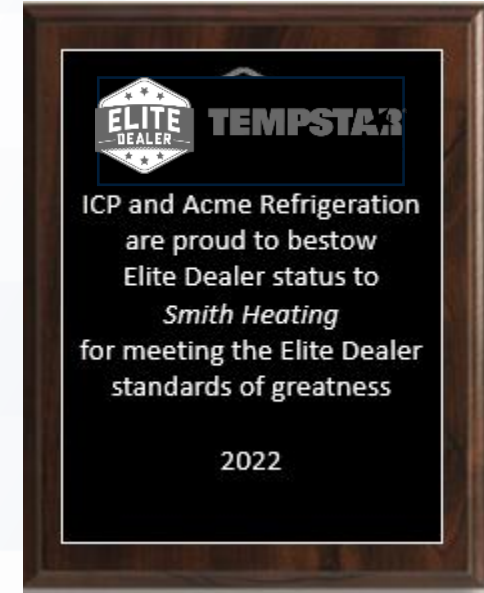
Grow your business

- Eligibility for Incremental Volume Rebate*
- Invitation to Elite Dealer Meeting
- Free online training on My Learning Center
- Free 3-month subscription to XOi
- Tempstar customer support priority
- Welcome kit and digital welcome kit
- Free HR support from HR Basic
- Up to 50% off of QuickBooks
- 50% co-op for industry membership fees

Welcome Kit

- Packaged Kit
 - Mailed to the dealer's office
 - Elite Dealer Resource Guide
 - Plaque

- Digital welcome kit
 - Emailed to the dealer's primary contact immediately when the dealer joins the program
 - Program links, tools, resources
 - Link to redeem free Elite Dealer apparel



Additional 2 Year No Hassle Replacement Limited Warranty *

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- Two extra years of No Hassle coverage
- Homeowner gets a replacement unit if a major component fails during coverage period
- Automatically added when a product is registered online



See warranty certificate for details.

*Covers major components only. See limited warranty certificate for terms and exclusions.

NOTE: Entry-level products do not come with a No Hassle Replacement limited warranty. Full list of products and No Hassle Replacement warranty lengths can be found on Elite Dealer page on GO Sites.

Wells Fargo® Preferred Financing Rates*

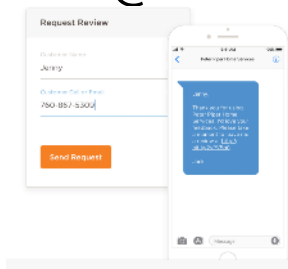
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- Reduced year-round financing rates
- 15 plans ranging from 6-120 months
- No interest if paid in full and 0% APR plans available
- Access to special promotions
 - Enhanced buy downs and reimbursement amounts
- Sign up at [GoTempstar.com](https://www.wellsfargo.com/go-tempstar)
 - Programs & Promotions>Financing>Wells Fargo



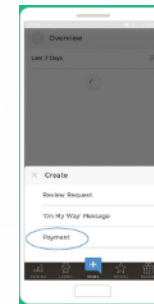
ReviewBuzz® Annual Subscription

- Review generation and management tool
- \$650 cost is split between Tempstar and distributor
- Contact mariah@reviewbuzz.com to get started



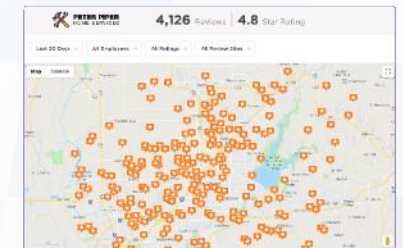
ReviewBuzz® app

Deler requests review from phone



BuzzPay

Save on mobile credit card processing + integrate reviews



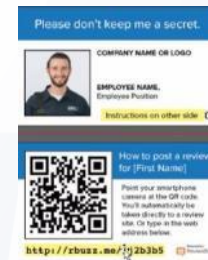
BuzzMaps

Map your reviews for prospective customers



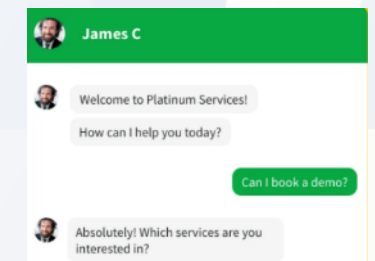
BuzzBadge

Customer scans employee badge with phone



BuzzCard

Dealer gives customer business card with QR code



BuzzChat

24/7 customer service for your website

Tempstar Dealer Locator Showcase

- Enhanced lead generation opportunities from Tempstar
 - Priority ranking on the Tempstar.com Dealer Locator
 - Elite Dealer icon listed above dealer name
 - Link to dealer's website

The screenshot displays the Tempstar Dealer Locator interface. At the top, there is a search bar with the text 'Zip Code / Postal Code' and the value '35475'. To the right of the search bar is a magnifying glass icon, a 'Sort By' dropdown menu set to 'Select', and a 'Search Radius' dropdown menu set to '25'. Below the search bar, there are three filter buttons: 'Elite Dealers' (with an Elite Dealer icon), 'Offers Financing' (with a dollar sign icon), and 'Factory Trained' (with a gear icon). The main content area shows a list of dealers. The first dealer, 'DHT, LLC', is highlighted with a blue arrow pointing to its 'Elite Dealer' icon. The list includes the following information for each dealer: name, phone number, and location. A blue arrow points to the 'Website >' link for the first dealer.

