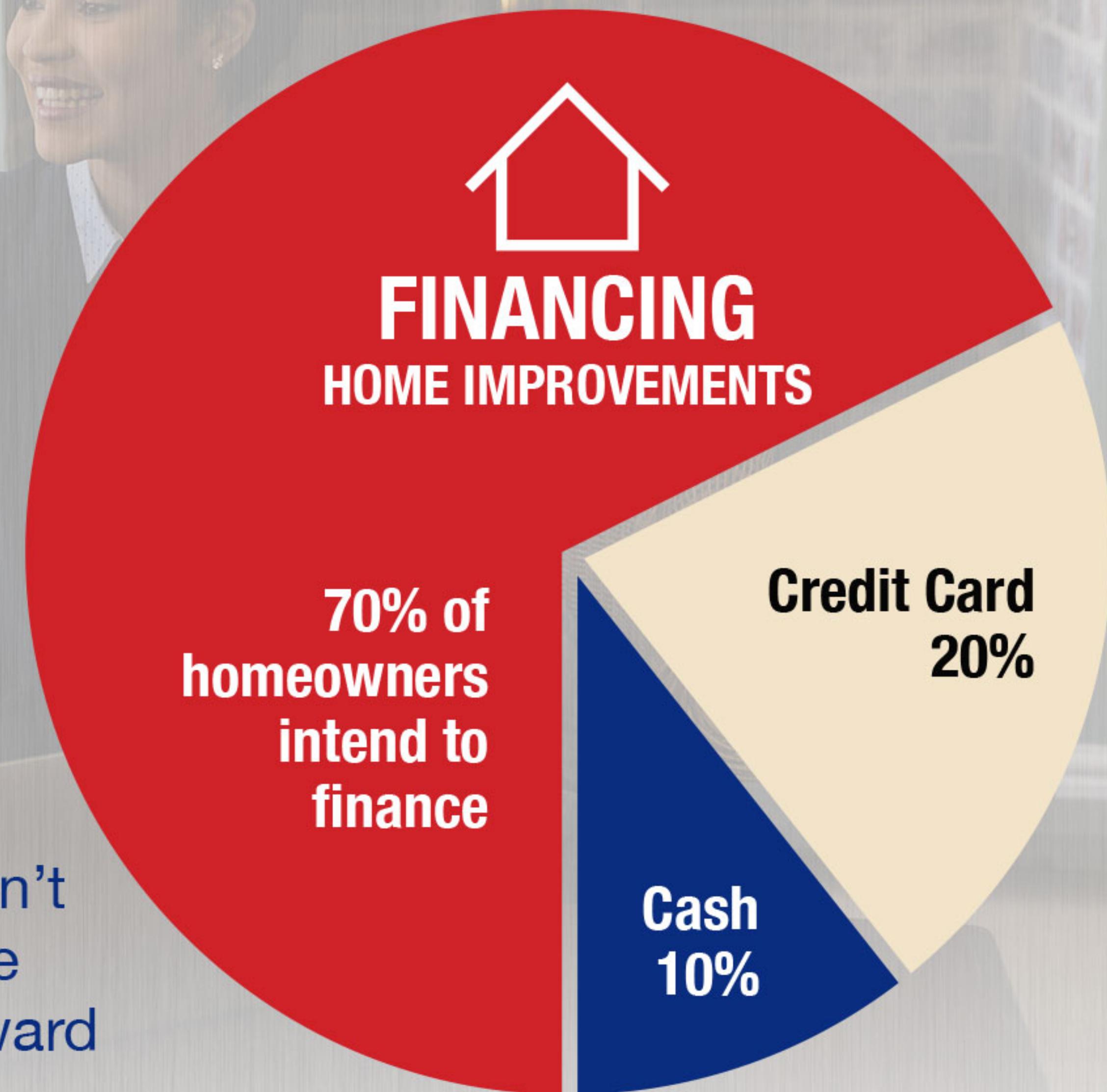


CONSUMER FINANCING BUYDOWN PROMOTION

Consumer Financing

Give your customers the system they want while earning up to \$4,100 more on each job.

With the rising cost of equipment, it's vital that you have an answer for your customer when they ask how they are going to afford their new system. For many, financing is their only option. We certainly don't expect you to be an expert but adding a few simple steps to your selling process can go a long way toward closing a happy customer.



1 OFFER FINANCING ON EVERY JOB.

2 ALWAYS BUILD YOUR DEALER FEE INTO YOUR PRICING. This prevents you from having to add it in later, when it may feel like a price hike.

3 PREPARE AND PRESENT YOUR CUSTOMER WITH THREE PAYMENT PATHS ON EVERY JOB: CASH, CREDIT CARD, AND FINANCING. Select a financing program you're comfortable presenting and talk to the customer upfront about how they plan to pay. *"Will you be using cash or card? We also have a financing option if you're interested."*

4 SELL BY MONTHLY PAYMENT. Build the monthly payment into your proposal to take the sticker shock out of the conversation. Plus—don't forget to apply available tax credits and any potential local incentive on high-efficiency equipment. Help your customers afford their new system by helping them to qualify for financing.

CONSUMER FINANCING BUYDOWN PROMOTION

Get up to \$500 back on your dealer fee on every job you finance.

Get up to a \$500 rebate on all systems financed through Service Finance during promotional periods. Plus, get an uncapped 5% rebate on Pro Series units and systems.



Average dealers can add up to **\$20K** and beyond to their yearly bottom line.



UNCAPPED REBATES FOR PRO SERIES EQUIPMENT!

For Armstrong Air Pro Series Equipment Armstrong Air will remove the \$500 cap and pay out 5% of the entire dealer fee. **Must be enrolled with Service Finance to participate.**

PROMOTIONAL PERIODS & DEALER BENEFITS

COMFORTEAM

- Dealers get up to 5% rebate
- 6 month promotional period/yr
- 5% rebate up to \$500 per job

PROTEAM

- Dealers get up to 5% rebate
- 8 month promotional period/yr
- 5% rebate up to \$500 on standard equipment
- 5% uncapped rebate on Pro Series equipment

Getting Started

- 1 Enroll in Service Finance (See Form)
- 2 Verify your promotional period
- 3 Claim your financing rebate when you register products financed through Service Finance during the promotional periods. Visit AlliedAirRegistration.com to complete your registration.



ProTeam: March - October
ComforTeam: April - September

VENDOR  **SERVICE FINANCE COMPANY, LLC**
CONTACT 877.661.6793 | info@svcfinc.com