

DEALER TIERS

ALL REGISTERED DEALERS GET ACCESS TO Standard Benefits

- **Personal Use Equipment Discount Program**
- **BDR Training – Priority Guest**
- **Allied Air Academy (no fee for courses)**
- **Nate & EPA Certification (50% Reimbursement)**
- **Hercules Academy (discount for training events)**
- **Consumer Dealer Locator (Armstrong)**
- **50% reimbursement on all yard sign and door hangers**
- **Access to Radius Mail, Turnkey Social Media, and Digital services via Red Barn**
- **50% reimbursement on vehicle wraps**
- **System Shield Extended Warranty: 2-, 5-, 10-year labor and 12-labor with 12-year parts (Armstrong)**
- **System Shield Extended Warranty: 2- and 5- year labor & 10-year parts (Concord)**
- **Commercial Loyalty Annual Rebate Program**
- **Commercial Financing**
- **Access to 50% Co-op Reimbursement for advertising your company & the Allied brand**
- **Access to the Hercules Dealer Channel resource portal**
- **50% reimbursement off apparel & swag**

PROTEAM DEALERS - \$5000 Enrollment/Renewal

- **5% Co-Op** earned from Armstrong purchases
 - **\$1,600 value/year** - Website and Digital services through Red Barn Media
Or \$1,600 value/year – BDR© or Power Selling Pros™ courses
 - **\$1,512 value/year** - Turnkey Social Media through Woodhouse Agency
Or \$1,512 value/year – BDR© or Power Selling Pros™ courses
 - **\$1300 value/year** - SmartLeads USA Radius Mail Campaigns with Warranty Registration
 - **8-month promotion period/year** - Consumer Financing Buydown
 - 5% rebate up to \$500 on Standard Equipment through Service Finance
 - 5% uncapped rebate on Pro Series Equipment through Service Finance
 - **5/10-Year Unit Replacement warranty**
 - **\$2,000 value/year** - Automatic (\$0) buy-in for Hercules Spring and Fall Parts Promotion
 - **Tool Discount** – HVAC Tool Purchase Program with Hercules
- (Program value is greater than \$7,000 in annual benefits + co-op funds)**

COMFORTEAM DEALERS - \$3000 Enrollment/Renewal

- **4% Co-op** earned from Armstrong purchases
 - **\$1,512 value/year** - Turnkey Social Media through Woodhouse Agency
Or \$1512 value/year – BDR© or Power Selling Pros™ courses
 - **\$900 value/year** - SmartLeads USA Radius Mail Campaigns
Or \$900 value/year – BDR© or Power Selling Pros™ courses
 - **6-month promotion period/year** - Consumer Financing Buydown
 - 5% rebate up to \$500 on Standard Equipment through Service Finance
 - **2 Year-Unit Replacement warranty**
 - **\$2,000 value/year** - Automatic (\$0) buy-in for Hercules Spring and Fall Parts Promotion
 - **Tool Discount** – HVAC Tool Purchase Program with Hercules
- (Program value is greater than \$5000 in annual benefits + co-op funds)**

ARMSTRONG DEALERS - \$500 Enrollment/Renewal

- **3% Co-Op** earned from Armstrong purchases
- All standard benefits listed above
- **Tool Discount** – HVAC Tool Purchase Program with Hercules

CONCORD DEALERS - \$250 Enrollment

- **2% Co-Op** earned from Concord purchases
- All standard benefits listed above

DEALER TIERS

The Enrollment Fee is Prorated Based on Enrollment Date				
Dealer Tier	January - March	April - June	July - September	November - December
Concord	\$250	\$200	\$150	\$100
Standard Armstrong Air	\$500.00	\$425.00	\$350.00	\$275.00
ComforTeam	\$3,000.00	\$2,700.00	\$2,400.00	\$2,100.00
ProTeam	\$5,000.00	\$4,670.00	\$4,340.00	\$4,010.00
* = Dealer registration/renewal fees reuquired on an annual bases				



TO BECOME A DEALER
go to the link and get the form,
or scan the QR code.

www.herculesindustries.net/dealerguide/2025

Early Bird Discount for Renewals:

If you renew your dealership by January 17th, 2025, you will receive the following discounts off the renewal fee:

- ProTeam Dealers will receive a \$500 discount (\$4500 fee total)
- ComforTeam Dealers will receive a \$500 discount (\$2500 fee total)
- Armstrong Standard Dealers will receive a \$200 discount (\$300 fee total)
- Concord Dealers will receive a \$100 discount (\$150 fee total)

Renewals must be paid in full on or before Friday, January 17th, 2025, for the discount to apply (no exceptions). Renewal fees will be paid at the time of the renewal.

If a monthly payment plan is required to pay your renewal fees, please talk to your Hercules sales representative to make arrangements. All renewal fees must be paid in full by July 1st, 2025. Dealers participating in the early bird discount will not be eligible for a payment plan.

