

MILLIONS AND MILLIONS OF REASONS



THE RIGHT CHOICE



Thank goodness for Goodman.[®]

We are a unique type of company.
And we think you'll agree.



Goodman[®]
a member of **DAIKIN** group

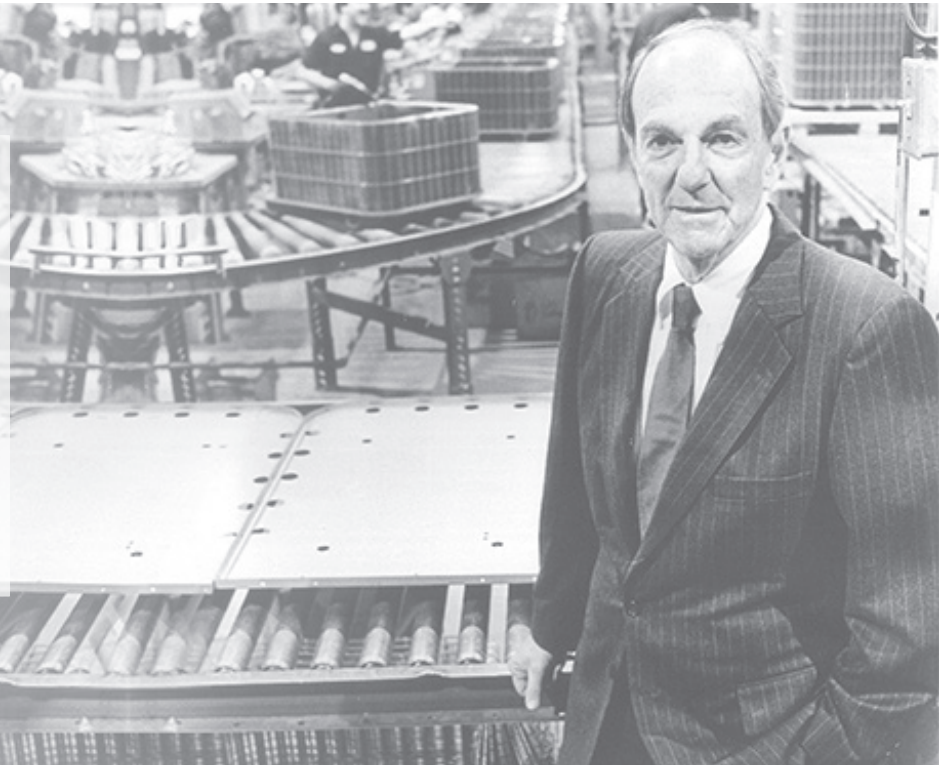


As a member of one of the largest HVAC manufacturing and refrigerant companies in the world, **Goodman** strives to deliver the highest quality products and services available. So it should be no surprise that Goodman, a company founded by a dealer, continues to be one of the fastest-growing brands in the HVAC marketplace today. But since day one, one thing hasn't changed. The company founded by a dealer continues to think like a dealer.

COMPLEMENTING YOUR BUSINESS

Since the first day, the **Goodman** brand has concentrated on something more important than consumer advertising. Instead, we've invested in designing, engineering, and manufacturing quality products and supporting HVAC dealers like you.

As a company founded by a dealer, we believe that no HVAC brand or manufacturer should attempt to dictate how best to run your business. With **Goodman**, you will find a wealth of support programs and specifically designed marketing tools to help you market your own company.



EXTENSIVE DIGITAL MARKETING SUPPORT

For your convenience, **Goodman** digital marketing support materials are available and conveniently located on our web-based information system, Partnerlink. There, you will find a myriad of business support resources, dealer tools, and marketing assets that can support a variety of your company's marketing efforts.

The assets in this library are free and specifically designed for you to include your unique sales messaging and contact information. By adding your business details to select materials, you can easily create customized, professional marketing campaigns with a proven 'homeowner hook' that will help spark a potential customer's interest in your company.

- Flyers
- Postcards
- Invoice Stuffers
- Door Hangers
- Outdoor billboard
- Product and Dealer Images
- Logos and Warranty Badges
- Social media content
- Audio/Video files

Give us your monthly budget. We'll give you indoor comfort. (DEALER INFO HERE)

Lower Utility Bills! Goodman's Goodman® Smart Air Conditioning System and you can lower your utility bill every month - year after year.