Dealer Name	Phone Number	Location
Elite Dealer DHT, LLC	(205) 737-0043	Northport, AL - 0 miles
ARROWOOD HEATING AND COOLING	(205) 393-9389	NORTHPORT, AL - 0 miles
Jarvis Service Company	(205) 292-5458	Northport, AL - 0 miles
Southern Solutions, LLC	(205) 535-6681	Northport, AL - 0 miles

10% Off Tempstar Merchandise

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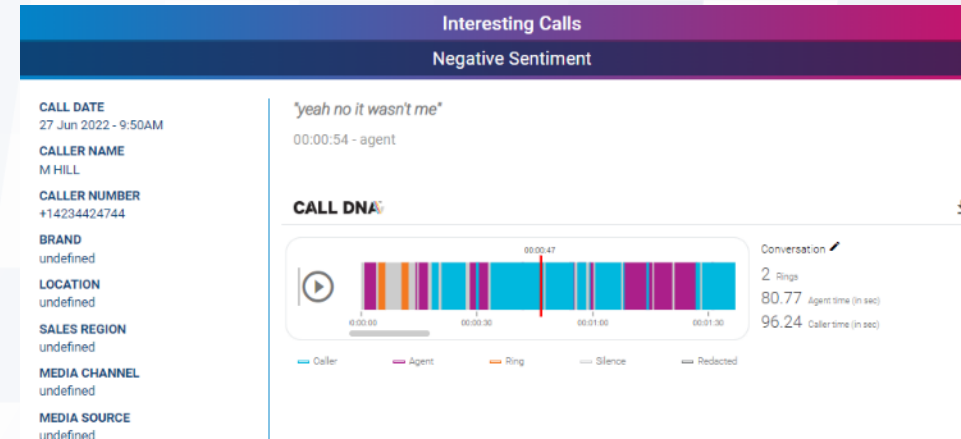
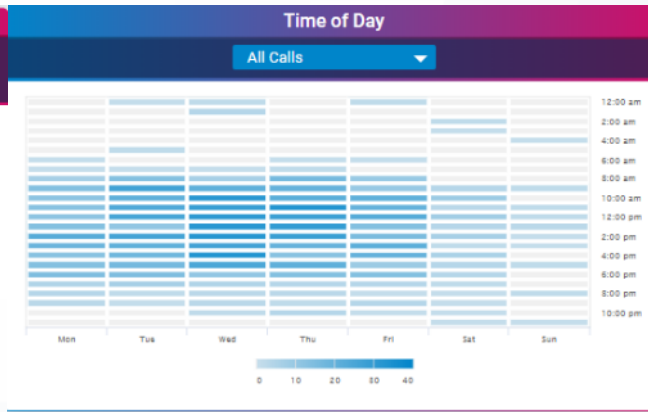
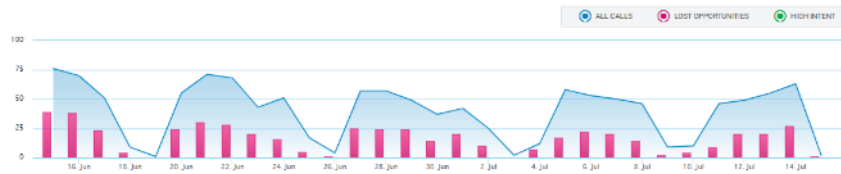
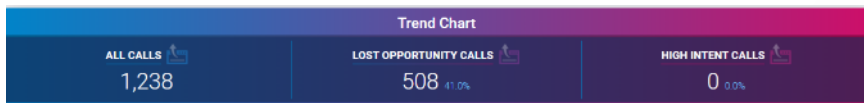
- 10% off all Tempstar merchandise and promotional items
- Elite Dealer apparel
 - Polos, jackets, vests, dress shirts, hats
- Order at bit.ly/tempstarelitemerch



Apparel & Merchandise

Call Tracking

- Allows Elite Dealers to gain information on phone calls they receive
- Each Elite Dealer is assigned a call tracking number on the Dealer Locator
- Each Elite Dealer can request additional call tracking numbers for free to track the success of advertising and marketing efforts
- **New! Log in to Marchex to listen to your phone calls and view reporting**
 - Know where calls are coming from and where to spend your marketing budget
 - Get insight into what is happening on your calls
 - Recording and transcription help you understand what is driving appointments and purchases
 - Request new call tracking numbers by emailing travis.baugh@carrier.com



