



# 2024 Daikin *Comfort Pro* Loyalty Program

*Set Yourself Apart from the Competition*



# 2024 Daikin *Comfort Pro* Loyalty Program

**The 2024 Daikin *Comfort Pro* Contractor Loyalty Program is designed to provide select residential replacement contractors with a powerful suite of marketing and business tools to incentivize market change while driving sales growth and profits, setting Daikin *Comfort Pro* contractors apart from the competition.**

Through our generous 100% contractor-centric accrual program, the Daikin *Comfort Pro* will have the opportunity to earn generous benefits as well as valuable incentives on high efficiency equipment. The 2024 Daikin *Comfort Pro* Program is flexible and easy to use, bringing together *select* contractors with our innovative products and services. The primary focus of the Daikin *Comfort Pro* Program is to provide contractors with the resources needed to be more profitable. All of this is backed up with a high level of support, which you expect to receive from a manufacturer and distributor.



## Powerful

### Lead Generation

Daikin is committed to providing the Daikin *Comfort Pro* contractor with industry leading web-based lead generation programs designed to “make the phones ring” for our Daikin Pro partners. Daikin has teamed with cutting-edge technology companies to provide the Daikin *Comfort Pro* contractor with search engine marketed lead results that can dramatically increase lead traffic for our dealers in their local geographies.

### Advertising

To help increase sales and profits, Daikin *Comfort Pro* contractors will have access to professional advertising tools that highlight the contractors’ professionalism. Choose from a full assortment of print campaigns and SEO & SEM internet options. Contractors can utilize these choices of advertising mediums as well as their choice of ad agencies to help retain and grow their existing customer base.

### Sales and Marketing

Daikin offers outstanding contractor website solutions to assist homeowners in the HVAC replacement decision-making process. We have also created online tools that will assist in providing lead generation materials and information, at your fingertips. In addition, consumer product literature will help you present a professional image during the sales process. Advanced SEO & SEM internet tools can help generate new qualified sales leads and get new customers through your company’s website.

### Consumer Financing

Consumer financing can be one of your most effective tools when closing the sale in the home. Closing sales with Consumer Financing takes your customer off the market, and helps you gain additional market share, increased profits through up selling, and a quicker close at the kitchen table.

Daikin *Comfort Pro* contractors will have access to competitive and innovative Consumer Financing

programs that allow our contractors the potential to close more jobs enjoy higher average tickets, and increased gross margin dollars on those jobs.

### Training

Learn the latest information in the HVAC industry with our state-of-the-art training for HVAC Distributors and Dealers. You can pick your training course path. [www.hvaclearningcampus.com](http://www.hvaclearningcampus.com).

### Extended Service Plans

Asure<sup>SM</sup> Extended Service Plans will give homeowners that additional peace of mind associated with a worry-free system. Multiple service plan offerings are available to meet every need.

Selling Daikin brand HVAC products with extended service plans can help you make additional gross margin dollars. These plans are currently administered by the manufacturer and not by third party insurance providers.\*

Contractor must register to participate.

\* Subject to change

# 2024 Daikin *Comfort Pro* Contractor Program

## Opportunity

### 2024 Daikin *Comfort Pro* Accrual Program

The 2024 Daikin *Comfort Pro* Accrual Program features generous accruals on Daikin brand serialized equipment and Daikin multi-zone serialized equipment purchased through the contractors' Daikin brand distributor. The Daikin *Comfort Pro* Contractor Loyalty Program will allow contractors to maximize their marketing efforts by allowing them to earn and utilize valuable accrual funds. These accrual funds can be used for consumer advertising, SEO and SEM efforts, training, and much more. All of these contractor benefits are accessed through an easy and straight-forward accrual program.

And since it's an accrual fund, and not a "co-op", 100% of the accrual funds become available to Daikin *Comfort Pro* contractors, once program minimum purchase requirements are met. No matching funds or contractor contribution required.

### 2024 Accrual Rates<sup>†</sup>

PRODUCT DESCRIPTION	ACCRUAL RATE
VRV <i>LIFE</i> Equipment	10%
Daikin <i>Fit</i> Variable-Speed AC & Heat Pump Condensing Units, 19.2+SEER2 Variable-Speed AC & Heat Pump Condensing Units & Modulating Gas Furnaces, and Daikin <i>One</i> Cloud Services	8%
17.2 SEER2 2-Stage AC & Heat Pump Condensing Units	6%
R-32 <i>ATMOSPHERA</i> <sup>*</sup>	5%
15.2 SEER2 1-Stage Equipment including Packaged Units, 13.4 SEER2 Dual Fuel Packaged Units	4%
Variable-Speed Air Handlers and 95%+ AFUE Gas furnaces	3%
Daikin <i>One+</i> , Daikin Ductless and Multi-Zone Equipment and 14.3 SEER2 Equipment, Clean Comfort Products, Daikin <i>One</i> Home Air Monitor, Daikin <i>One</i> Premium Air Cleaner & Daikin <i>One</i> Powered Ventilator, Light Commercial	2%
80% AFUE Std. and Multi-Speed Gas Furnaces, 13.4 SEER2 Equipment and Goodman Equipment (except GMC)	1%

<sup>†</sup> Standard Accrual Rates. Rates may vary depending upon participation in other programs such as volume rebate programs. Promotional priced equipment, GMC Brand, and PS&A do not qualify for accruals.