Like us on **Facebook!**
facebook.com/GoodmanMfg

Follow us on **Twitter!**
twitter.com/Goodman_Mfg

LIFETIME COMPRESSOR LIMITED WARRANTY
LIFETIME HEAT EXCHANGER LIMITED WARRANTY
20 YEAR HEAT EXCHANGER LIMITED WARRANTY
10 UNIT LIMITED WARRANTY
2 YEAR REPLACEMENT LIMITED WARRANTY
10 PARTS LIMITED WARRANTY

IS THERE A GOODMAN IN YOUR HOME? Find it tough to get your own to get one. Regardless of the weather outside, a Goodman will keep you comfortable inside.

LET'S REVIEW



Did you know that millions and millions of homeowners rely on the **Goodman** brand for indoor comfort every day?

No homeowner wants to overspend for indoor comfort. They do, however, expect the best value for quality products with proven performance. That's the benefit that the **Goodman** brand brings to the marketplace, and why millions and millions of homeowners say, "Thank goodness for Goodman.®"

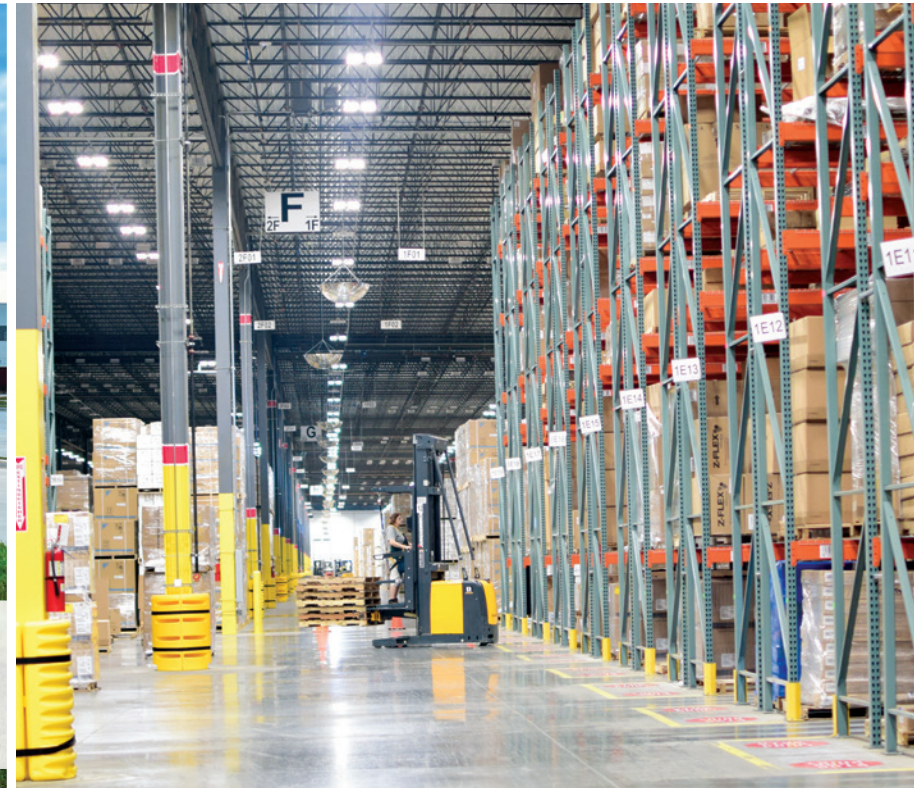
We wanted to hear what homeowners thought about their **Goodman** product purchases. So, we hired an industry-leading, independent third party to administer, collect and validate homeowner reviews*. Every day we receive homeowner reviews on Goodman brand products, where we can confirm their purchase 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.

* **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/.

MILLIONS OF SQUARE FEET



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



Our commitment to designing, engineering, and assembling our products in the United States is deeper than ever. Our massive facility is located just outside of Houston, Texas. At over 4.5 million square feet, it is one of the largest HVAC manufacturing facilities in North America. This ensures that customers will get high-quality products with great availability — designed, engineered, and assembled with American Pride.

SOPHISTICATED LOGISTICS OPERATIONS

Our expansive Texas Technology Park facility gives us the capabilities to make certain that you have the right products, in the right place, at the right time.