Monthly E-Newsletter

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- Stay in the know on the program
 - Program benefits
 - Updates
 - Pending deadlines
- Subscribe today by emailing elitedealer@mmcweb.com

The image shows a preview of the 'Elite Dealer Monthly Update' newsletter. The header features the 'ELITE DEALER' logo and the title 'Elite Dealer MONTHLY UPDATE'. The main content is organized into four columns:

- Ion Control Literature:** A section with the 'ion SYSTEM CONTROL' logo. The text states: 'We have updated our Ion™ System Control consumer brochure to help you sell the value of this smart control. Use it in your sales efforts to help homeowners unlock the full potential of their home comfort systems.' It lists brands: 'Comfortmaker | Day and Night | Hill | KeepRite | Tempstar'.
- Free Website Consultation:** A section with a diagram of 'SEO SEARCH ENGINE OPTIMIZATION' (Ranking, Analysis, Traffic, Content). The text says: 'Generate more leads for your business and help your site perform better with an SEO website consultation. Elite Dealers are eligible for a FREE consultation.' It provides contact info: 'To get started, email iCreateLocal at support@icreatelocal.com or call them at 866-890-1990.'
- Consumer Websites:** A section with a screenshot of an ICP website. The text says: 'Our re-launched consumer websites are great resources to show homeowners ICP products and to help customers discover the benefits of working with our brands.' It lists brands: 'Comfortmaker | Day and Night | Hill | KeepRite | Tempstar'.
- Call Tracking:** A section with an illustration of a hand holding a smartphone. The text says: 'Planning an advertising campaign? Talk to your distributor MAP about obtaining a call tracking phone number for the advertisement. This allows you to see how many leads you get from your promotion, helping you better understand the return on your investment.'

Monthly Social Media Content

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- Save time and resources on social media content creation
- 2 social media posts per month provided by Tempstar
 - Product spotlights
 - Benefits of working with Tempstar
- Download through the Secure Dealer Login of GoTempstar.com
 - Elite Dealer Program Guidelines and Resources>Social Media Posts



Homeowner Facing Marketing Tools

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- Download under Secure Dealer Login of GoTempstar.com
 - Flyers
 - Brochures
 - Videos
 - Web pages
 - Kitchen table presentation
- Custom materials available through AdVantageSM portal at bit.ly/icpeliteadvantage

Your Tempstar[®] Elite Dealer offers best-of-the-best installation, maintenance and customer service – the perfect complement to your Tempstar heating and cooling equipment.

GET COMFORTABLE WITH TEMPSTAR





When you choose Tempstar for your family's comfort, you've made the right choice. Our products are carefully crafted for performance and 100% run-tested for reliability.

With Tempstar heating and cooling equipment, you're selecting quality-driven, sophisticated home comfort. We are proud to give you the latest in engineering and technology – smart and efficient products with quiet and smooth operation.

EXPERIENCE EXCELLENCE

To ensure dependable, lasting comfort, you want to select the right dealer for installation, maintenance, and service. Tempstar Elite Dealers have the knowledge, experience, and training to help your system achieve peak performance.

When you call a Tempstar Elite Dealer, you can rest assured the company will provide:

-  **Expertise** – You can relax knowing your Tempstar Elite Dealer was selected as one of the best Tempstar dealers in their region.
-  **Product knowledge** – Tempstar Elite Dealers offer expertise on which product best meet your needs and are up-to-date with the latest in comfort technology and training.
-  **Payment options** – Elite Dealers offer financing options, upon credit approval, to pay for your system with monthly installments instead of the full price at purchase.
-  **Peace of mind** – Tempstar Elite Dealers can offer two additional years of No Hassle Replacement[™] limited warranty coverage on qualifying products, in addition to our standard 10-year parts limited warranty* for your continued comfort.

* To the original owner, a 10-year parts limited warranty upon timely registration of new equipment. Warranty period is 5 years if not registered within 90 days. Jurisdictions wherein warranty benefits cannot be conditioned on registration will automatically receive a 10-year parts limited warranty. See warranty certificate for complete details.

