



2015 DAIKIN COMFORT PRO LOYALTY PROGRAM





Daikin Comfort Pro 2015 Loyalty Program

Powerful

The 2015 **Daikin Comfort Pro Dealer Loyalty Program** is designed to provide select residential replacement dealers with a powerful suite of marketing and business tools to drive sales growth and profits, setting Daikin Comfort Pro dealers apart from the competition.

Through our outstanding accrual program, the Daikin Comfort Pro will have the opportunity to earn generous benefits as well as additional incentives on high efficiency equipment. The 2015 Daikin Comfort Pro Program is flexible and easy to use, bringing together select dealers with our best products and services. The primary focus of the Daikin Comfort Pro Program will be to provide our dealers with the tools they need to be more profitable. All of this is backed up with a high level of support, which you expect to receive from a manufacturer and distributor.

LEAD GENERATION

Daikin is committed to providing the Daikin Comfort Pro Dealer with industry leading web-based lead generation programs designed to “make the phones ring” for our Daikin dealer partners. Daikin has teamed with cutting-edge technology companies to provide the Daikin Comfort Pro with search engine marketed lead results that can dramatically increase lead traffic for our dealers in their local geographies.

ADVERTISING

To help increase sales and profits, Daikin Comfort Pros will have access to professional advertising tools that highlight the dealers’ professionalism. Choose from a full assortment of print campaigns, broadcast, radio, TV, and SEO & SEM internet options. Dealers can utilize these choices of advertising mediums as well as their choice of ad agencies to help retain and grow their existing customer base.

SALES AND MARKETING

Daikin is committed to increasing consumer brand awareness through multimedia efforts targeted at the residential homeowner, including key partnerships with Angie’s List and Habitat for Humanity. The goal is to provide Daikin Comfort Pros with a brand that consumers can trust and, in turn, will help consumers positively associate this trust with the Daikin Comfort Pro dealer. These messages will be underscored through intelligent advertising and through our relationships with entities like Angie’s List and Habitat for Humanity.

CONSUMER FINANCING

Consumer financing can be one of your most effective tools when closing the sale in the home. Closing sales with Consumer Financing takes your customer off the market, and helps you gain additional market share, increased profits through up-selling, and a quicker close at the kitchen table. Daikin Comfort Pros will have access to competitive and innovative Consumer Financing programs and seasonal promotional offerings that allows our

dealers the potential to close more jobs with higher efficiency equipment, enjoy higher average tickets, and increased gross margin dollars on those jobs.

CONSUMER REBATES

Daikin Comfort Pros will have access to seasonal promotional offers that will include consumer rebate offers to help drive leads and close more sales with high-efficiency equipment.

EXTENDED SERVICE PLANS[†]

AsureSM Extended Service Plans will give homeowners that additional peace of mind associated with a worry-free system. Multiple service plan offerings are available to meet every need.

Selling Daikin brand HVAC products with extended service plans can help you make additional gross margin dollars. These plans are currently administered by the manufacturer and not by third party insurance providers.*

[†] Extended Service Plans not available in all states. Dealer must register to participate.

* Subject to change



Opportunity

DAIKIN ACCRUAL PROGRAM

Daikin is committed to innovation and technology, and with the Daikin brand of HVAC equipment, Daikin Comfort Pro dealers can offer their customers a full range of high-efficiency air conditioners, furnaces, heat pumps, and packaged units, as well as a complete offering of Indoor Air Quality equipment and solutions. Our product offering also includes our Daikin light commercial packaged unit line and Daikin ductless products. With the Daikin brands, we believe you'll find the best products, backed by outstanding limited warranties.

100% of accrued funds are available to Daikin Comfort Pros. No "co-op" matching funds or dealer contributions required. Flexibility with accrual fund usage.

The 2015 Daikin Comfort Pro Dealer Accrual Program will allow you to maximize your marketing efforts and provide funds for advertising, training and merchandising products accomplished through an easy and straightforward program. And since it's an accrual fund, and not a "co-op", 100% of the accrued funds are available to help Daikin Comfort Pros with their marketing and advertising lead generation activities once the program minimum requirement has been met.

