



# CHOOSING THE YORK® DEALER SUCCESS PROGRAMS

## DEALER SUCCESS PROGRAM LEVELS

Work with your Territory Manager (TM) or Distributor Representative to determine the level of participation that best supports your company's objectives.

All levels of participation require meeting an annual equipment purchase minimum. Dealer Success Program registrations must be renewed annually. After your registration or renewal, you will be provided access to our customer extranet for Dealer Success Program information, references, resources and vendor contact information. Contact [bts-ds-marketing@jci.com](mailto:bts-ds-marketing@jci.com) for program support or additional questions.

### Liberties™



Basic level of participation that provides contractors with a variety of financial, promotional, business and training tools and resources.

### Liberties Plus™



All of the benefits of the Liberties™ program, plus enhanced programs, particularly in technology.

### Certified Comfort Expert™



A partnership between the contractor, distributor and manufacturer.

## DUCTED SYSTEMS CHANNEL MARKETING

Need assistance with your marketing program needs? We're here to help! We can answer questions related to distributor and dealer programs including key program benefits, how to use them and where to find important information. Additionally, our marketing representatives are available. Give us a call at 1-833-242-7869 or send us an email at [bts-ds-marketing@jci.com](mailto:bts-ds-marketing@jci.com). Dealers, please have your dealer number and name of your distributor partner handy. Distributors, please have your distributor number available and let us know your Ducted Systems brand of equipment.

## 2020 YORK® Dealer Success Programs



**CONNECT WITH PROSPECTS** | These marketing tools put your business in front of more prospects

	Liberties™	Liberties Plus™	Certified Comfort Expert™
Dealer Website Program by Web.com*		x	x
Reputation Marketing by Angie's List**		x	x
Lead Generation by HomeAdvisor*		x	x
Marketing Action Center	x	Enhanced	Enhanced
YORK® Dealer Locator	x	x	x



**ENGAGE WITH CUSTOMERS** | These tools and incentives help turn shoppers into buyers

	Liberties™	Liberties Plus™	Certified Comfort Expert™
Residential Financing by Synchrony Financial	x	x	x
Second Look Residential Financing by Fortiva	x	x	x
Commercial Financing by Horizon Keystone	x	x	x
Moblico*		x	x
In-Home Selling Tool*		x	x
Wireless Carrier Partnerships	x	x	x
Homeowner Letters		x	x
100% Satisfaction Guarantee			Exclusive
First-Year Unit Replacement			Exclusive



**ACHIEVE BUSINESS RESULTS** | These programs help turn good businesses into great businesses

	Liberties™	Liberties Plus™	Certified Comfort Expert™
Ducted Systems Academy	x	Enhanced	Enhanced
Personal Use Rebates	x	x	Enhanced
Dealer Loyalty Savings			Exclusive
Vehicle Discount Privileges	x	x	x

\*Available à la carte at the Liberties™ level