

CUSTOMER CARE DEALER PROGRAM

A COMPLETE GUIDE TO BENEFIT OPTIONS
2023





CLICK TO NAVIGATE!

Contents

WELCOME, CUSTOMER CARE DEALERS!	4
BENEFITS LIST	5
GROWTH BENEFITS	
ONLINE REPUTATION MANAGEMENT	6
LEAD GENERATION	8
FIELD SERVICE MANAGEMENT	10
HIGH EFFICIENCY SPIFF	12
BUSINESS ACCELERATOR	13
CONSUMER FINANCING	14
DO WHAT'S RIGHT	15
SALES PRESENTATION SYSTEM	16
ANCILLARY BENEFITS	
NATIONAL CONSUMER PROMOTION	17
INSTALLATION TECHNICIAN TRAINING	18
LEADS INTEGRATION	18
WARRANTY PRODUCT EXCHANGE	19
SERVICE MANAGEMENT	19
MOBILE DISCOUNTS	20
HR & ACCOUNTING SOFTWARE DISCOUNTS	21
VEHICLE DISCOUNTS	22
LOCAL PRESENCE MANAGEMENT	24
E-LEARNING	26
EMPLOYEE RETENTION	28
PARTS CONCESSION	29
CONTACTS	30

Welcome, Customer Care Dealers!

For the American Standard® Heating & Air Conditioning Customer Care™ Program, we choose to partner with dealers who share our commitment to providing the best customer experience and offer special program benefits designed to accelerate American Standard's leading dealers' growth and overall success.



EFFECTIVE PERIOD

JANUARY 1, 2023 - DECEMBER 31, 2023

**SILVER
DEALERS**

have the option to choose up to

2

BENEFITS

**PLATINUM
DEALERS**

have the option to choose up to

6

BENEFITS

**GOLD
DEALERS**

have the option to choose up to

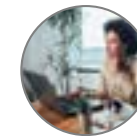
4

BENEFITS



GROWTH BENEFITS

The Customer Care program offers main growth benefits that are meant to encourage a dealer's business growth. The number of benefits you get to pick is based on the level chosen. Refer to the three program commitment levels on the previous page to see how many benefits you have the option of choosing.



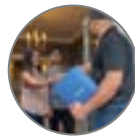
**Online
Reputation**



**Lead
Generation**



**Field
Service
Management**



SPIFF



**Business
Accelerator**



**Consumer
Financing**



**Do What's
Right**



**Sales
Presentation
System**

ANCILLARY BENEFITS

The Customer Care program also offers additional ancillary benefits that are available to all Customer Care dealers—regardless of your program commitment level.



**NATIONAL
CONSUMER
PROMOTION**



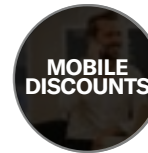
**WARRANTY
PRODUCT
EXCHANGE**



**SERVICE
MANAGEMENT**



**EXCLUSIVE
CONFERENCES**



**MOBILE
DISCOUNTS**



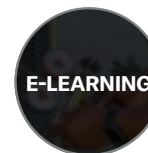
**HR AND
ACCOUNTING
SOFTWARE
DISCOUNTS**



**VEHICLE
DISCOUNTS**



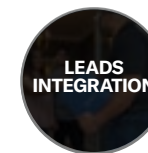
**LOCAL
PRESENCE
MANAGEMENT**



E-LEARNING



**EMPLOYEE
RETENTION**



**LEADS
INTEGRATION**



**PARTS
CONCESSION**

Online Reputation Management & Customer Interaction*

Powered by Podium

THE BENEFIT

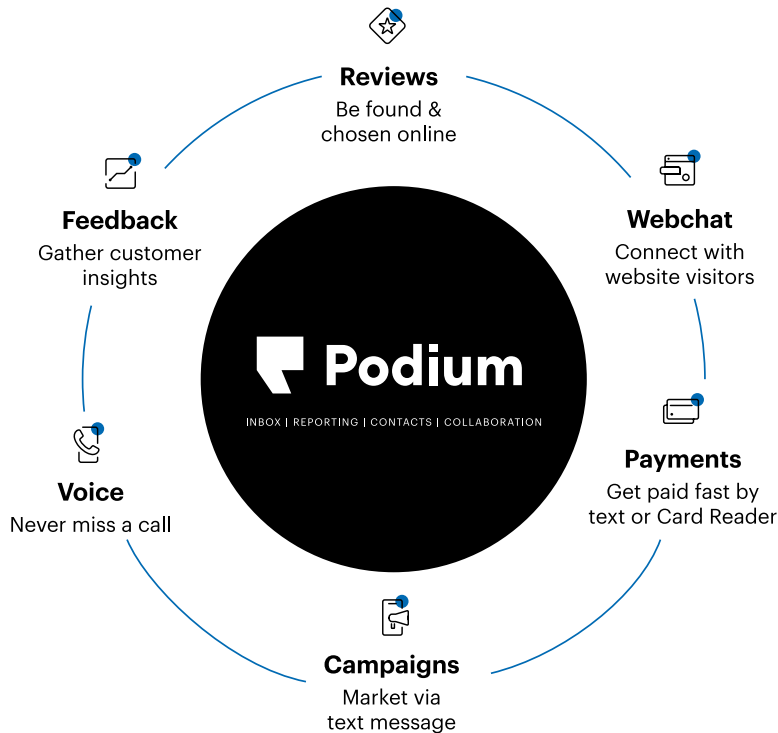
Podium is a communication and payments platform that uses the simple power of texting and other messaging channels to help local businesses grow their bottom line. It's the easiest and most effective way to get more online reviews, convert more website traffic, collect payments, and send targeted promotions. The platform has grown to include Webchat, Feedback, Teamchat, Campaigns, and Payments—every essential business interaction powered by messaging.

1 Growth Benefit: American Standard will provide a 1-year license for Podium's Standard Package* for unlimited users at the dealership (~\$4,908 value). The Standard Package includes the following features: Reviews, Webchat, Feedback, Inbox, Campaigns (500 Subscribers) and Payments. The Standard Package covers one dealer location (additional fees apply for additional locations and are available at an exclusive CC discount rate of \$1,800 per year per additional location). The 1-year period begins when the dealer signs their agreement with Podium.

**Silver Dealers will be required to select 1 Podium growth benefit if their Google rating is below 4.6 as of October 10, 2022. Gold Dealers will be required to select 1 Podium growth benefit if their Google rating is below 4.7 as of October 10, 2022. Platinum Dealers will be required to select 1 Podium growth benefit if their Google rating is below 4.8 as of October 10, 2022.*

ABOUT

From acquisition to retention, Podium helps you to interact with your customers more seamlessly and generate Google reviews more effectively. Their single platform centralizes messaging from multiple channels, so that separate interactions become an ongoing conversation, and your business can quickly become a saved contact they can text or video chat. Podium products include review management, webchat, automated lead interaction, team chat, video chat, payment processing and more.



