

GE APPLIANCES *a Haier company*

PRO
SOLUTIONS

PARTNER PROGRAM

**BUILT
WITH THE
PRO
IN MIND**

OUR PRO SOLUTIONS PARTNER PROGRAM IS BUILT WITH THE PRO IN MIND.

From financing to marketing support and everything in between, GE Appliances Air & Water Solutions is dedicated to helping contractors grow achieve their business goals with best in class support.



GE APPLIANCES
a Haier company

AIR&WATER
SOLUTIONS



BUILT WITH THE PRO IN MIND



FIND THE RIGHT PROGRAM TO ACHIEVE YOUR BUSINESS GOALS	 MEMBER	 PARTNER	 PREMIER PARTNER	 ELITE PARTNER
	Volume Requirement \$15,000 Dealer Buy-In \$0	Volume Requirement \$100,000 Dealer Buy-In \$1,000	Volume Requirement \$300,000 Dealer Buy-In \$2,500	Volume Requirement \$500,000 Dealer Buy-In \$5,000
HVAC Co-Op Accrual Rate*	Not Eligible	1%	3%	5%
Water Heater Co-Op Accrual Rate**	Not Eligible	1%	2%	3%
Oasis Asset Library	Yes	Yes	Yes	Yes
Dealer Locator	Yes	Yes	Yes	Yes
Dealer Locator Advanced Profile	Yes, Not Subsidized	Subsidized	Subsidized	Subsidized
Training	Yes	Yes	Yes	Yes
Consumer Financing	Yes	Yes	Yes	Yes
Seasonal Financing Promotions	No	Yes	Yes	Yes
Homeowner Discount & Dealer SPIFF	Yes	Yes	Yes	Yes
Exclusive Appliance Discounts	Yes	Yes	Yes	Yes
Extended Labor Warranty Partner	Yes	Yes	10% Discount	20% Discount
12 yr warranty***	Not Eligible	Not Eligible	Yes	Yes
Field Service Management	Yes	Yes	Yes	Yes
Hire Dimensions	5% Discount	7% Discount	8% Discount	10% Discount
Location Data Management	1 Yr Subscription	1 Yr Subscription	1 Yr Subscription	1 Yr Subscription
HVAC Consumer Rebates	Yes	Yes	Yes	Yes

*GE and Haier branded ducted and ductless equipment. Parts, accessories and Hotpoint branded equipment not eligible.
 **Co-op on GE and GE Profile branded Water Heaters only eligible if also purchasing GE and/or Haier branded HVAC equipment.
 ***Only eligible on registered product for GE and Haier Ducted and Ductless equipment for Premier and Elite dealers.



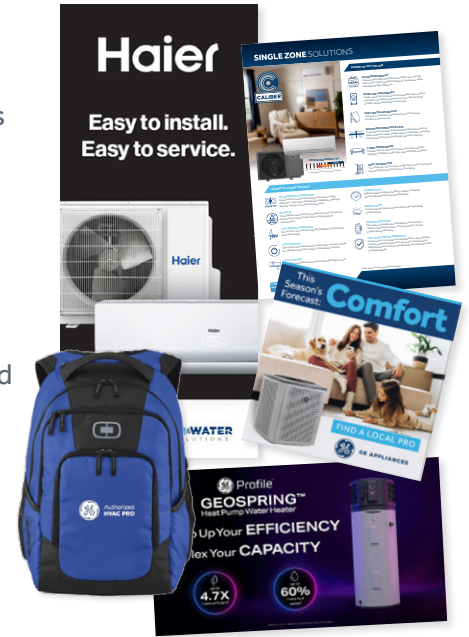
MARKETING MADE EASY

The Oasis - Your One Stop Shop for all Marketing Needs!

Pro Solutions Partners unlock exclusive access to our One Stop Shop for all things Marketing- The Oasis!

Through the Oasis, you have access to:

- Downloadable product images, brochures & cut sheets
- Ready-to-use digital & print advertisements customized with your logo
- Custom truck wrap templates to rebrand your trucks
- Print-on-demand literature shipped direct using earned co-op funds or credit card
- Pre-created branded or custom swag & merchandise using earned co-op funds or credit card
- 100% co-op eligible turnkey lead generation or brand awareness digital campaigns - let us handle the work and you take the calls!
- 1 FREE year of location data management
- View & claim earned co-op dollars



Co-Op Dollars

Partner, Premier, and Elite level dealers earn co-op on eligible HVAC and water heater purchases.* Co-op on GE and GE Profile branded Water Heaters only eligible if also purchasing GE and/or Haier branded HVAC equipment as well. Co-op dollars are based on your purchases from your designated distributor and are loaded monthly. Co-op dollars must be used before December 31st of the year they are earned and all claims must be entered by March 31st of the following year. All co-op claims are paid out to your distributor and they will handle disbursement to you.