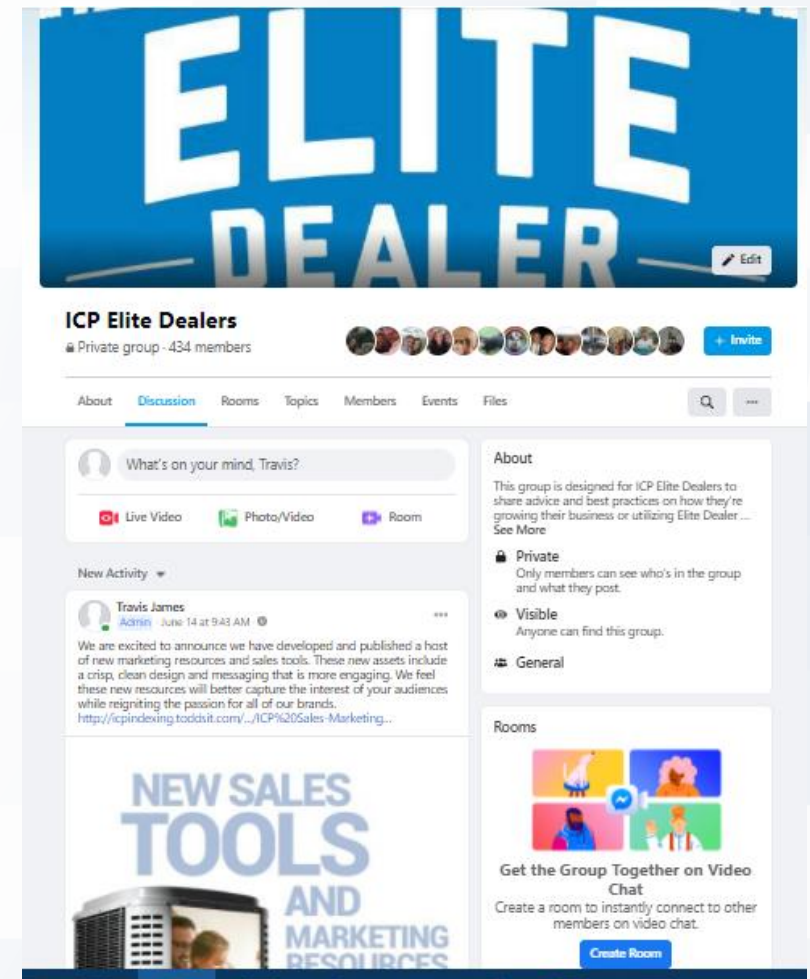


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Online Networking Forum

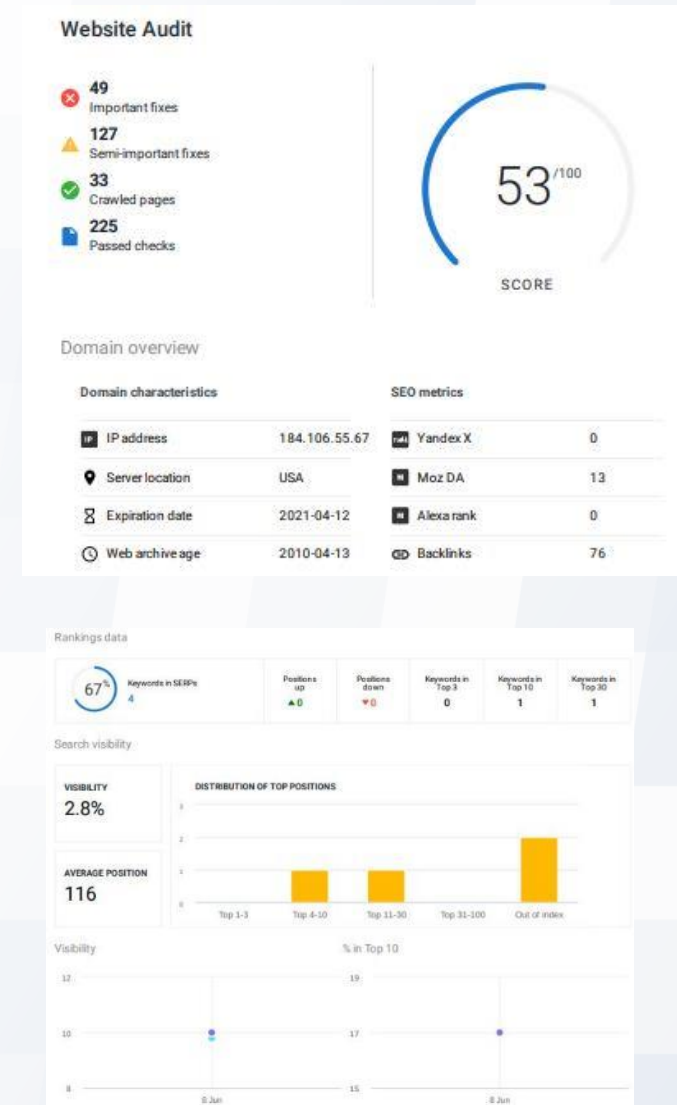
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- Platform for dealers to:
 - Network
 - Share best practices
 - Ask industry questions
- Factory communicates to dealers about program updates
- Join at bit.ly/icpelitefacebook