Get found and chosen online.

Build an online review presence that drives new leads and helps your business to stand out from the competition.



Build lasting relationships.

Don't just transact. Start conversations with your customers to build deep relationships that keep them coming back again and again.



Consolidate tools and work more efficiently.

Podium makes it easy to manage and scale customer interactions, improve efficiency across sales and service, and reduce point solutions.

HOW TO GET STARTED

- 1 Dealer chooses the Podium benefit during enrollment
- 2 Podium reaches out to dealer with link to sign up
- 3 Podium will discuss everything included in the 1 year license and how to get started
- 4 Dealer signs their 1 year agreement with Podium
- 5 Podium will conduct on-boarding

PACKAGE

PODIUM CORE

Unlimited users for 1 location
Reviews
Feedback
Inbox
Payments (2.49% +30)**

PLUS: Webchat

PLUS: SMS Campaigns

PLUS: Video Chat

FEATURES

Integration
Automation
Templates

SUPPORT

Live Chat Support
Help Center Guides
PLUS: Phone Support

DETAILS

Educational Webinars
Strategic Payment Rate
PLUS: Dedicated CSM
PLUS: Personalized On-boarding
PLUS: Marketing Support

***Payment rates are not locked in and are subject to change. These rates assume card not present.*

Lead Generation

Powered by SearchKings

THE BENEFIT

American Standard will provide a \$3,500 USD credit to your SearchKings account that can be used for digital advertising and any associated management fees.

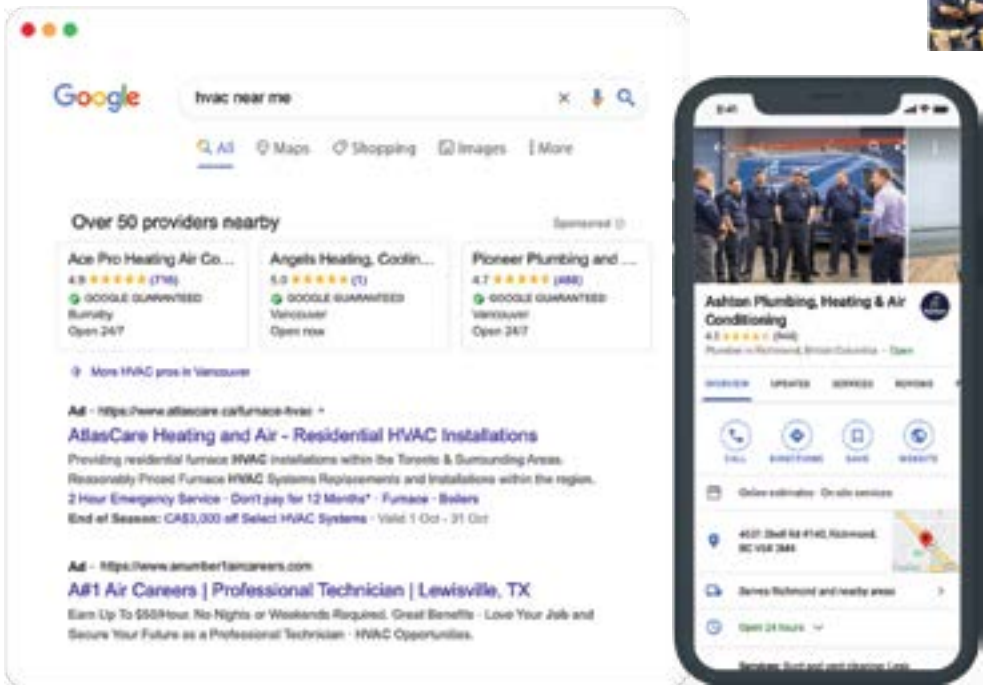
New for 2023: Use your SearchKings credit to help find and hire technicians with targeted Google Recruiting campaigns. Generate more qualified installation leads with Google Shopping.

THE BENEFIT: DOUBLE-DOWN

The SearchKings benefit can be selected twice as part of the dealer's benefit selection for a total of \$6,000 USD credit.

ABOUT

Boost your incoming service and install opportunities by partnering with an industry leader in digital advertising that can help with lead generation efforts like Google Local Services (GLS), Pay-Per-Click (PPC), Re-targeting, YouTube, banner ads, microsites & more.



MONTHLY PROGRAMS*

	What's included	SearchKings Management Fee	Suggested Ads Budget
Local Services Ads by Google Pay-per-lead solution for Google Guaranteed service providers.	<ul style="list-style-type: none">✓ Dedicated account manager and support line✓ Recertification and documents management✓ Dynamic bid management and account optimization✓ Access to Google beta products✓ Lead dispute training and support✓ Google My Business support New for 2022	\$83 /month <small>*charged as \$1000 annually</small>	\$200-600 /month
Display Advertising Re-marketing and display campaign that help you get in front of local in-market homeowners and bring back visitors who previously visited your site.	<ul style="list-style-type: none">✓ Present company-branded Google Ads when customers are searching for your services✓ Opportunity to highlight your differentiated offer (years in business, Google reviews, etc.)✓ Promote service and maintenance plans to existing customers	\$250 /month	\$500-750 /month
Hiring Campaign Find and hire service technicians.	<ul style="list-style-type: none">✓ New for 2022 Targeted Search and Display Advertising that identifies and reaches relevant audiences✓ Uses targeted "we are hiring" search terms and banner creative	Starting from \$350 /month	\$1,000-1,500 /month
Pay-per-click Advertising Build a comprehensive plan to grow your business with digital advertising.	<ul style="list-style-type: none">✓ Dedicated account manager✓ Monthly business review✓ Customized digital marketing plan to support your business goals✓ Active management of your Google Ads and/or Microsoft Advertising accounts✓ Advanced call-tracking and lead scoring solutions	Starting from \$450 /month	\$2,500+ /month

ADD-ON SERVICES*

Advertising Microsite Dedicated site to capture and convert traffic from your pay-per-click campaign	WordPress Corporate Site	Display Banners Required for any digital campaign (display, hiring and pay-per-click)
<ul style="list-style-type: none">• Optimized site with 10-12 pages• Integration with Podium web chat (subscription required)• Intuitive design with a special focus on call-to-action and lead conversion	<ul style="list-style-type: none">• Customized design using industry best practices• Updated web technology to ensure site speed and usability• Self-managed option (WordPress)	<ul style="list-style-type: none">• 22 ad sizes that can be used across various platforms<small>(mobile, desktop, tablet + responsive ad sizes)</small>
Set up fee \$1,500 <small>Available with an active pay-per-click campaign</small>	Developer fee \$5,300 <small>Optional monthly hosting starts at \$19/monthly</small>	Single Set \$500 Three Sets \$1,200

*All values are in USD.