GE APPLIANCES Haier company	GE APPLIANCES Haier company	GE APPLIANCES Haier company	GE APPLIANCES Haier company
PRO SOLUTIONS	PRO SOLUTIONS	PRO SOLUTIONS	PRO SOLUTIONS
MEMBER	PARTNER	PREMIER PARTNER	ELITE PARTNER
Not Eligible	1% HVAC & Water Heaters	3% HVAC 2% Water Heaters	5% HVAC 3% Water Heaters

Dealers are able to use their earned co-op on a variety of marketing tools & other resources to build their business such as hiring services, dealer locator advanced profile, and field service management tools.

GE APPLIANCES OASIS ASSETS		
100%	75%	50%
<ul style="list-style-type: none"> • Digital Ads • Truck Wraps • Swag • Printed Literature 	<ul style="list-style-type: none"> • Traditional Ads 	

GE Appliances Frame or Guideline Compliant 3rd Party Execution		
100%	75%	50%
	<ul style="list-style-type: none"> • Digital Ads • Truck Wraps 	<ul style="list-style-type: none"> • Traditional Ads • Swag • Home Shows • Printed Literature

OTHER WAYS TO USE YOUR CO-OP DOLLARS	REIMBURSEMENT RATE
Field Service Management Tool	40%
Service Whale Advanced Dealer Locator	50%
Dealer Buy-in	100%
Hire Dimensions	50%
Pricebook Plus	50%
Smart HQ Service Subscription	100%

PRO TIP:
Utilize the Oasis assets to maximize your co-op reimbursement



CUSTOMIZED AGENCY SUPPORT

mediagistic
MARKETING + ADVERTISING



Deep industry experience. 20+ years of hyper-local home services marketing!



Measurable marketing solutions to make your phone ring.



Best-in-class service and support for our customers.



Increase loyalty, maintenance plans, & drive new customers!

GE has partnered with Mediagistic, allowing special rates on expert guidance and support to **elevate your brand, generate more leads, and increase your revenue**. Don't miss out on this opportunity to take your business to the next level and put your GE co-op dollars to work!

Multi-channel campaigns average 18x-19x ROAS in booked revenue.

Average \$130 cost per paying customer.

More than 5M leads generated!

100% co-op reimbursement

Learn more about the GE Pro Solutions Marketing Program:

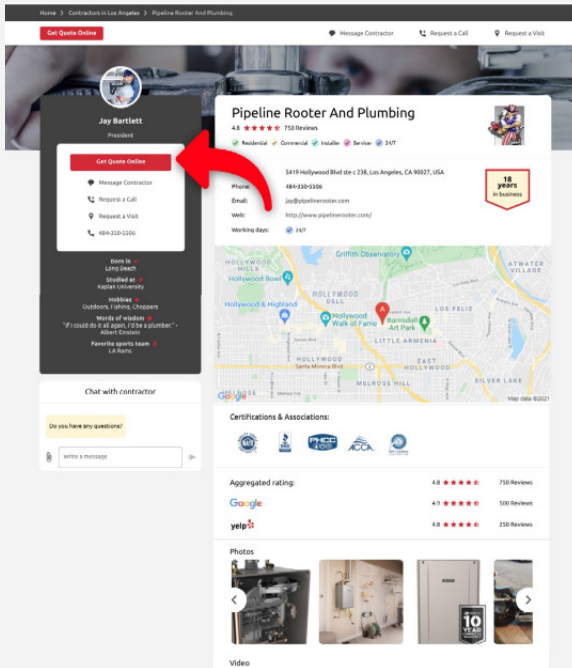


Contact: chase.schultz@mediagistic.com or call 813.909.9316



DRIVING HOMEOWNER CONNECTIONS

GE Appliances has partnered with Servicewhale to build a sophisticated contractor directory to help connect homeowners with your business. As a Pro Solutions Partner, you will be provided with a company profile in the dealer locator directory.



Pros in all 4 tiers will get a profile in our dealer locator directory. Optional advanced features boost your profile with add-ons like custom quoting, integrated CRMs, homeowner communication, and quoting through your existing website. The variable costs associated with the optional advanced features are subsidized for our paid program members and 50% co-op eligible!

