



Air Conditioning & Heating



Independent, dependable, courteous,
prompt, honest, highly-skilled and
respectful of you and your home. That's why
all the time homeowners say,

"These guys are good – really good."

PRIVATE LABEL HVAC PROGRAM

BUILDING YOUR BRAND OF INDOOR COMFORT

A new opportunity may be in your future

If you truly want to stand out in the
HVAC marketplace...

- limit the competitive strain from everyone seemingly selling the same brand;
- provide your customers with a brand that's an extension of your company;
- make more money selling an exclusive HVAC brand;

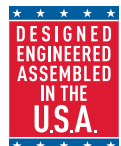
...then the Private Label HVAC Program from
Goodman® may be your answer.

You are the Brand. **The Brand is Yours.** The Brand equity built is yours.

The Private Label HVAC program allows you to create a brand of equipment that no other dealer can offer. You select the brand name. You market the brand any way you desire: Premium, Value-Driven or Mid-Range...you make the call.

You determine the selling price of your brand, too. Because you have the quality, reliability and support of **Goodman**, you have the best combination possible for selling more HVAC products and making more money.

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



IS THE PRIVATE LABEL PROGRAM RIGHT FOR YOU?

**It's your business.
YOU ARE THE BRAND!**

When you have your own private label brand of HVAC equipment, you can sell it as your primary brand or as an alternative to your primary brand. Either way, you win. Rather than compete with all the other dealers in town selling the same HVAC brand, you will have your own brand. No other dealer will be able to offer a price quote against your private brand.

As a participant in the Private Label Program, you are also helping to generate future maintenance, repair and replacement business, too. As you know, many homeowners will look first to the dealer who installed their current brand of HVAC when regular maintenance or service work is needed. If you are the only company selling that brand, you should get the calls!

To determine if the Private Label Program works for you, be certain to ask your sales representative for the full details of the program. Be certain to carefully review the Private Label Supply Agreement, it will detail all the requirements of the program.

To participate in the Private Label Program, here is a partial list of the guidelines that you must agree to follow:

- You will sign and abide by Goodman's Private Label Supply Agreement.
- Only **Goodman** provided products will be sold under your Private Label brand.
- The logo for your private label brand must be submitted for approval.
- You will continue to reference the **Goodman** specific model numbers allowing access to **Goodman** brand-generated AHRI rating data for the products.



Our continuing commitment to quality products may mean a change in specifications without notice. © 2020 Goodman Manufacturing Company, L.P. Houston, Texas • USA
www.goodmanmfg.com

- No alterations to the product are allowed beyond removing the Goodman nameplate and placing your brand's nameplate.
- Any limited warranty coverages extending beyond the limited warranty coverages offered by **Goodman** brand must be honored solely by your company.
- Dealer's Private Label Brands can be eligible to be listed on the AHRI Directory*

Easy Enrollment Process

On average, the enrollment and approval process requires between six-to-eight weeks to complete (including the development of the product nameplates).

- You, the dealer, review the Private Label Program specifics with your distributor representative.
- You choose the equipment brand name and create the logo and submit along with contract agreement..
- You execute the **Goodman** Private Label Supply Agreement.
- Corporate **Goodman** representative receives signed Private Label Supply Agreement and brand logo.
- Upon approval of the contract, dealer orders product name plates, equipment, creates sales supporting documents, and can begin to sell private label HVAC products.

The Future is Yours

Participation in the Private Label Program is limited to HVAC dealers who want to take charge of their future. Not every dealer who applies to participate in the program is approved. If you are ready to learn more about the Private Label Program and all of its benefits, contact your distributor representative today.



*Contact your Distributor Sales Representative for more details and requirements