The facility was designed to create a seamless flow from raw material fabrication to the manufacturing line to distribution. As one of the largest logistics centers in the HVAC industry, this high-tech facility sorts and bundles products with the assistance of advanced automation processes.

THE SMART INVESTMENT CHOICE FOR EXCEPTIONAL VALUE



QUALITY AND TESTING

Quality standards through policies, procedures, and processes are central to our mission of providing heating and cooling solutions for a comfortable indoor environment.

Goodman brand products manufactured at the Texas Technology Park are ISO 9001-certified, an independent standard accepted worldwide as the benchmark for quality manufacturing processes, and ISO 1400-certified, an international environmental certification.

To ensure consistent quality control, continuous testing occurs as products move through the assembly process. We perform leak-test on every single unit during the manufacturing process and perform a final run-test before a unit shipped from our facilities.

We do all this and more because anything less would not meet your quality standards.

GOODMAN BRAND PRODUCTS LIMITED WARRANTY*

Every Goodman brand indoor comfort product is built to our highest standards. The high quality of our products' limited warranties* reflect the high standards of our manufacturing processes. That's why all Goodman brand products provide outstanding limited warranty protection. Why would you settle for anything less?

Here are some examples of the outstanding limited warranty protection coverage:



10-Year Unit Replacement Limited Warranty* on select gas furnace models.

If the heat exchanger fails in use at the registered, single-family homeowner's residence, within the first decade after installation, a new furnace will be provided at no charge.



2-Year Unit Replacement Limited Warranty* on selected models, good for as long as the purchaser owns his/her home.

If the compressor in a split system air conditioner or heat pump or the tubular heat exchanger in the gas furnace fails while in use at the registered, single-family homeowner's residence, within the first two years after installation, a new unit will be provided at no charge.



Lifetime Heat Exchanger Limited Warranty* on selected gas furnace models, good for as long as the purchaser owns his/her home.

If the heat exchanger fails in use at the registered, single-family homeowner's residence, a new heat exchanger will be provided at no charge.



Lifetime Compressor Limited Warranty* on selected models, good for as long as the purchaser owns his/her home.

If the compressor fails while in use at the registered, single-family homeowner's residence, a new compressor will be provided at no charge.



10-Year Parts Limited Warranty*

Included on all residential heating and cooling products regardless of SEER or AFUE rating.

* Complete warranty details available from your local dealer or at www.goodmanmfg.com. To receive the 10-Year Unit Replacement Limited Warranty, 2-Year Unit Replacement Limited Warranty, Lifetime Compressor Limited Warranty, Lifetime Heat Exchanger Limited Warranty (in each case, good for as long as you own your home), 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.

INDOOR COMFORT SOLUTIONS



The Goodman brand offers a full line of air conditioners, heat pumps, gas furnaces, air handlers/coils, and packaged products. Goodman heating and cooling systems are designed and built for easy installation and maintenance. Here are just a few of the features that you may find on our products:*

SPLIT SYSTEMS

- Next Generation Copeland Ultra-Tech Scroll™ compressors
- 5mm SmartCoil™ condenser coils
- SmartShift™ defrost technology for heat pumps
- Award-winning angled service port design
- ComfortBridge™ communicating technology compatibility
- And more...

GAS FURNACES

- Modulating, 90+% AFUE, 80% AFUE
- Aluminized steel tubular primary heat exchanger
- Stainless steel secondary heat exchanger
- Factory-installed ComfortBridge communicating technology
- 14" slim models for confined installation areas
- And more...



RESIDENTIAL PACKAGED PRODUCTS

- Energy-efficient compressors
- Distinctive, heavy-duty heat exchanger
- Heavy-gauge galvanized steel enclosure with powder-paint finish
- Louvered condenser coil protection
- Fully-insulated air-handling compartment
- Convenient single side access panels
- And more...



AIR HANDLERS/COILS

- All-aluminum evaporator coil
- Rigid Smartframe™ cabinet
- Factory-installed ComfortBridge communicating technology
- Energy-efficient variable speed motors
- All-aluminum evaporator coil
- Check flowrater
- Factory-installed thermal expansion valves
- And more...

