

2021 Amana® Brand Advantage Dealer Program

Outstanding benefits for Amana brand dealers

Wise Decision.
It's an Amana brand.





2021 AMANA® BRAND ADVANTAGE DEALER PROGRAM

The 2021 **Amana** Brand Advantage Dealer Program is designed to provide residential replacement dealers with a powerful suite of marketing and business tools to drive sales growth and profits, setting **Amana** Brand Advantage Dealers apart from the competition.

Through our outstanding accrual program, the **Amana** Brand Advantage Dealers will have the opportunity to earn generous benefits on **Amana** brand HVAC equipment. The 2021 **Amana** Brand Advantage Program is flexible and easy to use, bringing together **Amana** brand dealers with our best products and services. The primary focus of the **Amana** Brand Advantage Dealer Program will be to provide **Amana** brand dealers with the tools they need to be more profitable. All of this is backed with a high level of support, that you would expect to receive from a manufacturer and distributor.

Accrual funds should be used for advertising and marketing expenses. Prior review and approval from a sales or marketing authorized contact is suggested.



Lead Generation

We are committed to providing the **Amana** brand Advantage Dealer with industry leading web-based lead generation programs designed to “make the phones ring.” We have teamed with cutting-edge technology companies to provide the **Amana** Brand Advantage Dealer with search engine marketed lead results that can increase lead traffic.

Advertising

To help increase sales and profits, **Amana** Brand Advantage Dealers 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 and 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

We offer outstanding dealer website solutions to assist homeowners in the HVAC decision making process. In addition, on-line tools put state-of-the-art material and information at your fingertips. In addition, consumer product literature will help allow you to present a professional image during the sales process. Generate new qualified sales leads and get new customers via your company’s website with advanced SEO and SEM internet tools.

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 share, increased profits through upselling, and a quicker close at the kitchen table.

Amana Brand Advantage dealers 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.

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 **Amana** brand HVAC products with extended service plans can help you make additional gross margin dollars.

* Extended service plans may have additional restrictions. Dealer must register with ASURE to participate. See your Territory Sales Manager for more details on the ASURE Extended Service Plan program.





A High Level of Support

Amana Brand Advantage Accrual Program

The 2021 **Amana** Brand Advantage Dealer Program features generous accruals on all **Amana** brand serialized equipment and Daikin ductless serialized equipment purchased through the dealers' **Amana** brand distributor. The **Amana** Brand Advantage Dealer Program will allow dealers to maximize their marketing efforts by allowing them to earn and utilize valuable accrual funds. These accrual funds can be used for consumer advertising, SEO and SEM efforts, training, and much more. All of these dealer benefits are accessed through an easy and straight-forward accrual program.

And since it's an accrual fund, and not a "co-op", 100% of the accrual funds become available to **Amana** Brand Advantage Dealers, once program minimum purchase requirements are met. No matching funds or dealer contribution required.

2021 Accrual Rates

PRODUCT DESCRIPTION	ACCRUAL RATE
Amana brand serialized equipment	3%
Select A/H and modular blowers; AVPVC, AVPTC, AVPEC, ASPT, MBVC	3%
Daikin ductless serialized equipment	2%
Clean Comfort® products	2%



For Amana brand training, please talk to
your distributor or visit our website
www.AmanaBrandBusinessAcademy.com

2021 AMANA BRAND ADVANTAGE DEALER Program

Outstanding Benefits For Amana brand Advantage Dealers

- Membership dues reimbursement available for our Strategic Alliance groups [◇]
- NATE testing reimbursement
- Search Engine Optimization (SEO) / Search Engine Marketing (SEM) solutions
- Amana brand "Dealer Locator" listing
- Optional Amana Brand Business Academy fees reimbursement**
- Customizable consumer brochures
- Live and webinar based training
- Variety of in-home selling tools [▽]
- Amana brand clothing, apparel, & accessories*
- Discounts with many Amana brand Advantage Dealer Preferred Vendors [◁]

* A maximum of 25% of accrual total on promotional Amana brand clothing, accessories, etc.

◇ Up to \$4,000 reimbursement for optional annual membership dues for Strategic Alliance groups can be claimed annually with available accrual funds. Please contact your distributor sales representative for more details on our Strategic Alliance group programs.

◁ Please contact Amana Brand Advantage Dealer Preferred Vendors for more details on specific discounts available.

▽ Up to \$2,500 per year may be claimed with available accrual funds for approved in-home selling tools and business operation software.

** Optional Amana Brand Business Academy fees can be fully reimbursed by registered and approved Amana brand dealers, with available accrual funds.

Accrual Program Guidelines

- An Amana Brand Advantage Dealer must purchase a minimum of \$40,000 in Amana brand serialized "A-line" equipment, qualified A/H and modular blowers, and Daikin Ductless serialized equipment, less discounts, taxes, and freight charges, to become eligible for accrual funds. Accrual amount will include the initial \$40,000 in qualified equipment.[▲]
- Accruals for Amana Brand Advantage Dealers registered by March 31, 2021 will begin on January 1, 2021. Accruals for Amana Advantage Dealers registered from April 1, 2021 through August 31, 2021 will begin the first day of the month in which they were registered. Deadline for registration is August 31, 2021.
- Accruals will be calculated through December 31, 2021. The deadline for utilization of 2021 accrual funds is March 31, 2022.

▲ We reserve the right to exclude special quoted products and change the program as necessary. Parts, service and accessories do not qualify for accruals. Complete Amana brand Advantage Dealer Program terms and conditions available from your distributor.

AMANA IS SOCIAL!



Amana brand products average **4.7 out of 5** stars in homeowner satisfaction with thousands of reviews captured on **Amana** brand Heating and Air Conditioning products.

Don't just take our word for it...
See the reviews on
www.amana-hac.com/reviews.



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.

www.amana-hac.com

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