



SALES PLAN #RS-SP300A

## EFFECTIVE PERIOD

JAN 1, 2023 – DEC 31, 2023

# AMERICAN STANDARD CUSTOMER CARE™ PROGRAM

2023

### PURPOSE:

For dealers who demonstrate they meet American Standard's high standards, we offer the Customer Care (CC) Program to support their business. We choose to partner with dealers who share our commitment to customer experience by directly investing in their growth and overall success because, together, we're all Building a Higher Standard.

### CC PROGRAM SUPPORT, COMMUNICATION NEWSLETTER & MICROSITE

To fully support our Customer Care dealers, we offer access to the customer support inbox ([CChelp@asairmax.com](mailto:CChelp@asairmax.com)). To enhance communication, dealers will receive CC exclusive newsletter emails. The newsletter is a direct-to-dealer (D2D) communication designed to be a specific and concise message with a call to action (CTA) for the recipients. Dealers also will have access to the CC microsite, which is dedicated to providing important information and updates for the 2023-CC Program. It will serve as a "one-stop-shop" for all your questions and needs, including additional details about the benefits below, next steps, links to the vendor's website, and other resources for ensuring your overall success in the program. The microsite can be accessed by going to *ASDealerNet >>> Marketing Center >>> 2023 CC Program Microsite*.

### GROWTH BENEFIT OPTIONS:

Dealer selections and options are based upon dealer's commitment.

- **CC Silver** dealers have the option to choose up to **2 benefits**
- **CC Gold** dealers have the option to choose up to **4 benefits**
- **CC Platinum** dealers have the option to choose up to **6 benefits**



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#### #1: Online Reputation Management and Customer Interaction\*

By: [Podium](#)

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.*

#### #2: Lead Generation

By: [SearchKings](#)

SearchKings can help you generate more leads with pay-per-lead (Local Service Ads) or pay-per-click (Google Ads and Microsoft Advertising), build your brand's regional profile with YouTube and display advertising, or help you find more technicians to support your growing business with hiring campaigns.

**New for 2023:** Generate more qualified installation leads with Google Shopping.

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

Or

- **2 Growth Benefits:** American Standard will provide a \$6,000 total credit to your SearchKings account that can be used for digital advertising and any associated management fees.

#### #3: Field Service Management

By: [ServiceTitan](#), [Payzer](#), [Aptora](#), [FieldEdge](#), [ServiceFusion](#), [Jobber](#), [P3](#), and [Housecall Pro](#)

Want to grow revenue or simply run a more profitable business? Transform your business by partnering with a premier Field Service Management (FSM) company that can help you to more efficiently manage customer relationships, scheduling, dispatch, service, sales, marketing, inventory, payroll, agreements, accounting, and more. The final submission date to claim the FSM credit is 12/31/23.

- **1 Growth Benefit:** American Standard will provide a \$2,000 credit to help offset the costs of one of the seven Field Service Management (FSM) providers listed above.

Or

- **2 Growth Benefits:** American Standard will provide a \$4,000 credit to help offset the costs of one of the seven Field Service Management (FSM) providers listed above.



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#### #4: High-Efficiency SPIFF – Sales Incentive

Effective Period: January 1, 2023– December 31, 2023

To align with the growing focus on sustainability and to encourage the sale of energy efficient American Standard residential equipment, a registered dealer salesperson will earn **up to \$150\*** for each qualifying outdoor or indoor unit sold. Supplemental rebates may be available outside of promotional periods.

- Equipment must be purchased using standard pricing from distributor and for retail replacement applications only; Quoted equipment purchases do not qualify
- Proof of purchase with serial number will be required
- Dealer to submit claim via American Standard Dealer Rewards
- Claims must be submitted within 90 days of installation date
- **SPIFF earner must be enrolled in American Standard Dealer Rewards prior to receiving any SPIFF incentives. Enrollment includes providing a valid Social Security Number as all SPIFF earnings are taxed as individual incentive income**
- Ameristar and American Standard Mitsubishi Electric equipment are not eligible for reward
- SPIFF sales are subject to availability
- SPIFF claims are not retroactive prior to enrolling in the CC program

\*See 2023 CC [2023 CC High-Efficiency SPIFF Sales Plan](#) SPIFF sales plan for full details of qualifying equipment and claims processed

#### #5: Business Accelerator powered by EGIA Contractor University

By: [EGIA Contractor University](#)

Business Accelerator powered by EGIA Contractor University  
Expert Guidance for HVAC Business Leaders + Turnkey Training Solutions for Employees. 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 roadmap 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)

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.