Field Service Management



Powered By: ServiceTitan, Payzerware, Aptora, FieldEdge, ServiceFusion, Jobber, P3, Housecall Pro

THE BENEFIT

American Standard will provide a \$2,000 USD credit to help offset the costs of one of the seven Field Service Management (FSM) providers listed.

ABOUT

Want to grow revenue or simply run a more profitable business? Transform your business by partnering with a premier FSM company that can help you to more efficiently manage customer relationships, scheduling, dispatch, service, sales, marketing, inventory, payroll, agreements, accounting, and more. Learn about each of the Field Service Management providers below.

THE BENEFIT: DOUBLE DOWN

The FSM benefit can be selected twice as part of the dealer's benefit selection for a total of \$4,000 USD credit.

#1 Payzerware



Payzerware is the all-in-one Field Management software created to help contractors get to more jobs, sell more equipment, and service more customers. And now, American Standard is making implementing software easier than ever before.

Get to more jobs

- ✓ Simple scheduling & dispatching
- ✓ Automatic customer notifications
- ✓ Contact-less invoicing & payment processing

Close more jobs

- ✓ Mobile proposal tool
- ✓ On-site financing including Wells Fargo
- ✓ Sell & manager maintenance plans

Why do contractors prefer Payzerware?

- ✓ 5-star Rated Customer Support
- ✓ Free on-boarding & unlimited training
- ✓ Data conversion at no cost

#2 Aptora



True all-in-one HVAC software solution. No 3rd party integration or plugins required. Combine your accounting, certified payroll, scheduling, dispatching, service agreements, customer equipment mobile field management, field service management, and more into one program. Backed by 25+ years of experience delivering HVAC industry leading software solutions.

#3 FieldEdge



Field Edge is the #1 service management software to run your entire home service company. It combines a deep 40-year history with the latest technology to create a powerful yet easy to use system. Accessible from anywhere and updated in real-time, Field Edge gives everyone on your team the information they need to succeed.

#4 Housecall Pro



Housecall Pro is a top-rated business solution that helps home service professionals save time, sell bigger jobs, and provide best-in-class service. With easy-to-use tools for scheduling, dispatching, payments, and more, Housecall Pro enables Pros to manage every aspect of their business all in one place. The software is available through a mobile app and web portal for Pros across the United States and Canada.



#5 ServiceFusion

ServiceFusion is a simple, affordable software built to help service contractors grow their businesses. ServiceFusion gives service contractors one centralized system for customer management, scheduling, invoicing, create automated payment reminders for customers, payments, reporting, and more.

- SCHEDULE & DISPATCH
- INVOICE & PAYMENTS
- INCREASE VISIBILITY
- REDUCE COST
- GPS FLEET TRACKING
- JOBS & ESTIMATES
- INCREASE REVENUE
- AUTOMATE OPERATIONS
- CUSTOMER MANAGEMENT
- WIN REPEAT CUSTOMERS



#6 Jobber

You can count on Jobber to keep your business organized. Manage your business and back-and-forth with customers from one place. Estimate, quote, schedule, invoice, get paid—no software experience required. Over 100,000 home service pros in 50+ industries trust Jobber.



#7 P3 HVAC



Grow your profits, improve customer service, simplify your business, and save time and money. American Standard Customer Care Dealers get up to \$2,000 or 50% off. American Standard contractors get up to \$500 off!

#8 ServiceTitan



ServiceTitan is the #1 business software built specifically for home and commercial service businesses. More than 100,000 HVAC, plumbing, electrical, water treatment, garage door, and chimney sweep professionals trust ServiceTitan to streamline operations, elevate customer service, and book bigger, better jobs.

- SCHEDULING
- REPORTING
- SALES
- PAYMENTS
- DISPATCH
- INVENTORY
- MARKETING
- EQUIPMENT
- ACCOUNTING
- AGREEMENTS
- PAYROLL
- CUSTOMER SERVICE



High-Efficiency SPIFF

Sales Incentive powered by American Standard



THE BENEFIT

To encourage the sale of high-efficiency American Standard residential equipment, a registered dealer salesperson will earn up to \$150 USD for each qualifying outdoor or indoor unit sold. Supplemental rebates may be available outside of promotional periods. American Standard’s high-efficiency products generate greater homeowner satisfaction and higher revenue for the participating dealership, which makes this benefit a great tool for growing businesses and sales professionals!

REQUIREMENTS

- ✔ **Equipment must be purchased using standard pricing from distributor and for retail replacement applications only; quoted equipment purchases do not qualify for the SPIFF program.**
- ✔ **Dealership submits SPIFF claims with homeowner invoices online via American Standard Dealer Rewards (bulk claim submissions by a dealer administrator are allowed).**
- ✔ **Incentive funds are loaded onto a reloadable VISA Rewards Card for quick payment.**
- ✔ **Sales incentives are taxable income, and the owner of card will receive 1099.**
- ✔ **All claims must be made within 90 days and are not retroactive from enrollment into the 2023 CC program.**
- ✔ **Only Qualifying Equipment as defined in this Sales Plan is eligible for the SPIFF incentive. All offers are based on product availability. No substitutions or exceptions will be granted.**

MBU INCENTIVES: QUALIFYING EQUIPMENT

Outdoor Units		Incentive Amount
Platinum 20 AC and HP	4A7VQ, 4A8VQ	\$150
Platinum 19 HP	4A5L9	\$125
Platinum 18 AC and HP	4A7VB, 4A8VB	\$100
Gold 17 AC and HP Gold 16 AC and HP	4A7A7, 4A8H7 4A7AG, 4A8HG	\$50
Indoor Units		
TAM/TDM Air Handler Platinum 96 Furnace Platinum 80 Furnace S-Series Furnace	TAMX, TAMQ, TEMS AUMH/ADHM AUDC/ADDC SIVZC	\$75
Gold 80 Furnace S-Series Furnace L-Series Furnace/Blower*	AUDZJ/ADDZV S9V2, S9V2VS S9V5*, L800*, L800*, L8V1*	\$50
Packaged Units		
16 SEER Package Unit 15 SEER2 Package Unit 13.4 SEER2 Ultra-Low NOx*	4DC26, 4WC26, 4VC26 4DC25, 4WC25, 4VC25 4VCL4*	\$100

*Available only in California, USA.

ASK YOURSELF:

- ❓ How are you attracting and retaining sales professionals?
- ❓ What value do you place on rewarding strong sales performance?
- ❓ How are you incentivizing sales of higher efficiency equipment?

2022 RESULTS

CC dealer sales professionals received an average of \$3,500 USD in sales incentives with the SPIFF program.



