

WHAT IS IT?

LPM ensures the **VISIBILITY AND ACCURACY** of your local business information across various **DIRECT SEARCH ENGINES**.

- GMB, Angie's List, YP.com etc.
- Ensures that your business details are correct (name, address, phone, hours)

Non-Customer Care dealers that do not want to enroll in LPM but do want their Google reviews on the Dealer Locator can pay a one-time fee of \$80.

Customer Care dealers that have opted out of the LPM program can also pay \$80 to have their Google reviews on the Dealer Locator.

FEATURES AND BENEFITS:

Helps **GENERATE ADDITIONAL LEADS** by getting you improved local ranking.

- Helps ensure visibility & accuracy across top local search websites.
- DAC standardizes dealers' data to have a consistent, and clean, representation throughout the local ecosystem.
- Gives dealers access to the very robust reporting dashboard.

Through TransparenSEE

- Review monitoring across numerous review sites, all in one place.
- Customize notifications for different star ratings to be sent however frequent is convenient for you.
- Respond to reviews directly from the dashboard, which again makes overall management even easier.

HOW DO I SIGN UP?

- If you are a Customer Care dealer and you don't want to participate, please opt out in your MAX Dealer Locator profile.
- If you are not a Customer Care dealer and you want to participate in LPM, email AmericanStandardAir@dacgroup.com

CUSTOMER CARE:

- ✓ Automatically enrolled
- ✓ Ensure your MAX dealer locator profile is correct

NON-CUSTOMER CARE:

- ✓ Visit <http://americanstandardair.dacgroup.com/> and submit all the requested information. DAC will contact the dealer for a one-time payment of \$199 (Eligible for up to 50% co-op reimbursement)

QUESTIONS?

- ✓ Email: AmericanStandardAir@dacgroup.com
- ✓ Phone Number: 502-582-3565 (ext. 4144)