

WHAT ARE THE YORK® 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.



YORK® DEALER SUCCESS PROGRAM LEVELS

There are three levels of participation in the YORK® Dealer Success Programs – Liberties™, Liberties Plus™ and Certified Comfort Expert™ (CCE):

- **Liberties™** is the basic level of participation that provides contractors with a variety of financial, promotional, business and training tools and resources.
- **Liberties Plus™** 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.

2018 YORK® Dealer Success Programs



CONNECT WITH PROSPECTS

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

Dealer Website Program by Web.com UPDATED		x	x
Reputation Marketing by Angie's List® UPDATED		x	x
Lead Generation by HomeAdvisor UPDATED		x	x
Live Call Answering by Ruby Receptionists NEW	x	x	x
Marketing Action Center	x	Enhanced	Enhanced
YORK® Dealer Locator	x	x	x

ENGAGE WITH CUSTOMERS

These tools and incentives help turn shoppers into buyers.

Residential Financing by Synchrony Financial UPDATED	x	x	x
Second Look Residential Financing by Fortiva NEW	x	x	x
Commercial Financing by Horizon Keystone	x	x	x
Credit Card Acceptance and Technology by Square® UPDATED	x	x	x
In Home Selling Application	x	x	x
Wireless Carrier Partnerships	x	x	x
Homeowner Letters UPDATED		x	x
100% Satisfaction Guarantee			Exclusive
First-Year Unit Replacement			Exclusive

ACHIEVE BUSINESS RESULTS

These programs help turn good businesses into great businesses.

Unitary Products Academy NEW	x	Enhanced	Enhanced
Personal Use Rebates	x	x	Enhanced
Dealer Loyalty Savings			Exclusive
Vehicle Discount Privileges UPDATED	x	x	x

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 be-upg-marketing@jci.com for program support or additional questions.