Business Accelerator

Powered by EGIA Contractor University

ABOUT

The HVAC industry’s most powerful training platform is now available through the Business Accelerator program powered by EGIA Contractor University! Select this program as one of your 2023 growth benefits to unlock:

- ➔ The largest online database of training tools and resources (videos, downloadable implementation tools, etc.) around every facet of running a successful HVAC business in today’s marketplace
- ➔ A comprehensive business evaluation with a customized training road map for your company
- ➔ Monthly one-on-one business coaching sessions
- ➔ 24/7 Ask-the-Experts online Q&A support (Your specific questions answered by the industry’s most renowned business consultants)
- ➔ In-depth online & LIVE training classes for your employees (In-Home Sales, Technician Communication, Customer Service, Mindset, Performance & Productivity and more)

THE BENEFIT

With the Business Accelerator program powered by EGIA Contractor University, you will be able to tap into decades worth of knowledge and expertise from some of the HVAC industry’s most successful business leaders who have walked in your same shoes and found proven solutions to many of the business challenges that are currently keeping you up at night.

Additionally, let the EGIA Contractor’s University platform take the burden off your shoulders to have to continuously find training and employee development solutions for your staff. With this program, you’ll simply assign your team members with access to the platform and EGIA Contractor University will take care of the rest, while providing you with complete access and visibility to monitor their progress along the way. It’s that simple.

Learn more and see how you can get started today by visiting AmericanStandardBA.com

PLUS MEMBERSHIP

Access to All Online
On-Demand Training Tools

Monthly One-on-One
Coaching

24/7 Ask the Experts
Q&A Support

Business Evaluation & Customized
Training Roadmap

**DEALER COST AS BENEFIT
SELECTION: FREE**

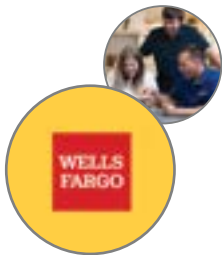
(Standard Rate is \$3,588 USD annually)

(Until the End of 2023)

*See 2023 CC Sustainability High-Efficiency SPIFF Sales Plan for full details of qualifying equipment, rebate amounts, and claims process.

Consumer Financing*

Year-long buy-down, powered by Wells Fargo



THE BENEFIT

Offer financing to your customers for all American Standard equipment. No caps on financed amounts. No additional claims necessary.

Growth benefit dealer rate adjustments are shown in the graphic below.

ABOUT

The key to winning the sale is making it easy for the homeowner to say, "yes!" In 2021, 61% of Americans said that they couldn't afford a \$1,000 emergency expense.** Offer your customers the best rates with the Wells Fargo Growth Benefit.



HOW TO GET STARTED

- 1 Choose the Wells Fargo benefit during enrollment.
- 2 Complete the Wells Fargo Electronic Dealer Enrollment Kit in ASDealerNet.
[ASDealerNet](#) > [Financial Center](#) > [Consumer Financing](#) > [Enroll Now](#)
- 3 If approved, you will be authorized to use exclusive plan codes at adjusted dealer rates per the current price sheet.

*This benefit is available to USA dealers only
**Statistic Source: Article By Lorie Konish for CNBC - January 11, 2021



Do What's Right

Warranty product exchanges and charitable opportunities, powered by American Standard



THE BENEFIT

The purpose of this benefit is to support the Customer Care dealer with additional flexibility and autonomy to "Do What's Right" for the customer. By choosing this benefit, the dealer will have the ability to replace a specified number of units during the year, to be used in the following situations:

1 . WARRANTY PRODUCT EXCHANGES

When a warranty product issue cannot be resolved through the existing "First 90 days Major Failure Exchange" policy or a standard repair. Replacement must take place during warranty period and is limited to like-for-like equipment, including of American Standard and Ameristar™ outdoor splits, packaged units, furnaces and air handler. Excludes 3 phase products.

2. CHARITABLE OPPORTUNITIES

When an opportunity exists to serve the local community, a dealer can use this benefit to provide an equipment donation to a charitable organization or person in need. Equipment will be limited to 16 SEER, non-communicating equipment. Excludes 3 phase products.

QUALIFYING EQUIPMENT FOR CHARITABLE OPPORTUNITIES

Model Family	Product Category
Outdoor Units	4A7A5, 4A6H5, 4A7A4, 4A6H4, 4A7A3, A4AC4, A4AC5, A4HP4, A4HP5
Package Units	4WCC4, 4YCC4, 4TCC4, 4WHC4, 4TCA4, 4WCA4
Furnaces	S9B1, S8B1, S9X1, S8X1, S9X2, S8X2, A801X, A951X
Air Handler Units	TEM6, TEM4, TMM4, TMM5, A4AH4, A4AH5, POV0



ADDITIONAL GUIDELINES:

- The benefit cannot be used for personal use or training purposes. - Equipment claimed through the DWR process CANNOT be resold to homeowner. - American Standard (or IWD Partner) Invoice and Customer Invoice will be required for submission. - Claims will be submitted and tracked through the MAX portal and will require distributor approval. - All claims must be submitted within 90 days of American Standard invoice date (or IWD Partner invoice date) or by December 1, 2023, whichever comes first. Ask your distributor for claims process.

*Please note that the "First 90 days Major Failure Exchange" policy is separate from "Do What's Right" and does not count against the dealer's allotted number of units below.

Sales Presentation System



Powered by Pricebook Digital

ABOUT

If you sell systems and equipment, we have you covered! PricebookPlus™ is the premier digital sales/sales presentation system for HVAC Comfort Advisors. PricebookPlus™ handles all aspects of the sales process, from lead management to sales presentation/closing to installation support, and it allows you to configure a complete, customized multi-option equipment/systems presentation for homeowners in minutes. A turnkey solution powered by Pricebook DataSource™, our comprehensive industry database for equipment, systems, pricing and more, including everything American Standard-related - PricebookPlus™ will take your sales to the next level.

