

# Accrual Program

Perfecting The Air We Share 



## Usage of Accrual Funds

The money you earn in your Daikin *Comfort Pro* accrual fund can be used in many ways to promote, strengthen, and grow your business according to the set guidelines of the program. Your Distributor Sales Representative will assist you in filing claims for reimbursement of your approved expenditures.

**Daikin must be the only brand advertised.**  
**No other competitive brands can be included in any of the usages listed.**

All contractors advertising must adhere to the standards and requirements set forth in the Advertising Standards section of the DCP manual and must have prior approval by a Daikin Distributor Sales Representative or Daikin Brand Manager before funding. Each Daikin *Comfort Pro* Contractor will receive regular monthly accrual recaps of purchases and accruals from their Daikin Distributor. Claims submitted that do not meet the requirements as set forth in this manual may be rejected.

### 2024 USAGE OF ACCRUAL FUNDS

APPROPRIATE USAGE	BACK-UP NEEDED FOR CLAIMING FUNDS
Newspaper/Magazine/Yellow Pages	Tear sheets with publication name/date, invoice of charges, & proof of payment. <sup>†</sup>
Direct Mail	Samples, invoice of charges and proof of payment.
Radio/Television/Videos	Scripts, invoice of charges and proof of payment.
Internet advertising, SEO/SEM, websites, Google Adwords	
Home sales and service solutions provided by all Daikin Preferred Vendors. All other companies approved by exception.	Printed copy of advertisement, URL, invoice of charges and proof of payment.
Dealer Signage	Photo of signage, invoice of charges, and proof of payment.
Home Shows	Photo of booth, invoice of charges, and proof of payment.
Electronic Operational and Selling Software* (Provided by Daikin Preferred Vendors)	Invoice of charges and proof of payment.
Up to \$5,000 reimbursement for optional annual membership dues for Strategic Alliance Groups	Invoice of charges and proof of payment.
Daikin sponsored and key vendor training (technical, sales and business) (Covers cost of training, travel and hotel.)	Proof of attendance/roster from distributor. Copy of training event or URL and proof of payment.
Daikin brand clothing, accessories, etc. (A maximum of 25% of accrual total eligible for promotional items annually.)	Photo or samples of branded items, invoice of charges, and proof of payment.
Membership fees for ACCA, HRAI, BBB, ASHRAE, PHCC, DBIA, and NITC (A maximum of \$1000 annually for Daikin <i>Comfort Pro</i> contractors)	Membership receipt, invoice of charges and proof of payment.

\* Up to \$5,000 per year for approved in-home selling and business operations software.

† Examples of "Proof of Payment" are: copy of check, copy of credit card statement or receipt, copy of cash receipt, or paid invoice from the vendor.

‡ An iPad/tablet is an approved expenditure ONLY is purchased for use with Daikin specific software to be installed on the device for in-home selling use. iPad/tablet device and tablet at the same time.




# Advertising Standards

## General

- » All advertising must present an honest and professional image of Daikin brand products, the Daikin Comfort Pro Program, and the products and services of the participating DCP dealer.
- » Advertising that does not comply with national, regional, state, or local regulations, or FTC or FCC guidelines will be denied accrual.
- » All dealers advertising must have the prior approval of the Distributor Sales Representative.
- » Daikin brand advertised only. No competitive brands can be mentioned by either name and/or logo.
- » The Daikin brand name and/or logo must be present in the ad.
- » Please resource the Daikin Media guide for approved usage of the Daikin brand logo and other brand guidelines..

## Print Advertising

- » Dealer name and contact information must be prominently displayed throughout the ad.
- » Daikin brand only. No other competitive manufacturer can be mentioned either by name or by logo.



**Find your ideal Comfort Zone**  
Expect more from your HVAC  
Smart ▼ Efficient ▼ Comfort

Contact your local Daikin dealer

(Insert Dealer Info Here)

[daikincomfort.com](http://daikincomfort.com)



Our continuing commitment to quality products may mean a change in specifications without notice.

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- » Daikin brand only. No other competitive manufacturer can be mentioned either by name or by logo.
- » The Daikin logo must be conspicuously placed in the ad.
- » Dealer ads that proclaim special factory or distributor “deals” without prior approval from the Distributor Sales Representative will not receive accrual funds.

## Radio, TV, and Internet Advertising

- » Dealer name and contact information must be mentioned.
- » Daikin brand only. No other competitive manufacturer can be mentioned or shown either by name, logo, or inference.
- » Daikin must be mentioned in the ad by either name or logo.

## Vehicle Wraps and Billboards

- » The Daikin logo should be at least 1/3 the size of company logos and should contain Daikin product images when possible.
- » All Daikin logos must remain legible.



**DAIKIN COMFORT PRO**

**\$20 OFF**  
Any Service With This Card

**DAIKIN**

**Your Co. Logo Here**  
**888.363.3377**  
[www.YourSite.com](http://www.YourSite.com)

2540 Zanella Way, Suite 20  
Chico, CA 95928

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
BEDROCK



**DAIKIN**

**Find your ideal Comfort Zone**  
Expect more from your HVAC  
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[www.YourSite.com](http://www.YourSite.com)

[daikincomfort.com](http://daikincomfort.com)

Daikin marketing materials can be found via the  
Daikin Marketing Toolkit at:

[www.DaikinPartnerLink.com](http://www.DaikinPartnerLink.com)

Toolkits > Daikin Dealer Toolkit > Marketing Toolkit  
(Note: You cannot access the toolkit outside of PartnerLink)