

Is **Private Label Plus®** Right for you?

To determine which **Private Label Plus** program option works better for you, be certain to ask your sales representative for full details. They can help identify the benefits of each option, as well as the investments required on your end to be successful.

If you are going to create your own independent brand, be certain to review the Private Label Supply Agreement. It will explain the usage guidelines for creating and marketing your own brand. Please note that we allow only Goodman and select Amana brand products to be sold in the **Private Label Plus** program. Also required is the approval of your brand's logo and assurances that the Goodman and Amana brand safety and rating plate will not be modified.



Private Label Plus

Private Label Plus

Opportunity



GOODMAN - A DAIKIN BRAND

Daikin Industries, Ltd. (DIL) is a Fortune 1,000 company with more than 84,870 employees worldwide and is the world's #1 indoor comfort solution provider. Daikin Comfort Technologies North America, Inc. (DNA) is a subsidiary of DIL, providing Daikin, Amana, Goodman, and Quietflex brand products. DNA and iaffliates manufacture heating and cooling systems for residential, commercial, and industrial use and are sold via independent HVAC contractors. DNA engineering and manufacturing is located at the Daikin Texas Technology Park near Houston, TX. For additional information visit www.northamerica-daikin.com.

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.



For **Private Label Plus** training, please talk to your distributor or visit our website

www.HVACLearningCampus.com

Goodman

A DAIKIN BRAND

Air Conditioning & Heating

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

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Goodman Air Conditioning & Heating

Because the opportunities to grow your business are immense.

Private Label Plus

Private Label Plus® is an outstanding opportunity to help grow your independent business.

Opportunity

At Goodman, we've had a DealerFirst mindset since day one. Focusing on the dealer as the brand puts our independent Goodman brand dealers and their needs first. Now we've taken that dealer-focused mentality to the next level with the Private Label Plus program (PLP).

Research shows that up to 90% of homeowners rely on the HVAC dealer's brand recommendation, so why not recommend your own brand, a brand they cannot get anywhere else. That's exactly what you can do with PLP. Another option available under PLP is to utilize the Franklin brand, which comes with pre-developed marketing materials.

As a participant in the exclusive **Private Label Plus** program, you'll build equity in your business, in the local market and stand out from the crowd. The opportunity for increased dealer profit potential exists regardless of whether you choose your own brand or the Franklin brand. Let's take a more detailed look at the two options available.

Option 1



Build your own HVAC brand. Should you choose to create your own independent brand of HVAC equipment, you will be the only dealer with access to that brand. It's a simple process. You select the name. You market the brand as you desire. You determine everything from its market positioning to its sale price.

Option 2



Utilize the Franklin brand. Should you choose to utilize the Franklin brand, you'll have access to existing Franklin marketing pieces and promotional tools.

With either option, you'll have access to the marketing accrual program, marketing support, discounted extended service plans, retail sales and lead conversion training and more.

www.franklinhvacsystems.com

You are the brand. The brand is yours.

Regardless of which option you choose, Private Label Plus goes far beyond the sticker on the unit or the associated promotional materials. It is a holistic value proposition centered around selling extended service plans, selling a higher mix of energy-efficient systems and developing your brand's long-term value.

The Private Label Plus program is designed to provide dealers with a powerful toolkit of proven marketing and business concepts to help drive sales growth and profits setting you apart in your marketplace. Specifically, focusing on high-efficiency product sales, increased maintenance contracts and retails sales training, the program is designed to help build equity in your brand, in your market.

- Accruals to Advertise **Your Business**
- Retail Sales & Lead **Conversion Training**

The Private Label Plus® value proposition

- Retail SPIFF Program

The program has five primary components:

Accruals - Through our outstanding accrual program, the **Private Label Plus** dealer will have the opportunity to earn generous benefits on Goodman and select Amana brand HVAC equipment. The 2025 program covers the full range of ducted and ductless products. All **Private Label Plus** dealers who reach \$50,000 in purchases will earn accruals from their first dollar purchased

2025 Accrual Rates

	Goodman brand serialized equipment & Amana brand inverter products (except GMC)	3%
	Corporate coils, air handlers & modular blowers	3%
	Daikin ductless residential equipment	2%
	Clean Comfort® products	2%

Since this is an accrual fund, and not a "co-op", 100% of the accrual funds become available to the Private Label Plus dealer once the program minimum purchases are met.