Here is how GE Appliances is driving homeowners to our Contractor Directory:

- 1** GE Appliances is a trusted brand found in over 50% of US homes today - so it's no surprise that geappliances.com gets over 4M site visits per month! For those that are looking for products that fall within the HVAC or Plumbing category, they will be directed to connect with one of our local pros.
- 2** GE Appliances is aggressively investing in consumer markets where we have local dealer coverage, and our search campaign runs 365 days a year. We also incorporate additional seasonal tactics like Performance Max, Meta, and Google Demand Gen throughout the year. These ads drive homeowners directly to the contractor directory to connect with our pros.
- 3** Over the many years GE Appliances has been a consumer trusted brand, we have built an extensive list of contacts in our CRM. We tap into that database to send emails on promotions, new products, and more to homeowners that fall within a market where we have a Pro match for them!
- 4** Our SmartHQ™ app is used every day by hundreds of thousands of homeowners to control their connected smart appliances. A rotating promotional banner space on this app drives homeowners to our dealer locator contractor directory.



ON DEMAND LEARNING



Pro Solutions Partners unlock our robust library of on demand training content. Topics range from selling features, service procedures, troubleshooting techniques and business resources like optimizing digital marketing spending or building consumer financing into your dealer's business model.

HOW TO ACCESS THE LEARNING ACADEMY

1. Login to the Pro Partner Portal
2. Click on "**Learn More**" in the training section
3. At initial login, the user will need to register for the site by clicking "**New user? Register**"
4. The user can then login using the details they have set up.
5. Zonline PTAC & VTAC, and water heating content will be immediately visible. If access to Ducted, GE Ductless, and/or Haier Ductless categories are required, user can fill out the form to request access by clicking "**If you need additional access, CLICK HERE**".
6. Requests for additional content access will be reviewed and approved within 5 days.

The screenshot displays the Learning Academy website interface. At the top, there is a navigation bar with the Learning Academy logo and the text 'LEARNING ACADEMY'. Below the navigation bar, there are three main sections: 'ON-DEMAND COURSES', 'SCHEDULED EVENTS', and 'RESOURCES'. Each section has a brief description and a 'Explore Now' button. Below these sections, there is a 'BROWSE OUR PRODUCT CATALOGS' section with seven categories: 'DUCTED', 'GE DUCTLESS', 'HAIER DUCTLESS', 'VRF', 'ZONELINE PTAC & VTAC', 'WATER HEATING', and 'WATER TREATMENT'. Each category has a small image, a brief description, and a 'No approval required' or 'Approval required' status.

ON-DEMAND COURSES	SCHEDULED EVENTS	RESOURCES
Explore our library of courses to view whenever and wherever you need them.	View the calendar and/or sign up for live courses available to you.	Access business resources, quizzes, and other documents for your learning journey.
Explore Now	Explore Now	Explore Now

BROWSE OUR PRODUCT CATALOGS						
DUCTED	GE DUCTLESS	HAIER DUCTLESS	VRF	ZONELINE PTAC & VTAC	WATER HEATING	WATER TREATMENT
A full line of residential HVAC Equipment that's PROcentric.	Ductless designed with the Pro in mind.	Easy to install. Easy to Service.	High efficiency. Easy to install. Optimized Comfort. Energy Saving.	Providing innovative solutions to our hospitality partners.	Hot water you can count on.	Tap into Smarter Water.
Approval required	Approval required	Approval required	Approval required	No approval required	No approval required	No approval required



CONSUMER FINANCING

For over 55 years, Wells Fargo Retail Services has provided innovative customer financing solutions for thousands of merchants across multiple industries. We're backed by the strength and stability of Wells Fargo, a proven financial services partner that serves 1 in 3 American households. Our team is here for your customers with the financing they need — and the tools and support you can count on to grow your business.

Our customer financing program offers:

- A simple credit application that customers can complete in their home, or on a mobile device.¹
- On-the-spot credit decisions.
- Consistent credit approvals.
- Competitive credit limits.
- Immediate access to a revolving line of credit upon approval.
- Convenient online account management tools for customers.
- Wells Fargo Credit Connect: an end-to-end paperless solution for applications, invoices, and transactions.²
- Reporting, marketing materials, training, and more available on demand in our Online Resource Center.
- Dedicated merchant support when you need it from our experienced team of relationship representatives.
- Competitive discount rates.
- A variety of plans to choose from, including No Interest if Paid in Full, 0% APR with Equal Payments, and Special (Reduced) Rate with Custom Payments.
- Attractive special promotions throughout the year.