2015 ACCRUAL RATES†

PRODUCT DESCRIPTION	ACCRUAL RATE
20+ SEER AC & Heat Pump Condensing Units and Modulating Gas Furnaces	10%* BONUS RATE
18 SEER AC & Heat Pump Condensing Units	8%
16 SEER – 2-Stage AC & Heat Pump Condensing Units and Variable Speed Gas Furnaces	6%
15 SEER / 16 SEER – 1-Stage Equipment Including Packaged Units and 95% + AFUE Gas Furnaces	4%
Variable-Speed Air Handlers	3%
Daikin Ductless Equipment & 14 SEER Equipment	2%
80% AFUE Std. & Multi-Speed Gas Furnaces 13 SEER Equipment & Goodman Equipment (except GMC)	1%

† Standard Accrual Rates. Rates may vary depending upon participation in other programs such as volume rebate programs. Promotional priced equipment, GMC Brand, and PS&A do not qualify for accruals.

* 10% accrual rate reflects a 2% bonus for Daikin Comfort Pro dealers. 20+ SEER equipment and modulating gas furnaces go from 8% to 10% during calendar year 2015, in effect from January 1, 2015 through December 31, 2015.

OUTSTANDING BENEFITS FOR DAIKIN COMFORT PRO DEALERS:

- ACCA membership reimbursement ✓
 - NATE testing discounts
 - Priority technical support line
 - Priority access to distributor and manufacturer support teams
 - Technical training opportunities through Daikin University
 - EGIA.org membership reimbursement with accrual funds
 - Daikin Dealer locator website placement
 - Daikin Dealer discounts with many Daikin Comfort Pro vendors ✗
 - Annual Dealer Trip for qualified dealers
- ✓ Up to \$1,000 in ACCA Membership dues can be claimed annually by Daikin Comfort Pro Dealers with available accrual funds.
- ✗ Discounts vary, with participating Daikin Comfort Pro Vendors. Please contact Daikin Comfort Pro vendors for more details, on specific discounts available.

ACCRUAL PROGRAM GUIDELINES †

- A Daikin Comfort Pro Dealer must have signed the Daikin Dealer agreement to become eligible for accrual funds.
 - Daikin Comfort Pro Dealers must be registered in the Loyalty Program by their distributor.
 - A Daikin Comfort Pro Dealer must purchase a minimum of \$50,000 in eligible equipment per the accrual table, less discounts, taxes and freight charges, to become eligible for accrual funds.
 - Accruals for Daikin Comfort Pro Dealers registered by March 31, 2015 will begin on January 1, 2015. Accruals for Daikin Comfort Pro Dealers registered from April 1, 2015 through August 31, 2015 will begin the first day of the month in which they were registered.
 - Accruals will be calculated through December 31, 2015. Funds accrued during the 2015 Daikin Comfort Pro Program may be used from January 1, 2015 through March 31, 2016.
- ◆ We reserve the right to exclude special quoted projects, residential/new construction projects and to change the program as necessary. Full DAIKIN COMFORT PRO Program terms and conditions available from your Daikin Sales Representative.



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SALES, PRODUCT & TECHNICAL TRAINING

As a Daikin Comfort Pro dealer, you'll enjoy access to high-quality, targeted, and robust training to support your business needs! Through Daikin University, Daikin Comfort Pro Dealers enjoy industry leading technical training courses designed to keep their technical workforce at the top of their game. Your sales and management teams will also have access to 'Daikin specific' and general HVAC sales and business literacy training that can help increase revenue, and can grow your business profitably. These courses will have offerings such as; Financial Management courses, Retail In-Home Selling courses, specific "Selling Tech" training, Maintenance and Tech Lead Conversion training, Customer Service training, and much more!

Prepare accurate load calculations with the ACCA approved Wrightsoft® system, ready to use with Daikin brand equipment.

Our continuing commitment to quality products may mean a change in specifications without notice.



visit www.daikincomfort.com