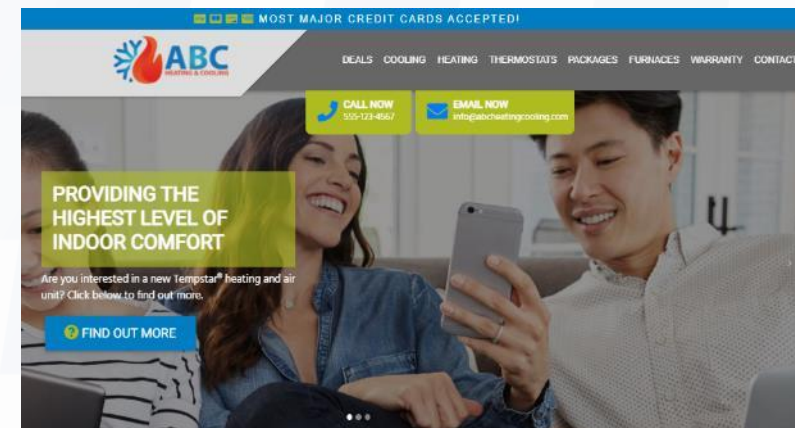
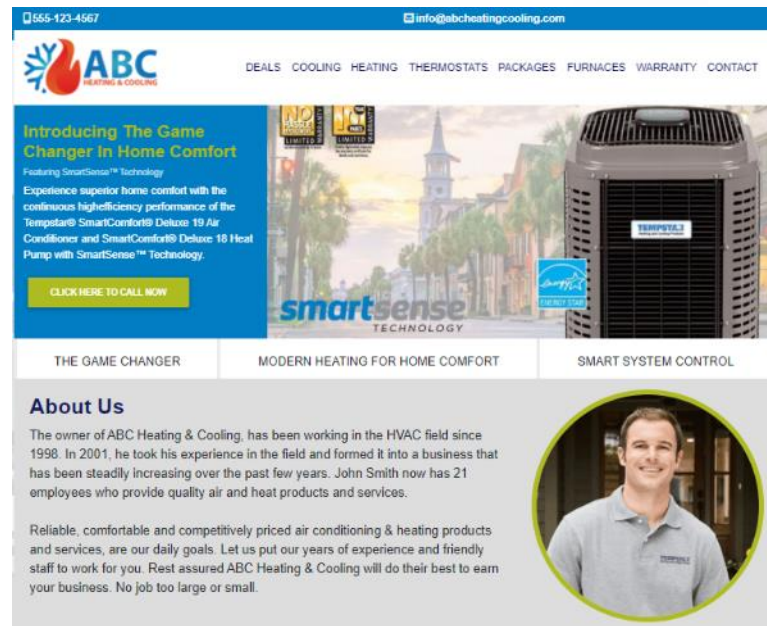
Free SEO Website Consultation

- Free annual report and consultation from AdVantageSM team
- Learn how to improve your website and generate more leads online
 - Keyword rankings
 - Content and link analysis
- Email nviagas@i-createlocal.com to get started



Free Website Build

- Choose from five website templates
- Customize with your offers, products, company history
- Cost 100% covered by Tempstar in Year 1
 - Dealer pays \$250 annually starting in Year 2
- **GoTempstar.com>Secure Dealer Login>AdVantage Portal>Single Page Website**



\$400 AdVantageSM Marketing Credit

- \$400 credit to leverage for a variety of marketing packages
- Redeem at bit.ly/icpeliteadvantage
- Email support@i-createlocal.com with questions

SOCIAL MEDIA
Don't have time to manage your Facebook Business Page? Want to advertise on Facebook but don't know where to start? Our Let's Get Social platform has a program for you, and we do all the work. Else Owners save \$600 on an annual subscription.

GENERATE NEW LEADS
Combine the power of Direct Mail and Facebook Ads to reach the neighborhood you are currently working in. Use our Traditional Direct Mail, Facebook Ads, or BOTH to generate new leads. Our automated process makes it easy to sign up and manage during busy seasons.

SINGLE PAGE WEBSITES
Don't have a website? Let us get your business online. Our website help give you a presence on the web. Choose from a variety of templates and change content online monthly. Include products and colors exclusive to your brand.

REPAIR OR REPLACE WIDGET
The Repair or Replace Widget helps take customer engagement to the next level. Add our widget your website and use this as part of your sales campaign. The homeowner will answer a few simple questions and then receive Best, Better, Good options based on their responses.

SEO
At its core, SEO focuses on making sites but expanding a company's visibility in the organic search results. It helps businesses rank more pages higher in SERPs (Search Engine Result Pages.) And in turn, drive more visitors to the site.

NEIGHBORHOOD SIGNAGE
Being seen in the neighborhood is a great way to add awareness to your business. It takes the average person seeing your name, logo, etc. an average of 7 times to remember you. We can help everyone know who you are with