NOTES & EXCLUSIONS

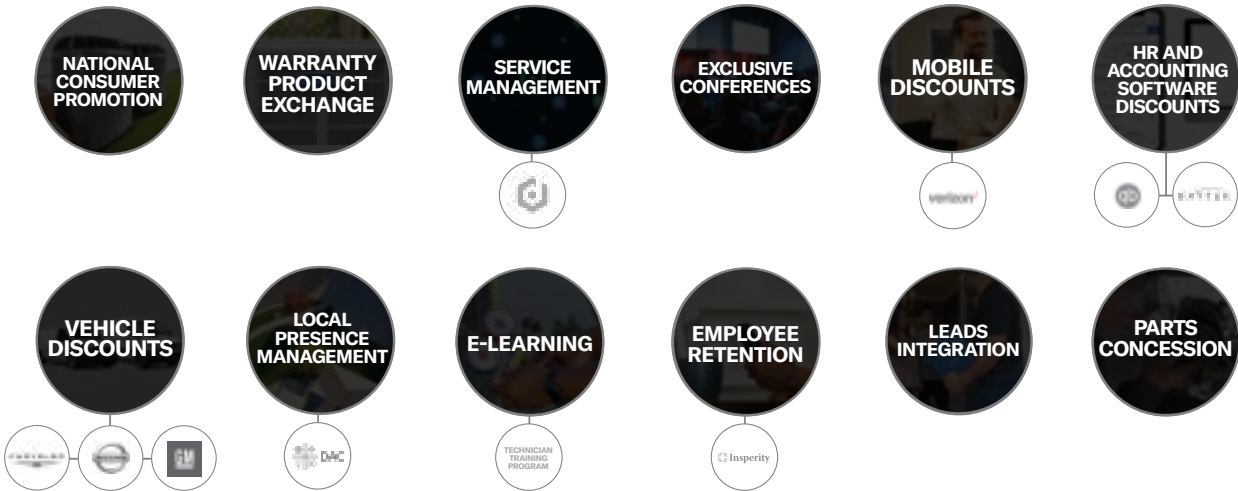
- > Third-party accessories and equipment integral to the functioning of American Standard, American Standard-Mitsubishi, and Ameristar systems, such as third-party thermostats/controls, third-party coils, etc. are included at no additional cost to the dealer.
- > Equipment brands limited to American Standard, American Standard-Mitsubishi and Ameristar. The addition of a separate major brand of third-party equipment is excluded from the benefit, but may be purchased directly from Pricebook Digital at additional cost. Examples - the addition of a line of geothermal equipment, a line of boilers, etc.
- > Note that additional user licenses and other add-on products and services may be purchased directly from Pricebook Digital at an additional cost.

- ➔ Dealers Currently Using PricebookPlus - 12 month service subscription (1/1/2023 through 12/31/2023). 1 Customer Care benefit selection - retail value \$3,300 USD. Includes all American Standard, American Standard-Mitsubishi, Ameristar brands, and 3 user licenses.
 - ➔ Or, dealers new to PricebookPlus - Onboarding and Setup, plus 6 month service subscription. 1 Customer Care benefit selection - retail value \$4,200 USD. Includes all American Standard, American Standard-Mitsubishi, Ameristar, and 3 user licenses.
 - ➔ Or, dealers new to PricebookPlus - Alternate Selection - Onboarding and Setup, plus 12 month service subscription (or through 12/31/2023) - retail value up to \$5,773 USD.
- TWO Customer Care benefit selections.** Includes all American Standard, American Standard-Mitsubishi, Ameristar, and 3 user licenses.



ANCILLARY BENEFITS

The Customer Care program also offers additional ancillary benefits that are available to all Customer Care dealers—regardless of your program commitment level.



National Consumer Promotion

Powered by American Standard

ABOUT

All Customer Care dealers will be eligible to participate in specific sales incentives offers throughout the year. These could range from consumer promotions to sweepstakes. Complete information and requirements will be made available throughout the year.





Installation Technician Training Program

Powered by American Standard

ABOUT

Do you struggle to find training for your installation technicians?
We now offer two learning path opportunities, (a self-paced program and a scheduled program) both with unique learning curated for technicians.

These courses include **HVAC fundamentals, control wiring, system configuration, brazing, air flow, refrigeration commissioning, furnace commissioning, accessories and communicating systems.** Your technician will receive 1-hour of online instructions with real world interactives, followed by 1-hour of a virtual training.

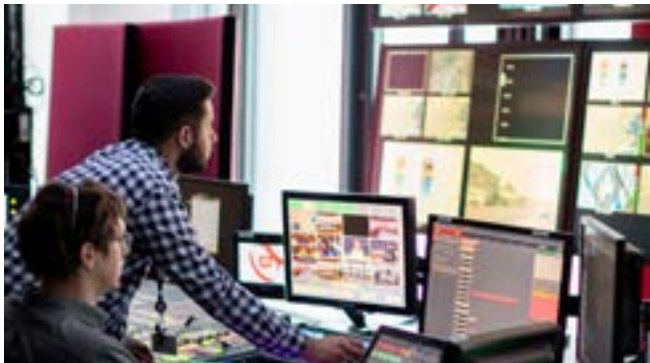


Leads Intergration

Powered by American Standard

ABOUT

For 2023 only, elite dealers that have leads integration turned on with Trane are eligible for a one-time \$500 USD incentive credit. Service Fusion, FieldEdge, and Service Titan customers currently qualify for this one-time incentive. Please visit the CC Program Microsite for more detailed information.



Warranty Product Exchange

First 90 Days
Powered by American Standard

ABOUT

Customer Care dealers have the authority to replace outdoor split/package units, furnaces and air handlers when faced with major system leaks, compressor or heat exchanger failures due to manufacturing defects within the first 90 days after installation/startup date.

- 1.1. Request Equipment Exchange through local FSR
- 1.2. No labor or refrigerant allowed
- 1.3. First 90 days post installation/start-up date
 - 1.3.1. Cooling equipment start-up date is April 1st for cold weather cooling installations
 - 1.3.2. Heating equipment start-up date is October 1st for hot weather heating installations
- 1.4. Unless otherwise instructed by the FSR, failed units can be scrapped by the dealer
- 1.5. Compressor failure is defined as: will not pump due to an electrical or mechanical failure

**Applies only to Residential Equipment (5 ton and under)
**DOES NOT INCLUDE: 3-PHASE EQUIPMENT, AMERISTAR PRODUCTS OR AMERICAN STANDARD®/MITSUBISHI PRODUCTS.



Service Management

Powered by Dispatch

ABOUT

Dispatch is a suite of field service tools to streamline your business and delight your customers. Dealers utilize Dispatch to disposition leads from the American Standard dealer locator. Dispatch also allows dealers to organize leads, book and schedule appointments, dispatch techs and communicate to customers via text (\$3,000 USD value).

More than just lead distribution - Dispatch is the only American Standard partner that gives you one tool to manage your entire business.

- ➔ Best-in-class Customer Experience
- ➔ Dispatching and scheduling
- ➔ A powerful mobile toolset
- ➔ Messaging between you, American Standard, and your customers
- ➔ Technician tracking
- ➔ Customer booking page
- ➔ Call masking
- ➔ QuickBooks integration
- ➔ Performance reporting
- ➔ Reputation management
- ➔ Free onboarding and support



MORE SALES

Put your best foot forward with better scheduling and a modern customer experience



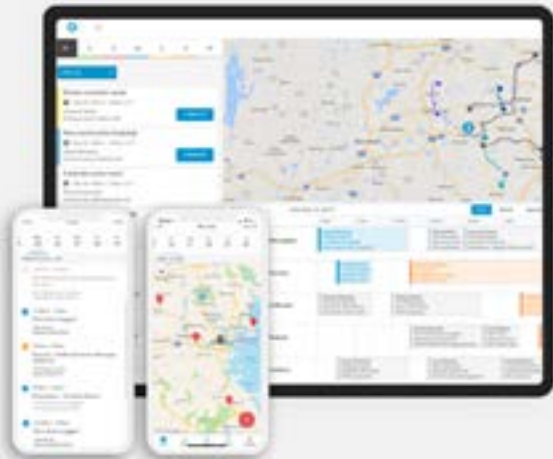
LESS TIME

Automatically receive leads and update status for your jobs in one place



BETTER REPUTATION

Increase reviews and build out your local business pages with our reputation management features



Exclusive Mobile Device & Service Discounts*



Simple and reliable connectivity for your business, powered by Verizon Wireless.