¹ This process requires an internet connection. Please ensure your device is able to connect to the internet using your own data package. This process does not include a Notice of Right to Cancel. If you conduct business outside of your normal place of business (e.g., consumer home, fair, trade show, expo, etc.), you're still required to notify your customers of their rights.

² Paper applications and invoices must continue to be available for those customers who do not agree to receive the terms and conditions electronically.

Note: GE Discounted rates only eligible on equipment associated with GE, GE Profile and Haier product installs. Using discounted rates on competitive products is subject to termination of discounted rate programs.



GE Appliances is proud to partner with Wells Fargo to offer our Pro Solutions Partners competitive financing rates through an everyday rate sheet and tiered buy downs throughout the year..





EXCLUSIVE APPLIANCE DISCOUNTS

Discounts For You:

Pro Solutions Partners unlock exclusive discounts up to **20%** on GE Appliances, a Haier company products for personal use. To access your discounts, log into the partner portal, select "Appliance Discounts" and create an account using your personal information.

Discounts For Homeowners:

Pro Solutions Partners can give homeowners a warm welcome to the GE Appliances family by extending access to an exclusive discount store so homeowners can get up to **20%** off appliances. If your homeowner makes an appliance purchase within 3 months of their HVAC install, you get rewarded! You will receive a SPIFF in the amount of 5% of the total appliance purchase in the form of a Visa card.

How Does it Work?

Pro Solutions Partners are given a customizable flyer with a space with their exclusive discount code



PSP Dealers give the flyer to homeowners upon completion of install



Homeowner shops for appliance at Bodewell.com



Homeowner creates a new account or sign-in to an existing Bodewell.com or GEAppliances.com account



Homeowners enters dealer's exclusive discount code from flyer in cart



Homeowner enjoys special loyalty savings on products, parts and accessories





WARRANTY

HVAC 12 YEAR PRODUCT WARRANTY

With the Pro Solutions Partner Program, **Premier** and **Elite** Partners are eligible to offer 12 year limited parts and compressor warranty on GE and Haier ducted and ductless HVAC equipment.

To qualify for 12 year warranty, your business must be enrolled in the PSP program at time of installation at either a Premier or Elite Partner level, and equipment must be registered using your assigned Dealer ID.

EXTENDED LABOR WARRANTY

Build an Installation and Service Offering That Puts You in a League of Your Own.

We help contractors offer the best installation offerings, best customer experience, at the best prices. Let us show you how.

Key Benefits ▼



Maximize Product Value

Protect Maintenance and Service Revenue

Build a Brand You Can be Proud of

Provide Peace of Mind



GE Appliances is proud to partner with Trinity Warranty Solutions to offer the Comfort Care Program. Through this program, dealers now have access to industry leading extended coverage options along with seasoned industry veterans that will support them in building installation offerings and options that will help establish them as leaders in their markets.

Program Feature Highlight

- Flexible Reimbursement Rates From \$100 - \$200
- Personalized Support
- Easy to use Online Administration portal
- 1, 3, 5, 10 & 12 Year Labor Options
- No Pre-Approval or Deductibles
- Covers New & Existing Equipment
- Customizable Plans
- Marketing Support and Sales Training
- Custom Quotes Available



FIELD SERVICE MANAGEMENT

Housecall Pro

GE Appliances' preferred Field Service Management platform is Housecall Pro.

Housecall Pro is a comprehensive field service management software powering the operations of over 28,000 home services businesses across the United States and Canada.

Housecall Pro is here to help you save time, sell bigger jobs, and provide best-in-class customer service.

