

Date: August 19, 2020
To: Wholesale Reps and Distributors
Subject: Synchrony Enrollment Incentives

Dear Valued Partners,

Samsung HVAC has collaborated with Synchrony Finance to boost enrollment in the consumer financing program. The Synchrony consumer financing program is available to all dealer tiers in the Preferred Dealer program. Consumer financing makes HVAC purchases affordable for homeowners by offering monthly payments instead of a large sum at the time of installation.

Synchrony has agreed to incentivize dealers and territory managers for new enrollments and application submissions. Below are the details of the dealer incentive and the territory manager incentive.

Dealer Acquisition - Receive a \$500 Visa gift card *

Audience: Dealers not previously enrolled in the Synchrony/Samsung program

Duration: August 10, 2020 - October 31, 2020

- Newly enrolled dealers will receive a \$500 Visa gift card after completing new dealer financing training with Synchrony **and** submitting two consumer financing applications.
- \$500 gift cards will be sent via mail 6-8 weeks after the promotion ends.
- Synchrony will track and administer gift cards.
- Synchrony mailed the following [mailer](#) to dealers the week of 8/10.
- Samsung HVAC will send an email communication to dealers the week of 9/7.

New Dealer Rewards Program - Receive \$100 for each new dealer enrolled*

Audience: Territory Managers

Duration: August 15, 2020 - Ongoing

- Territory managers and other partner sales representatives will need to register for the program [here](#) under the Samsung program name.
- Once enrolled, TMs can submit contact information for dealers. Synchrony will contact the dealer to walk him/her through the enrollment process. TMs will be notified when the dealer enrollment is successful.
- Only new enrollments **with Synchrony** are eligible.
- Synchrony will track and administer funds.
- All earned incentives after initial Visa gift card issuance will be loaded to the reloadable gift card.
- There is no maximum earning potential.

*Not applicable in Canada