You already know that mobile devices are essential for doing business. But you may not be aware that Verizon Wireless can give you greater access to more innovative technology solutions, which utilize the same great devices we offer you today. Solutions like One Talk gives your business a **mobile-first, cloud-based phone system that unifies and streamlines communications across your distributed locations**. Let us help you transform your business processes, control costs, improve collaboration and deliver a powerful customer experience!

Verizon also offers our Customer Care dealers Verizon LTE Business Internet.



*This benefit is available to USA dealers only

Discounts on Quickbooks and HR Basic



HR BASIC

ABOUT

Outsourced, on-demand HR solutions for your HVAC business. What makes us different? We're part of your team! Here's what HRBasic includes:

Manager's HR Help Line™

- ✓ Consult with our HR Experts about HR issues to keep you out of trouble
- ✓ Unlimited engagements per month via phone, email or chat

Background Checks

- ✓ 3 Free multi-jurisdictional background checks per month

Handbook Template

- ✓ Receive a handbook template designed to meet federal regulations and the regulations of your state.

ShareHR™ Community Forum

- ✓ Private access community message forum

HRHealthCheck™

- ✓ Let our HR experts review your current HR processes to help you understand gaps and potential problem areas

- ➔ Understand your business objectives & workforce
- ➔ Identify, evaluate & prioritize your labor compliance risks
- ➔ Suggest the best course of action for your situations
- ➔ Provide risk mitigation tools to keep you out of trouble

- ✓ HR Outsourcing
- ✓ Employee Handbooks
- ✓ Payroll Services
- ✓ Employee Benefits
- ✓ Employee Screening
- ✓ Benefits Administration

Only \$50/month or \$540/year (\$60 savings vs monthly plan)

To order HRBasic, visit baytek.com/amstd-hr.



QUICKBOOKS

ABOUT

Accounting Software for Your HVAC Business American Standard has partnered with Baytek, an Elite QuickBooks Solution Provider, to provide American Standard dealers with QuickBooks special VIP pricing, up to 50% off of MSRP's. To request more information and receive a special VIP price quote, please visit baytek.com/amstd-qb.

Desktop Enterprise Gold Subscription Details

The all-in-one business solution for you.

- ✓ Includes payroll
- ✓ Customizable for you industry
- ✓ Thousands of advanced reports
- ✓ Can scale up to 30 users
- ✓ 24/7 premium care



Vehicle/Fleet Discounts*

American Standard Customer Care dealers have access to vehicle discounts through exclusive purchasing programs that have been established with Chrysler, General Motors, and Nissan. Below is some information about each manufacturer’s offer. Plans and associated discounts can be found on the Elite Dealer Microsite, located in the Marketing Center on ASDealerNet.



Chrysler: Customer Care Exclusive Discounts



BENEFITS

- ✓ **Access to FCAUSFleet.com** offers a variety of information, including Vehicle Configurator, service and parts information, ability to track your orders, payment status and re-marketing information, to name a few.
- ✓ **Support from our Fleet Information Center:** Email FLCenter@fcagroup.com or call 1-800-999-3533 to check availability of Fleet-only options, confirm purchases, and verify build-out dates, request product literature, and more.
- ✓ **Unprecedented level of product knowledge and service provided by our fleet-dedicated staff.**
- ✓ **Access to ServiceNet:** A single-source centralized service and maintenance billing network that helps save your company time and money.

HOW TO ORDER

To ensure proper payment and to facilitate order tracking and preferential scheduling, your orders must include your assigned Fleet Account Number (FAN), 009U2 for American Standard Customer Care dealers.

*This benefit is available to USA dealers only

REPORTING PROCEDURE

To ensure timely and proper payment of your VIP incentive, it is imperative the sale be accurately reported with the following information on the New Vehicle Delivery Receipt (NVDR).

1. TYPE OF SALE (TYPE SALE 3 OR 5)

- ➔ Type 3- Commercial Sale
- ➔ Type 5- Fleet Lease

2. FLEET ACCOUNT NUMBER

3. PROGRAM I.D. NUMBER

- ➔ 37APF (2023 Model Year Units)
- ➔ 37ANF (2022 Model Year Units)
- ➔ 37AMF (2021 Model Year Units)

Note: Non-compliant sales reporting will result in applicable vehicles not counting toward your Fleet volume objectives.

The Fleet Account Number will be used to determine VIP versus Retail eligibility.



General Motors: Customer Care Exclusive Discounts

VEHICLE ORDERING AND DELIVERY

To ensure the accurate tracking of orders and timely payment of Competitive Assistance Program (CAP) allowances, use of the assigned CAP Processing Code and the GM Fleet Account Number (FAN) is required on all vehicle order requests and delivery reporting data for models specified in the agreement as eligible for Competitive Assistance.

It is imperative that you communicate the Processing Code and FAN to your dealer and/or leasing company.
Customer Name: American Standard Dealers and Distributors
Processing Code: KBL
FAN: 819257

STANDARD VEHICLE ORDER REQUIREMENTS

- ➔ The assigned CAP Processing Code identified above must be included on the order.
- ➔ Do not use the CAP Processing Code on units that are taken out of stock that will receive the retail alternative. These units will still require a fleet delivery type.
- ➔ One of the fleet order types listed below must be included in the order.

Fleet Order Type: FLS - Fleet Lease
Fleet Order Type: FNR - Fleet Commercial



Nissan and Infiniti: Customer Care Exclusive Discounts

HOW TO GET THE EXCLUSIVE CUSTOMER CARE DISCOUNT:

- 1 Print the Nissan fleet program form from the American Standard portal
- 2 Contact your preferred Nissan/Infiniti dealership, or Fleet Management Company
- 3 Choose the vehicle you want to purchase
- 4 Present the form and proof of being a current American Standard authorized dealer

Please contact your Nissan Commercial Sales Manager (CSM) with any questions. For more information, please visit NissanUSA.com/business-fleet

Local Presence Management



Online local listing Presence and management powered by LPM

ABOUT

Online local listing information—name, address, phone number, operating hours, etc.—are critical to any local marketing initiative. In fact, having a visible, accurate, and up-to-date local presence on Google, Apple Maps, and other major platforms is the key to reaching the right customers at the right time. You can manage this data yourself, but it's an ongoing process that takes a lot of time, effort, and expertise.