Marketing Support - Accruals can be used on a full range of lead generation, advertising and sales activities. Accruals are extremely flexible in terms of how they can be used. For instance, **Private Label Plus** dealers can use their funding on pre-identified industry leading search engine optimization firms or advertising on TV, radio, billboard and newsprint. Other uses include third-party sales training and materials to brand your entire company.

Extended Service Plans* - Private Label Plus dealers will have access to extended service plan offerings on base efficiency equipment. Moreover, Private Label Plus dealers may be eligible to receive quarterly rebates on select extended service plan purchases on qualifying non-minimum efficiency equipment once they reach \$75,000 in equipment purchases annually. Quarterly rebate program subject to change at any time. ASURE™ Extended Service Plans offer additional peace-of-mind to homeowners, and they help close more jobs at the kitchen table. Multiple extended service plans are available to meet almost any need.

Retail Sales Training and Lead Conversion - Private

Label Plus contractors are able to take advantage of several retail sales and lead conversion training programs specifically created for you by Goodman and industry leading HVAC training organizations. These training curriculums have contributed to the success of PLP contractors in helping them to grow their businesses, enjoy higher closing rates, higher average tickets, and in selling more high efficiency equipment. The training curriculum includes field-based training courses, as well as one-on-one coaching, and a robust LMS (Learning Management System) with on-line content available for continuous learning.

To find out more or to request a workshop in your area, please go to: www.HVACLearningCampus.com or contact your Territory Sales Manager to learn more.

Retail SPIFF Program - Earn up to \$400 in total system SPIFFs per claim with the PLP Retail Salesperson SPIFF program! The program will pay Retail Sales Personnel SPIFFs on select high efficiency qualifying equipment purchased and installed from January 1. 2025 - December 31. 2025.

- * 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.
- Additional restrictions may apply. Not all dealers will qualify for extended service plan rebates. See your Territory Sales Manager for details.
- + Retail SPIFF programs are administered quarterly, with specific deadlines to submit claims. Please see your Territory Sales Manager for more information.

Additional benefits for **Private Label Plus** dealers

- Membership dues reimbursement available for any of our Strategic Alliance groups¹
- HVAC Learning Campus fees reimbursement²
- NATE testing reimbursement
- Variety of in-home selling tools³
- Search Engine Optimization (SEO) services are available through our Preferred Vendor network, to help generate more prospective sales leads.
- ¹ 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 Territory Sales Manager for more details on our Strategic Alliance group programs.
- ² HVAC Learning Campus courses are offered through third-parties and training fees can be fully reimbursed by registered and approved **Private** Label Plus dealers, with available accrual funds.
- ³ Up to \$2,500 per year may be claimed with available accrual funds for approved in-home selling tools and business operation software.
- ⁴ A maximum of 25% of accrual total on promotional branded apparel, accessories, etc.

Accrual program guidelines:

- Private Label Plus dealer must purchase a minimum of \$50,000 in Goodman and select Amana brand serialized equipment, corporate coils and air handlers and Daikin ductless residential serialized equipment, less discounts, taxes and freight charges, to become eligible for accrual funds.+
- Accruals for **Private Label Plus** dealers registered by March 31, 2025 will begin on January 1, 2025. Accruals for dealers registered from April 1, 2025 through August 31, 2025 will begin the first day of the month of registration. Deadline to register is August 31, 2025.
- Accruals will be calculated through December 31, 2025. Deadline for utilization of 2025 accrual funds is March 31, 2026.
- + We reserve the right to exclude special quoted products and change the program as necessary.



Private Label Plus



Marketing Support Extended Service Plans