

## Quick Reference for LG Pro Dealers

### Take advantage of all that LG offers!

As part of the LG Pro Dealer program, you're eligible to participate in and take advantage of exclusive benefits! Below, you'll find a summary of these benefits and some details on how to access them.



### LG Pro Dealer Benefits:

- Cumulative twelve-year limited parts and compressor warranty for qualified products
- Opportunity to earn LG PerksPLUS points on purchases through the LG PerksPLUS loyalty program that you can redeem for anything in the rewards catalog
- Ongoing instructor-led training courses in state-of-the-art LG Academies
- Website listing with LG Pro Dealer Logo Designation
- Consumer Lead Referrals through the LG Leads Portal
- Access to marketing materials including advertisements, literature, truck decals, and promotional items
- Exclusive access to special promotions offered throughout the year
- Access to LG Assurance Care plans, allowing you to offer homeowners labor warranties with your LG system installations

### LG Pro Dealer Websites:

- LG Air Conditioning Technologies: [www.lghvac.com](http://www.lghvac.com)
- LG Contractor Locator: [www.lghvac.com/where-to-buy/lg-contractor-locator/](http://www.lghvac.com/where-to-buy/lg-contractor-locator/)
- LG Rebate Center: [rebates.lghvac.com](http://rebates.lghvac.com)
- LG Academy Training Schedule and Registration: [training.lghvac.com](http://training.lghvac.com)
- Promotional Items Store: [www.strategieslg.com](http://www.strategieslg.com)

User ID and Password Required:

- LG PerksPLUS: [www.lgperksplus.com](http://www.lgperksplus.com)
- Leads Portal: [lghvac.bullseyelocations.com](http://lghvac.bullseyelocations.com)
- Marketing Resource Center: [lghvac.com/marketing](http://lghvac.com/marketing)
- Product Registration: [lg-dfs-warranty.com](http://lg-dfs-warranty.com)

## Web resources for Consumers

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### **LG Contractor Locator**

Allows consumers to search for contractors nearby and lists LG Pro Dealers at the top, sorted by proximity. If your LG Leads Portal account has been activated, you can receive online lead referrals directly from the LG Contractor Locator in your email.

### **LG Rebate Center**

Allows consumers to search for local rebates for LG products and provides instructions on how to redeem the rebate.

## Web resources for LG Pro Dealers

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### **Online Learning Management System (LMS) and Academy Training**

Register for an online learning account and take online classes for free. You can also view the LG Academy training schedule and register for an in-person course, taught by one of our industry-leading trainers.

### **Product Registration**

Register all your LG system installs here to ensure your customers have access to the cumulative twelve years compressor and parts limited warranty.

### **PerksPLUS Loyalty Program**

Designed to reward LG Pro Dealers, the LG PerksPLUS program automatically adds points to your loyalty account for every unit you install and register. Make sure you opt-in and activate your account to take advantage of this program.

### **Promotional Items Store**

Visit the LG promotional items store to purchase a variety of LG branded gear, signage, and displays, designed with you in mind.

### **Leads Portal**

LG Leads Portal access is offered exclusively to LG Pro Dealers. Activate your Leads Portal account to receive consumer leads from the LG Contractor Locator via email.

### **Marketing Resource Center**

The LG Marketing Resource Center is available to LG Pro Dealers and hosts a library of LG marketing materials like advertisements, product images, and photography. Also located here are the official LG logos, fonts, and branding guidelines.