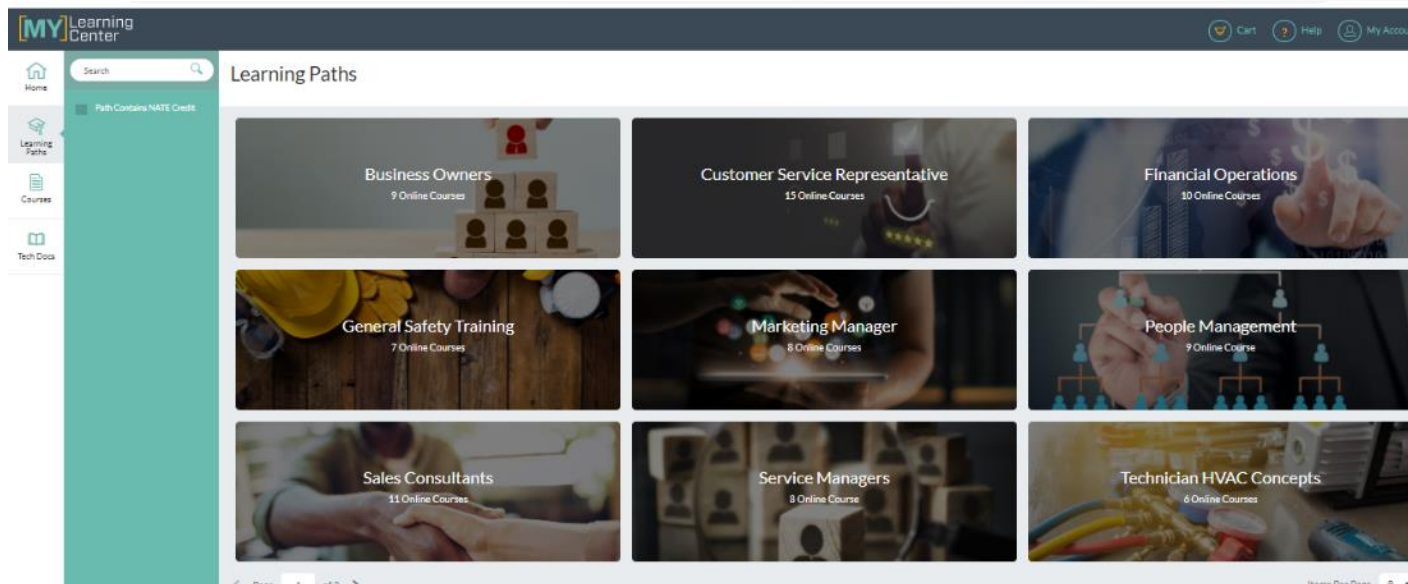
MARKETING MATERIALS
Your marketing materials will provide the first look into your business, and you need that to be a good look. Choose from equipment stickers, business cards, flyers, and custom brochures. You can say anything you want about your

RETENTION MARKETING
Are you maximizing your existing customer base? We help you communicate regularly with thank you cards, service reminders, digital messaging, and service maintenance in-home. Communication is critical to maintaining your

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\$80 My Learning Center Credit

- \$80 credit to use toward hundreds of training courses
- Coupon code sent to distributor at the beginning of each year
- Redeem on MLCTraining.com
 - Visit website directly
 - Enter through Go Site under Learning>My Learning Center



Repair or Replace Tool

- Widget dealer places on their website
- Homeowner answers questions assessing their home comfort needs
- Online system recommends a repair or replacement based on answers
 - If replace is the best option, product choices are shown
- Dealer gets an email with homeowner details from form
- FREE for Elite Dealers - \$800 value
 - Distributor is billed back for ½ of cost starting in Year 2
- GoTempstar.com >Secure Dealer Login>AdVantage Portal



XOi offer

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- Digital tool to support dealer technicians
 - Make every tech your best tech
- FREE three-month subscription for Elite Dealers upon signing a 15-month contract
- Distributors can learn more on toolkit at xoi.io/icp-toolkit
- Dealers can schedule a demo at xoi.io/icp-promotion/
- Contact Amanda Harp at aharp@xoi.io for more information



XOi Helps



Technicians

Complete work faster.
Document jobsite with
photos and videos.

Hone skills with
on the job training
and support!



Managers

Remotely view
work quality.
Verify job completion.

Keep tabs on past
and present jobs.



Customers

Better communicate
with technicians.
Understand the work
that needs to be done.

Trust the work
was completed.



Dealers

Operational
cost savings.
Additional revenue
opportunities.
Increased market
differentiation.

Industry Membership Fees

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- Distributors can submit 50% co-op claims for your fees associated with the following HVAC associations
 - NATE
 - ACCA
 - HRAI



Incremental Rebate

- Year-over-year growth rebate
 - Max \$10K in each category: Residential, Commercial, Ductless, Replacement Components (**NEW!**)
- Minimum of 85 residential motor-bearing units, 15 commercial units or 20 ductless outdoor units each year

Requirements

- See marketing summary for full details
- Must be compliant with all Elite Dealer program requirements by the end of 2023
- Must complete 16 hours of factory training in 2023
 - Ex. Elite Dealer meeting, My Learning Center

Residential and Commercial

YoY Growth in Units Purchased	Rebate Amount
10-19%	\$100/incremental unit
20-29%	\$150/incremental unit
30%+	\$200/incremental unit

Ductless

YoY Growth in Units Purchased	Rebate Amount
10-19%	\$50/incremental unit
20-29%	\$75/incremental unit
30%+	\$100/incremental unit

Replacement Components* (**NEW!**)