**Plus Membership (Until the End of 2023)** 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 annually).



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PLEASE NOTE: If Contractor University will be required to work with different points of contacts at separate branches/satellite offices/locations for your company and/or if your employee training data will need to be segmented/grouped by each different branch separately, separate membership payment would be required for each additional branch requiring this level of service.

### #6: Consumer Financing – [Year Long Buy-down \(Wells Fargo\)](#)

*Effective Period: January 1, 2023 – December 31, 2023*

American Standard will fund financing for ALL American Standard equipment with NO Caps on financed amount.

NO CLAIMS NECESSARY. Current Wells Fargo Price sheet can be found within the Financial Center on AS Dealer Net.

- CC Silver will receive a 1% rate reduction on all Wells Fargo financing plans
- CC Gold will receive a 2.5% rate reduction on all Wells Fargo financing plans
- CC Platinum will receive a 3.5% rate reduction on all Wells Fargo financing plans

### #7: Do What's Right- [DWR Program Guidelines](#)

The purpose of this benefit is to support the CC Dealer with additional flexibility and autonomy to "Do What's Right" for the consumer. By choosing this benefit, the dealer will have the ability to replace a specified number of motor bearing units (MBU) during the year, to be used in the following situations:

- **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/ Ameristar outdoor splits, packaged units, furnaces, and air handlers.
- **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.

For a full list of qualifying models and allotted number of units per level, please visit the DWR Microsite.

AS Dealernet>Marketing Center> 2023 CC Program Microsite> Benefits>Growth Benefits> Do What's Right

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 end-user customer Invoice will be required for submission.
- Claims will be submitted and tracked through the MAX portal and may 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.
- **This program is subject to availability. No substitutions or upgrades.**
- 3 phase equipment is excluded from the program.
- This benefit cannot be used for a damage claim.
- DWR claims are shared between branches and headquarters if applicable.
- Ductless product does not qualify.



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### #8: Sales Presentation System:

By: [PriceBook Digital](#)

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, system matchups, pricing and more, including *everything* American Standard-related - PricebookPlus™ will take your sales to the next level.

#### (\*NEW FOR 2023\*)

DOE 2023 compliant equipment models and system matchups will be included in your pricebook.

**1 Growth Benefit: Dealers Currently Using PricebookPlus** - 12-month service subscription (1/1/2023 through 12/31/2023). Retail value \$3300. Includes all American Standard, American Standard- Mitsubishi, Ameristar brands, and 3 user licenses.

**1 Growth Benefit: NEW dealers to PricebookPlus** - Onboarding and Setup, plus 6-month service subscription. Retail value \$4200. Includes all American Standard, American Standard- Mitsubishi, Ameristar brands, and 3 user licenses.

**2 Growth Benefits: NEW dealers to PricebookPlus - Alternate Selection** - Onboarding and Setup, plus 12-month service subscription (or through 12/31/2023) - Retail value \$5773. Includes all American Standard, American Standard- Mitsubishi, Ameristar brands, and 3 user licenses.

#### 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.*

#### BENEFITS FOR ALL CC DEALERS

##### ☒ National Consumer Promotion

All CC 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.

##### ☒ Warranty/Product Exchange – First 90 Days

CC 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.

**\*\*Ameristar and American Standard®-Mitsubishi Electric equipment are not eligible for this benefit Warranty/Product Exchange Process**

[Warranty/Product Exchange Process](#)

##### ☒ Parts Concession

*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*





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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. Contact your local FSR (Field Service Representative) to process. [Link to the process](#)

#### ☒ Service Management

By: [Dispatch](#)

Dispatch is a communication platform that connects dealers with the homeowner. 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 value).

Support for Dispatch: [support@dispatch.me](mailto:support@dispatch.me)

#### ☒ Local Presence Management

DAC Group's [Local Presence Management](#) will optimize online listings by uploading dealer's business information to core databases that distribute business listings. This benefit also allows access to [TransparenSEE](#), to access online reviews across numerous review sites all in one location.

**Note:** In order to receive this benefit, you must provide Google Business Profile to DAC Group, so your location appears in search results, and your Google reviews and rating appear on the Dealer Locator. See [this document](#) for instructions.