Using DAC's Local Presence Management (LPM) program, you don't have to worry about the trouble that goes into managing your listings. We'll provide your business with a robust local presence by actively managing your listings across local vendors. This will help you improve your presence and acquire new customers from platforms like Google, Apple, and Bing.

97% of people learn more about local businesses online than anywhere else—and 88% of mobile searches for local businesses result in a call or visit to the business within 24 hours.¹ It not only demonstrates the importance of competing in local, but shows that you're only minutes away from capturing customers by improving your online presence and reputation.

¹ [Blog.hubspot.com/marketing/local-seo-stats](https://blog.hubspot.com/marketing/local-seo-stats)

WHAT WE WILL DO

- 1 Ensure the right information is shown to online users during the moment they're looking for local HVAC services, helping you stand out from the competition.
- 2 Syndicate your correct business information to all major search engines, social platforms, voice assistants, and business directories.
- 3 Optimize your online listings with rich content related to your business.
 - DAC will work with you to ensure your Google My Business (GBP) listing is fully optimized
 - The optimization of your Google listing is critical for local ranking on Google.
- 4 Aggregate your online reviews into a single dashboard for easy management and responses.

- Robust, user-friendly dashboard
- Expert guided Google Business Portfolio (GBP) optimization
- Dedicated support team
- Centralized review management and response
- Connected reviews on dealer locator (requires GBP access)
- Real-time reporting



DAC by Local Presence Management

ABOUT

DAC drives transformational growth for our clients with integrated, data-driven solutions. We combine best-in-class digital media expertise with deep knowledge of our clients' businesses to strategically engage customers, no matter who they are and—uniquely—where they are. Our LPM program is best in class and specifically designed to help local businesses succeed in local search.

How does DAC's LPM program differ from other online listing programs?

- ➔ Dedicated support team to help resolve any listing issues, and provide expert guidance to help you better optimize your GBP listing.
- ➔ Standardization and submission of dealer location data to search engines, online directories, and other top-tier websites.
- ➔ DAC double-checks the location data to ensure all business information is properly displayed. This active management gives DAC a competitive differentiation to the other online listing program providers.
- ➔ DAC is uniquely positioned in the market place as an agency with technology. This allows DAC to offer centralized reporting tools that give dealers access to an industry-leading dashboard called TransparenSEE™.

How can dealers take advantage of review monitoring?

- ✓ Review monitoring across numerous review sites, all in one place.
- ✓ Customizable notifications for different star ratings to be sent at a cadence that suits you.
- ✓ Responding to reviews directly from the dashboard, which again makes overall management even easier.

Have you granted DAC GBP access yet?

Are your reviews, star ratings, and review responses showing up on the dealer locator? Does your location show up in Google search results? If not, it's probably because you haven't provided DAC with GBP access.

BENEFITS OF PROVIDING DAC ACCESS

Unlike other search engines, Google started requiring GBP access in 2019. This means none of your reviews will show up on the locator unless you provide access. Your store may also not show in Google search results. Google owns 92% of search, so that's a big deal!

- ✓ **Connecting reviews to the dealer locator**—the only way to have reviews connected to the locator now is by granting DAC GBP access
- ✓ **GBP performance reporting**—granting access will allow DAC to provide automated monthly reports on your GBP leads and search appearance performance
- ✓ **Increase visibility and leads from Google Maps**—dealers who have provided access saw a 16% increase in leads and an 85% increase in listing views
- ✓ **Full-service listing support**—if you ever experience issues with invalid reviews or duplication, DAC can help resolve these on your behalf

Granting GBP access is easy!

- 1 Log into Google Business Profile
- 2 Click on "users" from the left side drop down menu
- 3 Click on the link in the top right corner to add new users
- 4 Add amstd.dac@gmail.com
- 5 Select the role of "manager" and click invite
- 6 Email AmericanStandardAir@dacgroup.com to confirm access has been received



E-Learning Access

A world of HVAC knowledge at your fingertips, powered by American Standard

ABOUT

Over 200 eLearning courses are available to you and your employees for new and existing products, programs and the basics of HVAC.

- ➔ Variable Speed
- ➔ Obituary of a Compressor
- ➔ Brazing
- ➔ Zoning
- ➔ Refrigerant Diagnostics
- ➔ HVAC Basics
- ➔ Tech 101 Courses
- ➔ Dealer Diagnostics
- ➔ Product Overviews

FIELD TECH HELP

Technical videos allow your technicians access to up to date training on new and existing products which can be accessed from anywhere at any time.

- ➔ Variable Speed
- ➔ Motors
- ➔ Air Handlers
- ➔ Furnaces
- ➔ Communicating Controls
- ➔ Outdoor Products
- ➔ CDA
- ➔ Ductless

LEARNING PATHS

Over 30 Learning Paths are available to you and your employees for several different roles within your company.

- ➔ Install Technician
- ➔ Service Technician
- ➔ Sales
- ➔ Customer Service
- ➔ Marketing
- ➔ Management
- ➔ Business Development
- ➔ NATE
- ➔ Core Principles of HVAC

** (NEW FOR 2023) **

Exclusive Installation Technician Training Program
Are you struggling to find training for your installation technicians?
American Standard is offering two learning path opportunities for your technicians.

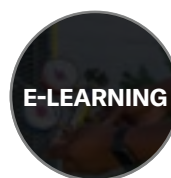
Courses will include HVAC fundamentals, control wiring, system configuration, brazing, air flow, refrigeration commissioning, furnace commissioning, accessories and communicating systems.

Your technician will receive 1-hour of online course with real world interactivities, followed by one hour of a virtual training. Visit the CC Program Microsite for more information.



WATCH A FREE VIDEO DEMO

Scan the QR code with your phone to watch the E-Learning video demo.



PODCASTS

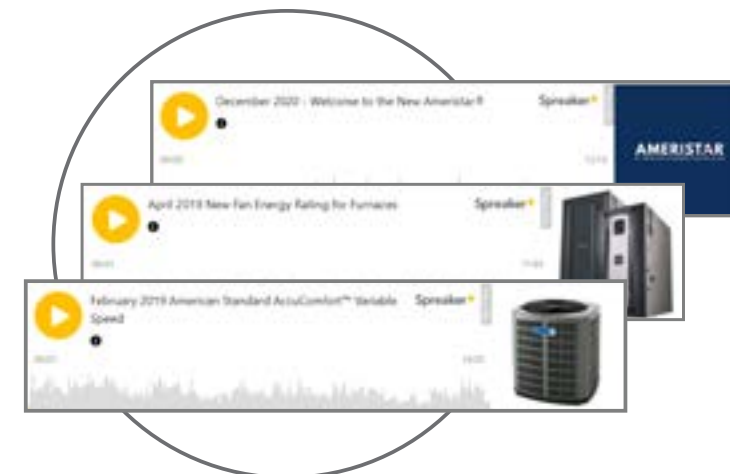
Podcast episodes are easy to access from anywhere at any time. Click and play from our newsletters or from the LMS.