<sup>\*</sup> 5% accrual available where *ATMOSPHERA* product is sold.

### Outstanding Benefits for Daikin *Comfort Pro* Contractors:

- » Annual Contractor Trip for qualified contractors
- » Daikin Dealer Locator Placement
- » Daikin Lead Generation Program
- » Up to \$5,000 per year for approved in-home selling tools and business operation software.
- » Priority access to distributor and manufacturer support teams
- » Priority technical support line
- » Eligible for membership in the Daikin Elite Development Program through EGIA
- » Special Programs for DCP's only with many Daikin *Comfort Pro* preferred vendors<sup>\*</sup>
- » Technical training opportunities through Daikin University and HVAC Learning Campus.
- » ACCA, HRAI and SGI membership reimbursement<sup>\*\*</sup>
- » GM and Nissan vehicle discounts

<sup>\*</sup> Please contact Daikin *Comfort Pro* Preferred Vendors for more details on specific discounts available.

<sup>\*\*</sup> Up to \$1,000 in ACCA, HRAI, or SGI membership dues can be claimed annually by Daikin *Comfort Pros* with available accrual funds.

### Accrual Program Guidelines:<sup>+</sup>

- » A Daikin *Comfort Pro* contractor must have signed the Daikin contractor agreement to become eligible for accrual funds.
- » Daikin *Comfort Pro* contractors must be registered in the Loyalty Program by their distributor.
- » A Daikin *Comfort Pro* contractor must purchase a minimum of \$50,000 in Daikin brand serialized equipment and Daikin multi-zone serialized equipment, less discounts, taxes and freight charges, to become eligible for accrual funds.
- » Accruals for Daikin *Comfort Pro* contractors registered by March 31, 2024 will begin on January 1, 2024. Accruals for Daikin *Comfort Pro* contractors registered from April 1, 2024 through August 31, 2024 will begin the first day of the month in which they were registered. The deadline for registration is August 31, 2024.
- » Accruals will be calculated through December 31, 2024. Funds accrued during the 2024 Daikin *Comfort Pro* Program may be used from January 1, 2024 through March 31, 2024. The deadline for utilization of 2024 accrual funds is March 31, 2025.

<sup>+</sup> We reserve the right to exclude special quoted projects, residential/new construction projects and to change the program as necessary. Full Daikin *Comfort Pro* Program terms and conditions available from your Daikin Sales Representative.





# 2024 Daikin *Comfort Pro* Loyalty Program

## Sales, Product & Technical Training

As a Daikin *Comfort Pro* (DCP) contractor, you'll enjoy access to high-quality, targeted, and robust training to support your business needs! There are a few options to select from Daikin University, HVAC Learning Campus, and Contractor University [for Daikin Elite Members].

Through Daikin University, DCP contractors enjoy industry-leading technical training courses designed to keep their technical workforce leading the HVAC industry with innovative training. Your sales and management teams will also have access to 'Daikin specific' and general HVAC sales and business training that can help you increase revenue,

profitably, and so much more, for your business growth plans. These courses will offer Financial Management courses, Retail In-Home Selling courses, specific "Selling Tech" training, Maintenance and Tech Lead Conversion training, Customer Service training, and much more!

Prepare accurate load calculations with the ACCA-approved Wrightsoft® system, ready to use with Daikin brand equipment. Our continuing commitment to quality products may mean a change in specifications without notice.

## Daikin Preferred Vendors

COMPANY	SERVICES	WEBSITE
XOi Technologies	Field Service Technology	<a href="https://xoi.io/daikin-promotion/">https://xoi.io/daikin-promotion/</a>
EGIA	Daikin Elite Development Program	<a href="http://www.daikinelite.com">www.daikinelite.com</a>
Digital Blue Print Solutions	Custom Graphics	<a href="http://www.digitalblueprintsolutions.com/daikin">http://www.digitalblueprintsolutions.com/daikin</a>
Live Oak Bank	Business & SBA Financing	<a href="http://www.liveoakbank.com/service-contractor-loans/hvac-plumbing-contractor-lending/">www.liveoakbank.com/service-contractor-loans/hvac-plumbing-contractor-lending/</a>
iMarket Solutions	Digital Marketing Services	<a href="http://www.imarketsolutions.com/daikin">www.imarketsolutions.com/daikin</a>
Mediagistic	Digital Marketing & Lead Generation	<a href="http://www.daikinmarketing.com">www.daikinmarketing.com</a>
CI Web Group	Digital Marketing	<a href="http://www.ciwebgroup.com">www.ciwebgroup.com</a>
Optimus	Consumer Financing	<a href="http://www.optimusfinancing.com">www.optimusfinancing.com</a>
Goodleap	Consumer Financing	<a href="http://www.goodleap.com">www.goodleap.com</a>
Pricebook	Digital Sales Tools	<a href="http://pricebook.digital/daikin-now">http://pricebook.digital/daikin-now</a>
DomiFi	Consumer Lending & Leasing	<a href="http://www.domifi.com">www.domifi.com</a>
Service Titan	Field Management Tool	<a href="http://www.servicetitan.com/daikin">www.servicetitan.com/daikin</a>

Scan to learn more or visit  
[www.daikincomfort.com](http://www.daikincomfort.com) today!



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