Support for LPM: [AmericanStandard@dacgroup.com](mailto:AmericanStandard@dacgroup.com)

#### ☒ Vehicle/Fleet Discounts

CC Dealers have access to vehicle discounts through exclusive purchasing programs and have been established with Chrysler, Nissan and GM. Plans and associated discounts can be found on the CC Program microsite.

*Note: Discounts are subject to change based on the discretion of our fleet partners based on inventory and supply chain disruption. We cannot guarantee vehicle discounts.*

#### ☒ Employee Retention – Business Administration and Company Benefits

By: [Insperity](#)

As a valued CC dealer, receive an exclusive discounted rate to Insperity, one of the largest providers of resources for small businesses. 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](mailto: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

#### ☒ Discounts on QuickBooks and HR Basic

By: *JB Dealer Services*

JB Dealer Services is a Marketplace for HVAC dealers featuring leading business management software solutions QuickBooks, HR Basic and other back-office products and services.



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QuickBooks is the #1 accounting software solution designed for small and medium sized businesses. Organize and manage your business to track expenses, send invoices and process payments. As an Intuit QuickBooks Solution Provider, JB Dealer Services provides American Standard dealers with special VIP pricing, up to 50% off on select products (some exceptions apply). To receive a custom price quote for the QuickBooks products and services that are right for your business, visit [www.baytek.com/amstd-qb](http://www.baytek.com/amstd-qb) and one of our partner sales representatives will be in touch.

HR Basic is an affordable, on-demand HR manager service for any HVAC dealer that does not have a professionally trained HR manager on staff. On a monthly basis, you will receive unlimited access to SHRM-certified HR professionals, 3 free background checks and much more!

HR Basic helps you maintain peace of mind and mitigate risks, all for just \$50/monthly or \$540/annual subscription (\$60 savings versus monthly plan). To order HR Basic, visit [baytek.com/amstd-hr](http://baytek.com/amstd-hr) Exclusive Mobile Device & Service Discounts

#### ☒ Exclusive Mobile Device & Service Discounts

By: [Verizon Wireless](#)

Verizon Wireless can provide your business greater access to more innovative technology solutions, which utilize the same great devices they 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 Verizon help you transform your business processes, control costs, improve collaboration and deliver a powerful customer experience!

More details and signup available within the CC Program microsite.

#### ☒ e-Learning access

By: [American Standard Learning Resources](#)

Through the eLearning website, you have the ability to enroll in industry specific courses at no cost to you or non-industry specific courses that may or may not have a cost associated. For more information and support for Learning Resources email [learningresources@americanstandardair.com](mailto:learningresources@americanstandardair.com)

#### (\*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.

#### (\*NEW FOR 2023\*)

##### Leads Integration

For 2023 only, elite dealers that have leads integration turned on with American Standard are eligible for a one-time \$500 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.



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### DEALER COMMITMENT:

#### CC – Platinum

- 10% Growth Commitment
- American Standard exclusive as determined at American Standard's sole discretion
- 4.8 Star Google Star Rating
- 30 New Google Reviews during 2023

#### CC – Gold

- 10% Growth Commitment
- Commitment to exclusively advertising American Standard (and no other HVAC Brand)
- 4.7 Star Google Star Rating
- 30 New Google Reviews during 2023

#### CC – Silver

- 10% Growth Commitment
- 51% Share of Wallet (% of your industry purchases that are American Standard)
- 4.6 Star Google Star Rating
- 30 New Google Reviews during 2023

### DEALER INVESTMENT:

#### 2023 American Standard Customer Care™ Program national fee:

- Platinum - \$16,500 USD (includes selection of up to 6 growth benefits)
- Gold - \$11,000 USD (includes selection of up to 4 growth benefits)
- Silver - \$5,500 USD (includes selection of up to 2 growth benefits)



### Dealer Enrollment and Administration:

In Q4 of 2022, the dealer portal on MAX will be open for distributors to select the dealers that qualify for the CC Program. When dealers have been selected, they will receive an email invitation to opt into the program, determine their investment level and choose their program benefits options.

1. Dealers that enroll in the program will be invoiced quarterly in four equal installments starting in early Q1
2. Enrollments will NOT be prorated, the dealer will be required to pay the full fee, regardless of their time in the program.
3. Requests to change benefits must be made within 30 days of enrollment finalization or before the benefit has been utilized, whichever comes first.





