

2021

GOODMAN® APLUS DEALER® PROGRAM

NEVER LEAVE THE HOME WITHOUT A SALE.

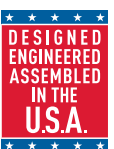


GOODMAN DISTRIBUTION, INC.



Thank goodness
for Goodman.®

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



GOODMAN® APLUS DEALER® PROGRAM



The 2021 Goodman APlus 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 Goodman APlus Dealers apart from the competition.

Through our outstanding accrual program, the Goodman APlus Dealers will have the opportunity to earn generous accruals on Goodman brand HVAC equipment. The 2021 Goodman APlus program is flexible and easy to use, bringing together Goodman brand dealers with our best products and services. The primary focus of the Goodman APlus Dealer program will be to provide our valued dealers with the tools they need to be more profitable. All of this is backed up with the APlus Dealer "Service Advantage" designed for smooth and efficient transactions at every Goodman Company-Operated Distribution branch — every time!

Outstanding benefits for APlus Dealers

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 Goodman APlus 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 Goodman APlus Dealer with search engine marketed lead results that can dramatically increase lead traffic.

Advertising

To help increase sales and profits, Goodman APlus 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, we have on-line tools that will assist in putting state-of-the-art material and information at your fingertips and generate new customers via your company's website.

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 increase profits through upselling, and provides a quicker close at the kitchen table. Goodman APlus Dealers will have access to many competitive and innovative Consumer Financing programs to grow your business.

Extended service plans*

Asure™ 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 Goodman 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.



APlus Dealer

There is no cost to join the APlus Dealer program and no annual fee!

100% of accrued funds available, no matching dealer funds.

Benefits for APlus Dealers

- Customizable consumer brochures
- Live and webinar based training
- Variety of in-home selling tools¹
- Advertising templates and broadcast ads
- NATE testing reimbursements
- Membership dues reimbursement available for any of our Strategic Alliance groups²
- Search Engine Optimization (SEO) services for more prospective leads
- Goodman "Dealer Locator" listing
- Discounts with many APlus Preferred Vendors³
- Staged orders in will call

¹ Up to \$2,500 per year may be claimed with available accrual funds for approved in-home selling tools and business operation software.

² Up to \$4,000 reimbursement for annual membership dues for any of our 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..

³ Please contact APlus Preferred Vendors for details on specific discounts available.

APlus Dealer accrual program

100% of accrued funds are available.
No dealer matching funds required.

The 2021 **APlus Dealer** program features generous accruals on all **Goodman** brand serialized equipment and **Daikin** ductless serialized equipment. The **Goodman APlus 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 **APlus Dealers**, once program minimum purchase requirements are met.

2021 accrual rates[†]

PRODUCT DESCRIPTION	ACCRUAL RATE
18 SEER A/C and Heat Pump Condensing Units	6%
Modulating and Variable Speed Gas Furnaces	6%
16 SEER A/C and Heat Pump Condensing Units, 16 SEER and 15 SEER Packaged Units, and all Dual-Fuel Packaged Units..	3%
96%+ AFUE Two-stage and Variable Speed Air Handlers	3%
Daikin Ductless Residential Equipment and Clean Comfort® Products	2%
80% AFUE Two-stage, Multi-speed Gas Furnaces	2%
96%+ AFUE Single-stage Gas Furnaces	1%
13 SEER and 14 SEER A/C and Heat Pump Condensing Units (except GMC) 13 SEER and 14 SEER Packaged Units	1%
80% AFUE Std and Multi-speed Gas Furnaces (except GMC)	1%

Accrual program guidelines[‡]

- **APlus Dealers** must purchase a minimum of \$50,000 in serialized equipment, less taxes and freight charges, to become eligible for accrual fund usage. Accrual amount will include the initial \$50,000 in equipment purchases.
- Accruals for **APlus Dealers** registered by March 31, 2021 will begin on January 1, 2021. Accruals for **APlus 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.

† Standard accrual rates may vary depending upon participation in other programs such as volume rebate programs. Promotional priced equipment does not qualify for accruals. See your Goodman Distribution, Inc. APlus Program Manual for complete program terms and conditions, limitations and exclusions.

◇ We reserve the right to exclude special quoted products, promotionally priced equipment and to change the program as necessary. Complete APlus Program terms and conditions available from your Goodman Distribution, Inc. Sales Representative.

‡ Upon request by Dealer.



APlus Platinum Dealer

Platinum Dealer status is awarded to **Goodman APlus Dealers** that purchase a minimum of \$200,000 annually in total purchases, maintain at least 50% of technicians/installers as NATE certified, HVAC Excellence certified, or equivalent. All other APlus Dealer qualifications apply.

Extra benefits for APlus Platinum Dealers

- SEO/SEM marketing benefit exclusive to APlus Platinum Dealers
- Corporate Digital Marketing Specialist available for consultation at no fee[†]
- Two free after hour branch openings per month for emergencies
- Two free deliveries per month



GOODMAN APLUS DEALER PROGRAM



Sales, product and technical training

As a Goodman APlus Dealer, you'll enjoy access to high-quality, targeted, and robust training to support your business needs. Our Goodman APlus 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 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.



Please visit www.GoodmanBusinessToolbox.com for more details and to locate a workshop and request one in your area.



Never leave the home without a sale.

- Accrual Program
- Advertising Support
- Superior Products
- Consumer Financing
- Product and Technical Training
- Sales and Business Training
- Sales and Marketing Support
- Extended Service Plans
- Branded Web Sites
- Outstanding Limited Warranties*

* Complete warranty details available at www.goodmanmfg.com.

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www.goodman-dealers.com



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a member of **DAIKIN** group

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