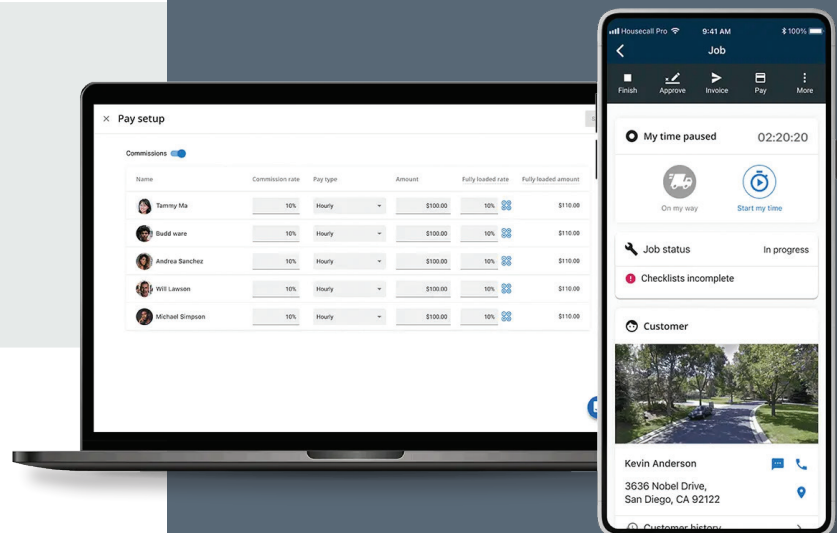
Housecall Pro offers 50% off the first 3 months of membership to all their different levels.

- **Basic** - 1 user (\$65/mo)
- **Essentials** - 5 users (\$169/mo)
- **MAX** - 8 users (\$299/mo)
- **MAX+** - 15 users (\$499/mo)
- **MAX++** - 25 users (\$799/mo)

Housecall Pro is co-op eligible up to 40%. If you are using a comparable field service management tool, GE Appliances will extend that co-op eligibility of up to 40% to your preferred field service management partner.

Housecall Pro's robust feature set includes:

- Scheduling & dispatching
- Automated customer communication
- Review generation
- GPS tracking
- Multi-option sales proposals
- Dedicated onboarding specialist
- Data migration support
- Custom checklists
- Preventative maintenance agreements
- Equipment tracking
- Quickbooks Desktop and Online integrations
- Chat and phone support





HIRE DIMENSIONS

HIRE | dimensions



GE Appliances is proud to partner with Hire Dimensions to provide a solution for one of your biggest hurdles – Hiring!

Hire Dimensions specializes in attracting, recruiting, and retaining top-tier talent. When you need a position filled, pre-screened qualified applicants will be at-the-ready to become your next great hire!

We're here to save you time and money by simplifying the hiring process and helping you build the perfect team for your business.

Hire Dimensions offers the following tier discounts* with a minimum 3-month commitment: (non-member commitment is normally 6-months)

Members - 5%

Partners - 7%

Premier - 8%

Elite - 10%

*Percentages are taken off standard pricing.

Hire Dimensions Services are 50% co-op eligible

Hire Dimension Solution Includes:

- **Write Your Job Ads** - Our experienced team will write optimized job ads using innovative, high-volume recruitment strategies.
- **Post Your Job Ads** - We will post your open positions across thousands of top-performing job boards and social media sites.
- **Refresh Job Ads on Job Boards** - Your job ads will be refreshed by our team every 15-30 days to ensure they appear at the top of all major job boards.
- **Screen Applicants** - We will automatically screen out unqualified applicants so you only have to view those that meet your specific requirements.
- **Highlight Top Candidates** - We will highlight the best candidates and move them to the top of your list.



ONLINE BUSINESS LISTINGS

The Online Business Listings program enables your business to take charge of your first impression online by keeping all your business listing information up to date so consumers find you when searching online.

Why Manage Your Online Listings?

Customers are searching for your business online so it's important that they find the most up to date information. The Online Listings Program improves your search results and makes it easier for customers to find your business by ensuring that your information is accurate across the internet. Your business information will be updated in one platform and sent to dozens of online listings sites.

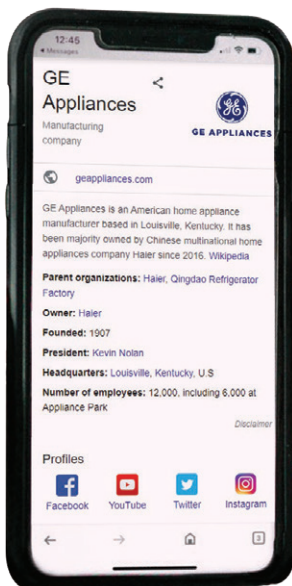


What Business Information Will Be Updated?

We will use the online form you complete to update dozens of fields of information about your business online. This includes business name, address, phone number, website, email, business description, store hours, products, services, business categories, logo, images and more.

Where Will This Information Be Sent?

Your business will be relevant to local consumers who are searching online because everything important about your business will be updated on dozens of online listings sites through this program. These include Google, Apple Maps, Bing, Facebook, Amazon Alexa, Yahoo, Nextdoor and many more.