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4. Dealers will be allowed to upgrade their CC level one time during the year; however, it must be requested before June 30<sup>th</sup>. The upgraded benefits are not prorated. Requested downgrades must take place within the first 30 days of enrolling in the program.
5. Enrolment into the 2023 CC Program ends June 30<sup>th</sup>, 2023, and dealers will not be able to enroll after that date.
6. All CC fees are non- refundable and not eligible for co-op. The CC Program is an annual Program, and partial refunds will not be issued to dealers who leave the Program early. This includes dealers who merge, consolidate, acquire, and/or sell their business during the program period.
7. CC Dealers who select Podium, EGIA, and Price Book Digital will be liable for the cost of the duration of their signed 12- month agreement.
8. The distributor will regularly (at least quarterly) review if the CC Dealer meets minimum requirements as outline above. If dealer falls below program requirements, Account Manager will implement development plan and schedule to improve dealer results for the following quarter.
9. To be eligible for the 2023 CC Program, CC dealers must have a signed 2023 Dealer Sales Agreement or other current, active and signed dealer agreement on file with the distributor and meet the program guidelines.

### Distributor Administration Notes:

- Distribute local Sales Plan
  - » The legal page of this document must be included in all local plans, along with the Regulatory and Disclaimer Information above.
  - » Edit local contact information/etc. as required.
- The electronic Terms and Conditions contain all legal requirements and content of the traditional Dealer Participation Agreement. Distributors, at their discretion, may choose to collect and retain a signed Dealer Participation Agreement.
- Agree to assist American Standard in any/all audits of claims.
  - » Upon termination/expiration of a Dealer Agreement, funds will be forfeited. American Standard reserves the right to suspend a Dealer from participation in the program, or to terminate any Dealer's participation in the program, including but not limited to, the following circumstances: The Dealer violates the rules of the program; A Dealer engages in conduct that is deceptive or fraudulent, or not in compliance with any federal or state law or regulation; or the Dealer violates the terms of the Dealer Agreement. American Standard's decision shall be final in all matters relating to the interpretation of program rules and guidelines. In such cases, American Standard also reserves the right to require forfeiture of American Standard funds and debit applicable accounts and/or invoice the Dealer directly.
- Dealer Participation Agreements must be managed locally. The electronic Terms and Conditions, accepted by the homeowner during the claim, contain all legal requirements.



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### LEGAL REQUIREMENTS:

THIS DOCUMENT CONTAINS CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION OF AMERICAN STANDARD U.S., INC. IT MAY NOT BE DISCLOSED TO ANY THIRD PARTY WITHOUT PRIOR WRITTEN CONSENT FROM AMERICAN STANDARD U.S., INC. OR ITS AFFILIATES. DISTRIBUTOR/DEALER MAY BE LIABLE FOR ANY UNAUTHORIZED DISTRIBUTION.

The information provided herein is considered confidential and proprietary information of American Standard U.S., Inc., and its affiliates ("American Standard"). It is provided for the sole purpose of permitting the recipient to promote American Standard products and services. Recipient agrees to maintain the confidentiality of all proprietary, trade secret information, including confidential pricing data provided in this document. The Recipient hereby agrees that it will not at any time disclose this confidential information or material, in whole or in part, to any person or entity for any reason or purpose whatsoever, unless American Standard gives its consent, in writing, to such disclosure, except as required by law. The agreement to maintain the confidentiality of this information extends to any employees, pre or future, involved in the work desired and who will have access to the information. These employees will hold the information in confidence in accordance with this agreement and use the information only in the performance of their employment. Recipient agrees to review this agreement and its terms with employees and will obtain their agreement with the terms of this agreement before providing them with any American Standard confidential information. Amendments, Modifications, or Exceptions

American Standard reserves the right to amend, modify, or cancel the program, or any portion at any time. Amendments are not effective unless they are published by American Standard in formal Guidelines or are signed by an authorized American Standard representative. Any exceptions to the program guidelines must be approved in writing by an authorized American Standard representative.

#### No Other Obligation

American Standard shall have no fiduciary duties or other special duties of any kind to any distributor/dealer under the program other than as expressly set forth in these guidelines.

#### Legal Liability

By participating in this program, each participating distributor/dealer warrants that its marketing programs and initiatives are in compliance with all antitrust pricing laws and federal/state/local regulations. American Standard does not undertake any legal responsibility for the local management and execution of their marketing programs.