Totaline + FAST Parts 2023 Purchases	Rebate
\$10,000 in net sales	3% Totaline + 1% FAST OEM parts
\$20,000 in net sales	5% Totaline + 2% FAST OEM parts
\$30,000 in net sales	7% Totaline + 3% FAST OEM parts

*Funded by RC Market Funds

Value Pricing From AIG

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- Value pricing on extended service agreements through the Comfort Promise™ program, fully backed and administered by AIG Warranty.
- Gives customers peace of mind that HVAC repairs will be covered and downtime will be minimal.
- Increase customer satisfaction ratings
- Increase revenue - while eliminating concessions
- Easy-to-use website for order entry and claims
- Locked in reimbursement rates
- Profitable hourly labor reimbursement tiers
- Warranty coverage on day 31 from date of purchase
- Payment on claims within 14 days
- Contracts are 100% backed and insured by an “A” rated underwriter
- **Sign up at GoTempstar.com>Marketing>Programs and Promotions>Programs>Extended Service Agreement Program**



Free Online Scheduling Program New in 2023!

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- “Schedule Now” button can be added to a dealer’s Dealer Locator listing and/or the dealer’s website
- Provides homeowners the ability to schedule an appointment with dealer at their convenience
- Capture more leads in an increasingly mobile, on-demand world anytime of day
 - Leads delivered directly to dealer’s inbox
- Value-added, optional mobile app
- Easy-to use platform

Your Reliable HVAC Company Since 1984



Family owned and operated, **KABRAN AIR CONDITIONING & HEATING** continues

Request Service

Your request will be viewed during our regular business hours Monday - Friday from 8:00am-5:00pm

[Schedule Now](#)

IF YOU NEED SERVICE AFTER HOURS PLEASE CALL

[321-784-0127](#)

Write a Review

Hello, can we be of any assistance today? Message us here.



APPOINTMENT SETUP

ex John
FIRST NAME *

ex Smith
LAST NAME *

ex Street Address
ADDRESS *

ex 35A
APT / UNIT *

ex NY
STATE *

ex jsmith@email.com
EMAIL ADDRESS *

ex 8085551234
PHONE NUMBER *

I have questions about my appointment, and I would like to be called before the appointment is scheduled.
ex My AC isn't blowing out cold air.

ex City
CITY *

ex 45204
ZIP CODE / POSTAL CODE *

APPOINTMENT DATE & TIME

Select Preferred Appointment Date & Time

Select Preferred Appointment Date & Time

Select Preferred Appointment Date & Time

I'm interested in:

Smart Thermostats

Financing Options

By clicking "Submit" below, I consent to receive emails and mobile messages related to my request. I may opt out of such messages by clicking the unsubscribe link or texting STOP. Message and data rates may apply.

I'm not a robot

[SUBMIT >](#)

What do you need done?*

Service

Equipment Upgrade

Indoor Air Consultation

Baytek: QuickBooks and HR Basic **New in 2023!**

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- Baytek is a home services technology reseller
- Get up to 50% off of QuickBooks, the #1 accounting software for small and medium businesses
 - Track expenses, send invoices, process payments
 - Learn more at baytek.com/ICP-dealers
 - Email partners@baytek.com or call (800) 487-3224 for more information
- Get a free subscription to HR Basic, an on-demand HR manager service for dealers without a professionally trained HR manager on staff
 - Unlimited access to SHRM-certified HR professionals
 - Three free background checks a month
 - Handbook template to meet federal and state regulations
 - HR audit that reviews process to understand gaps and problems areas
 - Learn more at myhrconcierge.com/ICP-hr
 - Email ccooley@myhrconcierge.com or call 855-538-6947 x108 for more information

