

## 2019 TRANE DEALER LEVELS & BENEFITS \*

BENEFITS, REQUIREMENTS & RESTRICTIONS	Trane Dealer	LMG Dealer	TCS Dealer (Select/Premier/Premier)	Larson Loyalty
Minimum annual Trane purchases (\$)	50K	50K	50K / 100K / 250K	75K
Trane is ___% of total Residential HVAC unitary purchases	50%	50%	85%	99%
<b>Advertising &amp; Marketing Support</b>				
<b>MyHeatingCoolingPros.com</b> dealer locator listing & personalized landing page	Basic	Deluxe	Deluxe	Deluxe
Market Advertising Fund (MAF Surcharge Reallocation) <i>Use for 100% reimbursement for joint advertising</i>	25%	35%	50%	75%
ComfortSite (MAX Advertising Tools & Pre-approval)	Y	Y	Y	Y
Consumer Literature Allowance (Trane Residential )			Premier (\$500); Prime (\$250); Select (\$100)	Based on TCS Level
Customizable 4-Page Brochure: Educates consumers about Trane products, the TCS Program & Your Company				
Co-Op Fund ( <i>based on prior year Trane non-commercial purchases; minimum \$50K to qualify</i> )	Up to 2%	Up to 3%	Up to 4%	Up to 5%
- Co-Op Fund Reimbursement	50%	50%	75%	100%
- Training Expenses (travel & lodging) if 100+ miles away	Y	Y	Y	Y
- Co-Op Fund Roll Over ( <i>50% unused funds</i> )				Y
Online-Access (50% co-op for Nearby Now & Social Media Mgmt)			Y	Y
SearchKings (GLS & AdWords eligible to 50% co-op)			Y	Y
Model Home Discounts & Builder Incentive Program	Y	Y	Y	Y
Vehicle Decal Program \$50 Install Allowance (per vehicle)	Y	Y	Y	Y
Vehicle Wrap Program Install Allowance	\$100	\$250	\$375	\$500
<b>Inventory Support</b>				
Direct Ship 2% Discount (50+ Motor Bearing Units) <i>- excludes job quotes and special projects</i>	Y	Y	Y	Y
Inventory Financing thru Ingersoll Rand Business Services <i>mention when placing the order (5+ motor bearing units)</i>	60 days (1/2, 1/2)	60 days (1/2, 1/2)	90 Days (1/3, 1/3, 1/3)	Same as TCS
Inventory Financing from Larson (5+ MBUs, net 60 day terms) <i>(Account must be Current; subject to Credit Manager approval)</i>	Y	Y	Y	Y
Inventory Rebalance ___ months (current & sellable condition)	2	3	4	5
Online Warranty Claim Submission	Y	Y	Y	Y
<b>Sales Support</b>				
Sales Builder Pro app (for Android & Apple tablets)	Y	Y	Y	Y
ComfortSite (TCS program info, Lit & Merchandise, Technical info)	Y	Y	Y	Y
Commercial Financing, ROI Calculator & Quick Quote Letter	Y	Y	Y	Y
National Consumer Offer Participation	Y	Y	Y	Y
Personalized Sales Aids and Lead Generation templates	Y	Y	Y	Y
Seasonal Sales Incentive Programs (SSIP)		Y	Y	Y
Showroom Display Discount (Trane products)	Y	Y	Y	Y
Wells Fargo Consumer Financing **	Y	Y	Y	Y
<b>Training Support</b>				
Learning Resources (Online Training) for dealer employees	Y	Y	Enhanced	Enhanced
SkillSoft Business & Skills eLearning Library (Online Training)	Y	Y	Enhanced	Enhanced
Larson-sponsored Trane Technical Training Discount			25%	50%
Larson-sponsored Trane 1-2 Day Business Training Discount			20%	20%
- Discount for additional employees to attend Business Training			25%	50%
Larson-sponsored 4-Day Boot Camp Sales Training Discount		\$200	\$400	\$500
NATE Certification reimbursement **			Y	Y
Ultimate Technician Academy (course fee eligible for 50% co-op)	Y	Y	Y (plus T&L)	Y + T&L
Wayne Atkins 1-Day Business Consultation at dealership	Y	Y	Y	Y
<b>Larson Company Programs</b>				
B2B e-efficiency Online Ordering/Accounting/Proposal Site	Y	Y	Y	Y
Extended Service Agreements ( <i>Trinity Warranty Solutions</i> )	Y	Y	Y	Y
Larson Business Solutions & Larson Partners	Y	Y	Y	Y
Larson Rewards ( <i>Ameristar, accessories, parts &amp; supplies</i> )	Y	Y	Y	Y
TECHperks ( <i>rewards in-store purchases</i> )	Y	Y	Y	Y
Service First (OEM Parts) Business Development Fund (100% reimbursement, even <i>After Hours Opening Charges</i> )			2%	3% - 5%