What Do I Need to Know About GE Air & Water's Online Listings Program?

- 12-month commitment to optimize your search improvements
- Complete your online business information form, then your data will be loaded to the platform and shared with listings sites
- Having correct and consistent data sends a perfect signal to search engines, making your brand more trustworthy
- Consumers are 197% more likely to view your business as a place they can depend on when your online presence is complete with hours, reviews, photos, and relevant information
- Access to the platform and reporting is coming soon

Need Help? Contact Support:

1 (855) 641-6455 | GEAirWaterSupport@Ansira.com



SEASONAL CONSUMER REBATES

Pro Solutions Partner dealers are eligible to participate in our Spring & Fall HVAC consumer rebates.

Eligible models and offer details will be communicated to all Pro Solutions Partner dealers 30 days out from the program start date.



Rebates will be offered as direct-to-consumer rebates. Consumers will claim their rebate at promotions.geapplianceshvac.com and be paid in the form of a Visa card—this means no work on you, all you need to do is promote the offer!

GE Appliances will promote the rebate offer in the markets of all paid dealers.





TURNKEY SOCIAL PROGRAM

GE Appliances Air & Water Social Media Management program saves you time managing your organic social presence with an easy-to-use posting platform and the option to enroll in automated social posting, built right into the Oasis.

Quickly Publish Brand Compliant Content

Our social media tool integrates with major social media platforms, allowing you advanced scheduling of brand-approved content to all your locations and business social pages. You can easily access pick and post libraries or add RSS feeds for localized articles to publish.

Opt In to Auto Social Posts to Save Time

Let our team do the heavy lifting on your behalf by enrolling in the auto social program while you're setting up your account connections. We will schedule brand approved posts on your behalf weekly, but don't worry because you can view the calendar in advance and opt out of specific posts if needed.

Measure Success Through Impactful Reporting

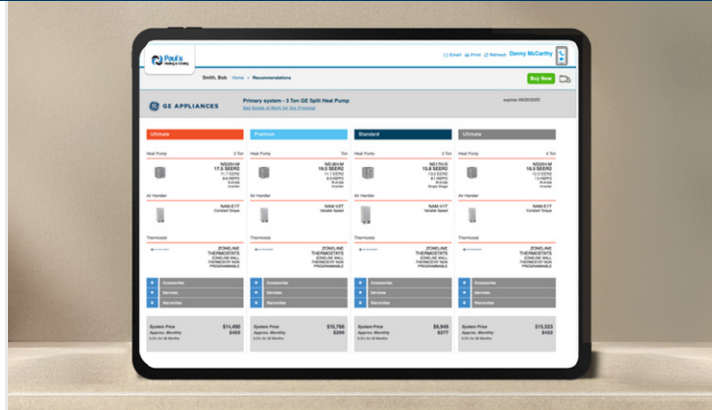
Monitor your performance with our easy-to-understand social reporting dashboards, built to help you better understand your consumers' behavior. View metrics like posts, engagements, impressions, reach, CTR, virality rate and more!



ADDITIONAL RESOURCES



**ALL PSP PROGRAM MEMBERS
GET A 10% DISCOUNT
OFF STANDARD PRICING, AND THE
SERVICE IS 50% CO-OP ELIGIBLE!**



The Complete Sales Resource for HVAC Distributors and Dealers!

Why Choose Us?



Streamline and simplify every step of your sales process



Create custom, multi-option sales presentations in minutes



Fully customize and control costs & pricing

"We are selling higher end systems now because of PricebookPlus"

- Tommy at Rapid Response

"Sending out multi-option proposals in less than five minutes, and they're so professional."

- Justin at Krantz Heating & Cooling

"We went from a half-million to over a million in sales because of how efficient PricebookPlus made us."

- Avner at South Texas Comfort Control

Featuring...

ShowSite Presentation

- Build Custom Presentations and Market Your Company
- Include Links to Your Website, Social Media, Customer Reviews, Financing Applications & More

Pricebook DataSource

- Equipment Specs, AHRI Data, Warranties and More Included in the System

We Take Care of It

- Entering Finance Plans and Rebates
- Loading Systems, Equipment and Distributor Equipment Costs
- Updating Warranties and Spec Sheets
- Training and Customer Support



**Now featuring links to
ServiceTitan, Housecall Pro
and more!**

Contact Us



(770) 696-9246



pricebook.digital



sales@pricebook.digital

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