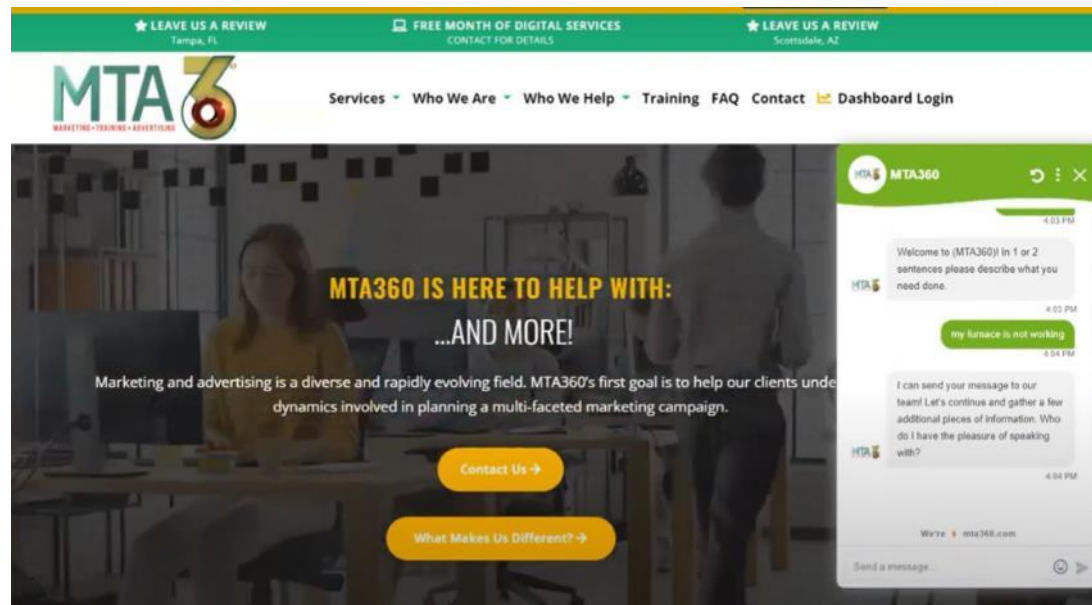


HRBasic

The Baytek logo, featuring the word 'BAYTEK' in a bold, blue, sans-serif font with a blue arc above the letters 'A', 'Y', and 'T'.

Free Live Chat **New in 2023!**

- Enable customers to reach out to dealers in real-time with a live chat feature on the dealer website
- Answers all incoming chat questions 24/7 through a simple to use interface
- Provides quick, instant responses as a result of intelligent automation
- Customized chatbot questions and answers ensure that every chat is handled without human supervision
- Dealer is emailed transcript of chat and customer follow-up information
- **Get started at mta360.com/ai-chat-review-software-sign-up**



2023 Elite Dealer Meeting

- Grand Sheraton at the Wild Horse Pass
- Phoenix, AZ
- May 1-4
- Adding a half-day product showcase and a special evening event
- Sign up in February when registration site opens



Time	Tuesday	Wednesday	Thursday	Friday
Morning	Arrivals	Training	Training	Departures
Afternoon	General Session		Product Overview	
Evening	Welcome Reception Vendor Showcase	Special Evening Event	Awards Ceremony Plated Dinner	

Awards

- Trophy presentation at Elite Dealer meeting
- Recognizes dealers for:
 - Elite Dealer of the Year
 - Best-in-class sales performance and customer service
 - Elite Citizen
 - Pillars in community by supporting worthy causes
 - Excellence in Training
 - Make continuing education and training part of their company DNA
 - All In
 - Purchasing ICP residential, ductless, commercial, and Totaline



Elite Dealer Onboarding Checklist

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- Handy resource to make sure you are fully leveraging the Elite Dealer program
- Available on GoTempstar.com
 - Secure Dealer Login>Elite Dealer Program Guidelines and Resources> Onboarding Checklist



ELITE DEALER ON-BOARDING CHECKLIST



- Sign up for ReviewBuzz at bit.ly/1b1ldeasler
- Join the Elite Dealer online networking forum at bit.ly/1cplltfocbook
- Download Elite Dealer social media content under the dealer login at GoTempstar.com
- Sign up for a free new website from the Advantage[™] program under the Dealer Login at GoTempstar.com
- Order Elite Dealer merchandise at bit.ly/1cplltfemerch
- Build an Elite Dealer training schedule with your distributor
- Sign up for GoTempstar e-Newsletter at GoTempstar.com
- Explore the match-ups with the Combination Ratings Database
- Enroll in the Equipment Selection Program and build a system
- Get the Fast Mobile APP
- Enroll in the Wells Fargo[®] Financing Program
- Review the HVAC Cost of Operation Calculator
- Sign up for AIO[®] Comfort Promise[™] Labor Warranties
- Request call tracking phone numbers for your promotional campaigns with your distributor MAP
- Redeem your Elite Dealer Coupon Code on MLCTraining.com starting in your second year as an Elite Dealer
- Redeem your \$400 Advantage credit at bit.ly/1cplltfadvantage starting in your second year as an Elite Dealer
- Start selling the additional two years of No Hassle Replacement Limited Warranty[™] on eligible products to homeowners
- Review the Business Discount Savings Network on GoTempstar.com
- Sign up for the free Repair or Replace Tool for your website at bit.ly/1cplltfadvantage
- Ask your distributor TM about 100% co-op claims for your advertising
- Sign up for a free three-month trial of XOI at xoi.io/1cpl-promotion
- Download Elite Dealer Marketing Materials on GoTempstar.com to promote your Elite Dealer status to homeowners
- Add the Elite Dealer video on GoTempstar.com to your website
- Ask your distributor about the next Elite Dealer national meeting
- Track your Tempstar purchases so you can calculate your Elite Dealer incremental rebate

Elite Dealer Annual Requirements

- \$75K annual Tempstar purchases
- Tempstar represents 70% of overall branded HVAC sales
- Liability and workers' comp insurance
- Consumer financing from accredited institution
- Active website that advertises Tempstar
- Tempstar as equal to other brands in advertising
- 12 hours of distributor training or 50% of technicians NATE® or Red Seal certified
- **Dealers not compliant by the end of 2023 will be removed from the program**

What This Means For You

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1

Take advantage of the program benefits

2

Ensure you are staying compliant with the program



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