*Features listed are representative of the entire product line and not available on all models

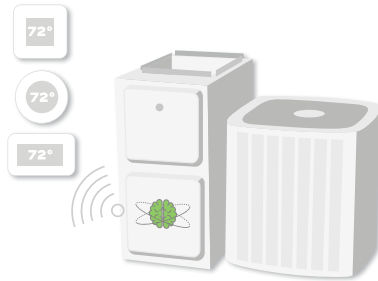


INNOVATIVE HVAC TECHNOLOGY

ComfortBridge™
technology

OFF THE
WALL

HVAC communicating technology



COMFORTBRIDGE™ COMMUNICATING TECHNOLOGY

ComfortBridge is the off-the-wall communicating technology that is factory installed in select Goodman gas furnaces or air handlers.

Goodman designed ComfortBridge as an innovative technology solution offering more options, control, and benefits:

- Compatible with any single-stage thermostat
- Algorithm gathers performance data for the HVAC system
- Actively monitors and learns indoor comfort needs
- Continuously adjusts to ensure energy-efficient performance
- And more...

COOLCLOUD™ APP

The CoolCloud app allows qualified service technicians to wirelessly connect to, configure, and troubleshoot select high-efficiency HVAC systems. Once registered and securely paired with an air handler or gas furnace equipped with the CoolCloud technology control system, the HVAC system communicates data wirelessly to a smartphone or tablet. The CoolCloud app:

- Connects to select high-efficiency HVAC systems
- Works on tablets and smartphones
- Reduces manual effort to diagnose select HVAC units
- Provides historical system data
- Displays notes from previous interactions with the system or homeowner
- Saves time by quickly identifying potential issues
- Allows select system settings to be customized

CoolCloud™

- Connect.
- Configure.
- Diagnose.

DEALER FIRST™ MOBILE APP

Dealer First Mobile App is an easy, on-the-go tool for Technicians in the field. Once the app is downloaded from the Apple App Store or Google Play to their mobile device, the technician has access to:

- Add, look-up, and manage warranty claims
- Product match-ups and ratings
- Product/diagnostic information
- Product and support documentation
- Unit conversions

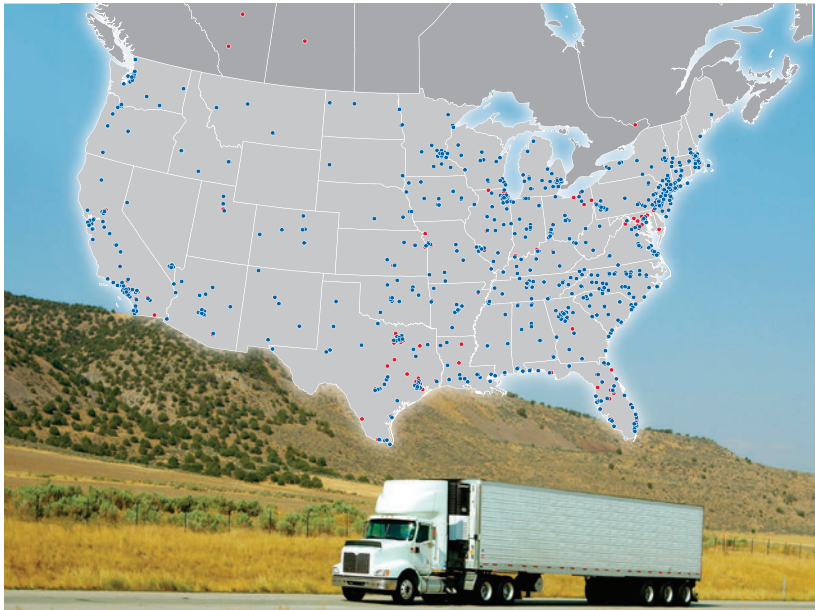


ADDED VALUE SOLUTIONS

CLEANCOMFORT® INDOOR AIR ESSENTIALS

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.





NORTH AMERICAN DISTRIBUTION

We know a strong, far-reaching, and professional distribution network contributes to your success. Starting with our centralized Texas Technology Park logistics center, our distribution network continues to grow. This extensive network is comprised of both independent distributors and our company-operated distribution businesses.

Each location serves the business-critical function of ensuring that our products, parts, and supplies are available where and when you need them. Simultaneously, all our distributors work closely with the logistics department to ensure efficient and effective inventory management control.

You will find our nationwide distributor network is in a neighborhood near you and ready to support your HVAC requirements.



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

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PM-MIL 03-20