

**5 reasons** why you should select  
a Goodman<sup>®</sup> brand HVAC system.



Thank goodness  
for Goodman.<sup>®</sup>

# 5 reasons to choose Goodman



In general, many homeowners have no idea or awareness of the HVAC system brand operating in their home. Research shows that when it comes to replacing their existing HVAC system, up to 90% of homeowners rely on their local HVAC dealer to determine the best system and brand for their home.<sup>1</sup>

So, every day the local HVAC dealer's reputation is on the line when they make a recommendation to a homeowner. Their business success depends on the trust between the homeowner and the HVAC dealer's company. With that level of possible risk, dealers will strive to make the best decision and select the best brand for every homeowner they serve. And every day, more dealers choose Goodman brand equipment.

While it may not be a household name, yet, Goodman is a member of one of the leading manufacturers of energy efficient residential, commercial and industrial HVAC systems and refrigerants. The brand has global resources and support to ensure that the best technology, manufacturing processes, testing and product limited warranties are applied in all the company's products.

So, here are **5 reasons** why we think you'll be saying "Thank goodness for Goodman®."

<sup>1</sup>Clear Seas Research

*The Goodman® brand...  
for energy-efficient indoor  
comfort, millions of homeowners  
rely on us every day.*



### Goodman takes great pride in our manufacturing quality.

The Goodman® brand product line is assembled in facilities that are ISO 9001- and 14001-certified, which is accepted worldwide as the independent standard for quality manufacturing, management processes and environment management practices.

Quality, in fact, is an integral part of the Goodman brand mission. From initial assembly to final installation, the Goodman brand is working diligently to elevate homeowner perceptions of the entire HVAC industry.



### Goodman is investing in quality and in the U.S.A.

Goodman has grown from a small Texas operation to a member of one of the largest HVAC manufacturing and refrigerant companies in the world. Yet, Goodman brand products continue to be designed, engineered and assembled in the U.S.A. In fact, our commitment to the U.S.A is so strong that Goodman's 4.2 million square foot manufacturing facility, one of the most technologically advanced HVAC facilities in the world, is located just outside Houston, Texas.



At Goodman, we believe in American dependability. Units are designed, engineered and assembled in the U.S.A.



### Goodman maintains a Better Business Bureau® A rating.

We take pride in our products and in our ability to work with dealers and homeowners to resolve any complaints that may arise. That's why the Goodman brand maintains an A rating with the Better Business Bureau. The rating is based on 13 performance factors that reflect Goodman's ability to work with homeowners to quickly resolve questions or concerns regarding the entire line of Goodman heating and cooling products.



### At Goodman, we believe in providing peace-of-mind.

Goodman's 20-Year Heat Exchanger Limited Warranty\*, 10-Year Unit Replacement Limited Warranty\*, the Lifetime Compressor Limited Warranty\*, the Lifetime Heat Exchanger Limited Warranty\* (on select products) and a 10-Year Parts Limited Warranty\* offer homeowners peace-of-mind. The Goodman brand provides strong limited product warranty coverage for a reason. We build our products to provide lasting performance. We test each Goodman brand product, including an actual run test, before it leaves the assembly line.

#### Outstanding Limited Warranty\* Protection



\* Complete warranty details are available from your local dealer or at [www.goodmanmfg.com](http://www.goodmanmfg.com). To receive the Lifetime Compressor Limited Warranty, Lifetime Heat Exchanger Limited Warranty (both good for as long as you own your home), 20-Year Heat Exchanger Limited Warranty, 10-Year Unit Replacement Limited Warranty, and 10-Year Parts Limited Warranty, online registration must be completed within 60 days of installation. Online registration is not required in California or Quebec.



### The Goodman brand has been recognized as an innovator, the industry's heat transfer experts.

Heat transfer is the core of any heating or cooling system — whether it's adding heat to a home with a furnace or removing heat from a home with an air conditioner, Goodman is recognized as the industry's heat transfer experts.

The heart of Goodman brand gas furnaces is the heat exchanger. The tubular aluminized steel primary heat exchanger found in all Goodman brand furnaces is designed with wrinkle bend technology for outstanding durability and heat transfer.



## We hear from customers who buy Goodman products every day.

We wanted to know what homeowners thought about their Goodman product purchases. So, we hired an industry leading, independent third party to administer, collect and validate homeowner reviews\*. Every day we receive homeowner reviews on Goodman brand products, where we are able to validate their purchase of Goodman brand equipment through a registration process and even track the customer's specific model and serial number purchased. The results of the homeowner review surveys are overwhelmingly positive. Goodman brand products have consistently received an average 4.7 stars out of 5 stars. Verbatim homeowner reviews are available online at [www.goodmanmfg.com/reviews](http://www.goodmanmfg.com/reviews).

\* Goodman uses the industry leader in homeowner reviews, BazaarVoice, to administer and validate the reviews you see on the website. This means reviews are directly from homeowners, with checks to prevent fabrication, modification, or fraudulent activities. To see how BazaarVoice authenticates reviews, please visit [www.bazaarvoice.com/legal/authenticity-policy/](http://www.bazaarvoice.com/legal/authenticity-policy/).

## Bottom Line — at Goodman we let the market be our judge.

The millions and millions of installed Goodman brand air conditioning and heating systems that are efficiently keeping homeowners cool and comfortable and America's HVAC dealers whose loyalty we have earned provide clear evidence that dependability, reliability, and long-term comfort are synonymous with the Goodman brand.



Thank goodness for Goodman.®



**ONCE YOU CHOOSE THE GOODMAN® BRAND, YOU'LL PROBABLY BE A FAN FOR LIFE.**



YOU COULD BECOME ONE, TOO!

Just go to [www.goodmanmfg.com/reviews](http://www.goodmanmfg.com/reviews)  
and find out why you'll say "Thank goodness for Goodman®."



### Practical Home Automation

The ComfortHome™ suite of automation products provides the solution to control your home's vital systems from your smartphone – instantly notifying you of potential issues and providing you with the tools to act quickly.



[www.comforhomeconnect.com](http://www.comforhomeconnect.com)



### Pure. Clean. Air.

Indoor comfort in your home is about more than just adjusting the temperature on the thermostat. Many homeowners overlook the need for necessary components and systems that can improve the indoor air you breathe.



[www.cleancomfort.com](http://www.cleancomfort.com)

### GOODMAN IS SOCIAL!

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[twitter.com/Goodman\\_Mfg](https://twitter.com/Goodman_Mfg)



#### Additional Information

Before purchasing this appliance, read important information about its estimated annual energy consumption, yearly operating cost, or energy efficiency rating that is available from your retailer.



a member of **DAIKIN** group

Our continuing commitment to quality products may mean a change in specifications without notice. © 2018 Goodman Manufacturing Company, L.P. Houston, Texas • USA  
[www.goodmanmfg.com](http://www.goodmanmfg.com)



### GOODMAN – A MEMBER OF DAIKIN GROUP

Daikin Industries, Ltd. (DIL) is a global Fortune 1000 company. It is a worldwide leader for residential and commercial HVAC. DIL is engaged primarily in the development, manufacture, sale, and aftermarket support of heating, ventilation, air conditioning and refrigeration equipment, refrigerants and other chemicals, as well as oil hydraulic products. DIL is headquartered in Osaka, Japan.

The company provides innovative, premium quality indoor climate management solutions to meet the changing needs of residential, commercial, and industrial customers.