- ➔ HVAC: A Conceptual Understanding
- ➔ The New Ameristar
- ➔ HVAC: System Options
- ➔ Technology Story
- ➔ Variable Speed
- ➔ LCU 3-5 Ton Comparison
- ➔ Digital Topics
- ➔ S-Series Furnace

MANAGER ACCESS

Create an environment of learning with employees by becoming a manager on the LMS. Invest time discussing their development regularly throughout the year. Email the Learning Resources team to be set up.

- ➔ Assign courses and learning paths
- ➔ Create learning paths
- ➔ Run learning reports
- ➔ Track completions
- ➔ Receive notifications



HOW TO LOGIN AND ACCESS LEARNING

Through ASDealerNet

[ASDealerNet](#) > [Training Center](#) >
[American Standard LMS Single Sign On](#)

Direct login

View catalog by clicking eLearning Course Catalog
[AMSTDLearningResources.com](#)

Username: Your ASDealerNet Username

Password: welcome

Get started: [amstdlearningresources.com](#)

For Login help, email:

learningresources@americanstandardair.com

Field Tech Help Videos available without a login:

[FieldTechHelp.com](#)



Employee Retention



Business administration and company benefits, powered by Insperity

ABOUT

Insperity is one of the largest providers of resources for small businesses. They bring a strategic combination of administrative relief, best in class benefits through United Healthcare, and subject matter experts to help you stem the flow of good talent.

Qualifying NEW Insperity customers that connect directly through the program will get a minimum of 17% off Insperity service fees. Dealers must click the link through the CC microsite or email ASCC@Insperity.com to activate these offers.

- ➔ Medical benefits (grouped with 10,000 other small businesses to maximize savings and long-term cost protection)
- ➔ 401K administration
- ➔ Workers Comp insurance & administration
- ➔ Employee development & leadership training
- ➔ Organizational strategy & succession planning
- ➔ Safety and compliance training & administration
- ➔ Payroll and tax administration
- ➔ Recruiting & background checks
- ➔ HR expertise & administration



THE BENEFIT

When you refer a company that completes an initial meeting with an Insperity® Business Performance Advisor, you'll get 200 Loyalty Points.*

If you refer a company that completes its first payroll with Insperity Workforce Acceleration™ solution and has five or more full-time employees, you'll receive \$500 USD.*

If the company you refer completes its first payroll with the Insperity Workforce Optimization® solution, here are the breakdowns*:

Full-time employees	Reward Amount
5-9	\$1,000 USD
10-24	\$3,000 USD
25-49	\$4,000 USD
50+	\$5,000 USD

* Restrictions apply. Visit loyaltypoints.insperity.com for details.
*This benefit is only available to USA dealers



Parts Concession

Concession a major component, powered by American Standard

This program benefit will give dealers the ability to concession a Major Component Part (as defined below) that is within certain time periods ("Concession Period") of the registered limited warranty expiring as identified in section 1.2. below. American Standard will concession the Part and the dealer must concession 100% of the labor for the replacement.

1.1.

The Concession program applies only to these major components: Compressor, Outdoor coil, Indoor coil, and Heat Exchanger ("Major Component Part" or "Part").

1.2.

The Concession Period past the registered limited warranty is dependent on the length of the registered limited warranty period. Major components that fail within the following timelines are eligible for this program benefit:

1.2.1.

10 year registered limited warranty period: Concession Period is 12 months within the expiration of the 10 year registered limited warranty period.

1.2.2.

5 year registered limited warranty period: Concession Period is 18 months within the expiration of the 5 year registered limited warranty period.

1.2.3.

1 year registered limited warranty period: Concession Period is 24 months within the expiration of the 1 year registered limited warranty period.

***Applies only to Residential Equipment (5 ton and under)
***DOES NOT INCLUDE: 3-PHASE EQUIPMENT, AMERISTAR PRODUCTS OR AMERICAN STANDARD®/MITSUBISHI PRODUCTS.

Contacts

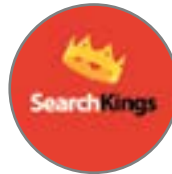
We've compiled a list of contacts for each of the partners in this guide.



PODIUM
support@podium.com
801-999-8216



EGIA
jrevlett@egia.org



SEARCHKINGS
sales@searchkings.ca
Call: 1 (888) 335-4647 x 1
Text: (647) 699-3443



WELLS FARGO
1-800-577-5313
American Standard Financial Services
1-800-724-6026



SPIFF
ContactUs@ExperienceDealerRewards.com
888-565-7628



DO WHAT'S RIGHT
Contact your local AM/TM



PRICEBOOK DIGITAL
john.mccarthy@pricebook.digital



PAYZERWARE
kent@payzer.com
866-488-6525



JOBBER
getjobber.com
1-888-721-1115



P3 HVAC
hvacbusinesssolutions.com/
AmericanStandard-contractor
info@hvacbusinesssolutions.com
713-270-6400



HOUSECALL PRO
chris.frusco@housecallpro.com
305-896-9977



FIELDEDGE
inbound@fieldedge.com
(800)-226-7529



SERVICEFUSION
servicefusion.com
888-902-0304



SERVICETITAN
partner-sales@servicetitan.com
818.600.7129



APTORA
Aptora.com/contact-us
913-276-2177



JESSICA BLAIR
jessica.blair@tranetechnologies.com



VERIZON
scott.s.williams@verizonwireless.com
901-201-8746



WARRANTY PRODUCT EXCHANGE
Your local FSR or your local AM/TM



DAC GROUP
AmericanStandardAir@dacgroup.com
502-582-3565
Toll Free: 1-800-532-3565



BAYTEK
hrplus@baytek.com
800-487-3224



CHRYSLER
FLCenter@fcagroup.com
1-800-999-3533



NISSAN
scott.bargatze@nissan-usa.com
615-495-9645



PARTS CONCESSION
Contact your local FSR



E-LEARNING
learningresources@americanstandardair.com
Or text ASAIR to 888-206-1619



DISPATCH
support@dispatch.me



INSPERITY
ASCC@insperity.com



CUSTOMER CARE SUPPORT
CCHelp@asairmax.com



QUICKBOOKS
partners@baytek.com
800-487-3224



GENERAL MOTORS
steven.english@gm.com
919-280-6136



BUILDING A HIGHER STANDARD.

BUILT TO A HIGHER STANDARD®

American Standard®
HEATING & AIR CONDITIONING