#### Document Retention

It is the distributors/dealer's responsibility to maintain copies of supporting documentation and claim reimbursement paperwork for a minimum of 24 months after reimbursement. Prior to implementing any change in your record retention policies, please consult with your accountant and attorney to determine whether you need to retain these records for other business or legal purposes.

#### Claims Auditing

All reimbursements under the program are subject to audit. If reimbursement is received on any claim that is later determined to be ineligible, the distributors/dealers account will be either be debited or invoiced in the amount of the ineligible claim plus reasonable and customary expenses incurred for conducting the audit.

#### Program Violation

Violation of these guidelines may result in termination of the applicable Distributor Agreement or Dealer Sales Agreement or any portion thereof, including but not limited to an immediate revocation of any and all rights to use or display American Standard intellectual property (logo's, trademarks, creative).

#### Financial Status

Eligibility for program and reimbursements are contingent upon Distributor/Dealer having an executing Distributor Agreement or Dealer Sales Agreement on file and their account being active and in good standing/current as determined solely by American Standard.

#### Privacy Policy Disclosure Statement

As part of this program and within American Standard's sole discretion, American Standard collects various information to support its development and delivery of quality products, services, and programs to its consumers. In order to ensure that American Standard programs are provided and that proper quality in service is achieved, American Standard may from time to time directly contact homeowners who purchase American Standard products or services to survey customer satisfaction, to evaluate homeowner's reactions to an interest in American Standard products and services, and to conduct research activities. These surveys are a result of such things as independent dealer programs, product registrations, extended warranties, etc. and may be provided to you for the homeowner's future purchase of American Standard products and services. Any information received or obtained by American Standard will be held in accordance with American Standard's privacy policy, which may be obtained at [www.americanstandard.com](http://www.americanstandard.com). American Standard may from time to time also directly contact homeowners when requested by the homeowner, when required by contract or law, or when a registered homeowner has not received all available coverage for its American Standard products.

#### Termination

This sales plan is subject to termination or modification at any time by American Standard.



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### INDEPENDENT DEALER – AGREEMENT AND ENDORSEMENT

This American Standard Customer Care™ Agreement ("Agreement") is made and entered into by and between American Standard U.S. Inc. (hereinafter referred to as "American Standard") and you as a dealer of products of American Standard and/or Ameristar products (hereinafter referred to as "Dealer"). This Agreement sets forth the terms, conditions, and expectations, under which the Dealer will be permitted on a non-exclusive basis to purchase, sell, apply, install and service certain products associated with the of American Standard and/or Ameristar products brands and sold by American Standard to the Dealer ("Products"). NOW THEREFORE, in consideration of the foregoing and of the mutual promises herein contained, the parties hereto agree as follows statement of facts:

Dealership Size (Total gross revenue of the business): \$ \_\_\_\_\_

Purchases Volume of All HVAC Equipment & Parts \$ \_\_\_\_\_

Purchases of American Standard\* Branded Equipment and/or Parts \$ \_\_\_\_\_

Dealer Selected Status Level (CC Silver, CC Gold or CC Platinum) \_\_\_\_\_

- Dealer Agrees for CC Silver Status they must purchase 51%+ Share of Wallet in 2023
- Dealer Agrees for CC Gold Status to not promote another manufacturer of HVAC products
- Dealer Agrees for CC Platinum Status to maintain exclusivity as determined solely by the below mentioned Distributor or Regional Sales Office
- Dealer Agrees CC Fee will be non-refundable and billed in full upon termination by either party
- Dealer Agreement must remain in full force and effect throughout the program
- Dealer agrees it will provide access to American Standard customer data that is received, processed and/or stored on behalf of Dealer by third party vendors, including, but not limited to, field service management providers, lead generation companies, and reputation management platforms pursuant to Dealers Privacy Policy and in compliance with applicable data privacy regulations. American Standard will use this data for the sole purposes of improving American Standard's programs and services, and in compliance with its Privacy Policy (<https://www.AmericanStandardtechnologies.com/en/index/privacy-policy.html>)

Distributor / Regional OFFICE Name \_\_\_\_\_

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Status Awarded for above mentioned Dealer \_\_\_\_\_

\*American Standard Branded includes American Standard and Ameristar and any other brand of HVAC products owned by American Standard U.S. Inc.

Date \_\_\_\_\_

IN WITNESS WHEREOF, the Distributor or Company Owned office has caused this Agreement to be electronically signed by its authorized representative.

Distributor / Regional OFFICE Name \_\_\_\_\_

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_