

Fall 2010 Cool Choices

Promotion Details



Cool Choices is back for the fall with up to \$1250 cash back[†]!

[†]Rebates paid only on qualifying products and system rebates range from \$0-\$1,100. When an Infinity® air purifier is added to a system rebate, qualifying systems range from \$100 – \$1,250

Key promotion dates for fall Cool Choices are:

Sales Period	September 1 – November 15, 2010
Installations Completed	September 1 – November 30, 2010
Homeowners Claims Processed	September 1 – December 15, 2010 by 6pm CT

Homeowners can choose between a cash rebate or merchandise in lieu of the cash rebate. Homeowners may submit their claims via phone or www.CarrierCoolChoices.com. The phone-in option is only available for redemption of the cash rebate. The web option is available for redemption of cash rebate or merchandise.

Important information for the fall promotion:

1. All territories have a rebate contribution split 50/25/25 between dealer/distributor/factory.
2. AwardperQs are included in the fall Cool Choices promotion.
 - a. Each unit on the grid qualifies for 100 AwardperQs, unless shown or stated otherwise on the AwardperQs grid.
 - b. Distributors must enroll dealers in AwardperQs via HVACpartners.
3. New products have been added to the grid for the fall:
 - a. Furnaces: OVL, OVM
 - b. Additional products may be added as they are introduced during the Cool Choices promotion.
4. Electronic air cleaners (EAC's) have been removed from the fall promotion.
5. The Infinity air purifier now has a rebate of \$150. Homeowners do not need to purchase a unit or system to receive the Infinity air purifier rebate.
 - a. Rebates on ventilators, humidifiers, and UV lights **are applicable only if** the homeowner purchased a unit or system.
6. Two stage split geothermal units now receive different level rebates when paired with qualifying gas furnaces or fan coils.
 - a. When a Carrier geothermal split unit is installed with a qualifying Carrier furnace or fan coil, along with a Carrier thermostat or Infinity control, the rebate ranges from \$350 to \$500, depending on which indoor unit is used.
 - b. Geothermal splits sold without a Carrier furnace or fan coil will be eligible for a rebate of \$300. Rebate amounts for packaged and water-to-water units remain unchanged.
7. Unit sales and system sales require the purchase of a Carrier branded control.
 - a. Qualifying controls include the Carrier-branded, residential controls: Infinity control, Edge controls, TSTATCC or ZONECC controls.

MAKE SURE TO REVIEW THE REBATE GRID FOR MODELS INCLUDED IN THE REBATE OFFER. Not all models and/or combinations are offered in the promotion.

Consumer Financing

The consumer financing offer will be announced in a few weeks.

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Enrollment – Cool Choices

All dealers who were enrolled in the spring 2010 Cool Choices promotion will be *automatically re-enrolled* for the fall 2010 Cool Choices promotion during the week of July 26, 2010.

Starting the week of August 2, distributors can use HVACpartners to enroll additional dealers in the fall 2010 Cool Choices promotion. *Enrollment will be open through December 14, 2010.*

If you need help with any part of the registration process, call Expert Central at 1-800-946-2930.

Dealer Enrollment Kit

There **will not** be a dealer enrollment kit sent directly to dealers. The communication of the promotion, changes, updates, etc. is the responsibility of each distributor. The distributorship must make sure their dealers understand the promotion details specific to their territory.

Rebate Contribution Levels

Every territory will have a 50/25/25 – dealer/distributor/factory rebate split.

Unit Rebates

All unit rebates require the purchase of a residential Carrier branded control.

Customer Satisfaction Survey

All claims that are submitted on-line have a Customer Care survey automatically included in the claiming process. Because this is part of the on-line claiming website, Carrier no longer mails surveys to customers who apply on-line for a Cool Choices rebate. (A thank you letter will still be sent.)

The claiming system will ask homeowners to indicate their overall satisfaction in a variety of areas that relate to the entire sales process, following the current Customer Satisfaction survey format. These surveys count toward the FAD survey requirement if the FAD is submitting for the 2011 President's Award.

At the end of the claiming process for consumers using a FAD, Carrier will ask the consumer for a referral. When a name and information is provided, Carrier will provide a referral marketing gift to that consumer via an on-line claiming site.

FAD Cool Choices Options

Factory Authorized Dealers have two (2) options in offering the fall 2010 Cool Choices promotion. They have the ability to offer:

- A. an Instant Rebate
- B. the standard rebate process

Only active FAD members are able to take advantage of these two options. Dealers in the pipeline working toward the FAD requirements are only eligible for the standard rebate process.

A. Instant Rebate

Attached to this announcement is a FAD Instant Rebate Authorization Form. Each FAD must submit a signed form in order to offer the Instant Rebate. The dealership President is the authorized signature required. If the FAD signed the form in the spring, they do not need to re-sign it. However, if they did not sign the authorization form, they must fax it to you prior to offering the instant rebate.

FADs must sign the form and return it to you, their Carrier distributor, prior to offering an instant rebate to their customer.

If the process agreed to on the form is not executed by the dealer, Carrier will not process the claim. The cost of

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the rebate will be covered by the dealer.

Your distributorship should **collect all of the FAD Instant Rebate Authorization Forms in ONE bundle** and send them to Carrie Peacock at 7310 W. Morris St., Indianapolis, IN 46231, via e-mail at carrie.peacock@carrier.utc.com, or fax to 317-481-5727.

The process for offering and claiming using an Instant Rebate has not changed and is outlined on the authorization form as well as in the distributor handbook. The FAD must follow the steps exactly in order to qualify for reimbursement of the rebate. FADs should use the instant rebate claim form (N210 claim forms) for instant rebates.

B. Standard Rebate Process

The standard rebate process is outlined in the Dealer and Distributor Handbooks. Please refer to those documents, which will be available on HVACpartners, for specific details. FADs should use the national rebate claim form (D210 claim form) for standard rebates.

The standard timeframe to receive either a check or direct deposit is 4-6 weeks from the date the rebate claim is filed. Redemption of merchandise may take longer. A confirmation number is provided for all on-line and phone-in claims at the time the rebate is filed.

Consumers must finish the entire claiming process in order to receive a confirmation number. *If they do not receive a confirmation number, the claim was not submitted and will not be processed.*

Serial Numbers are required on all thermostats and controls

As in previous promotions, all thermostats and controls will require serial numbers. If the claim form is missing the serial number for these products, the homeowner may not receive their rebate. All thermostats and controls must be Carrier branded. No competitive models or sister branded controls or thermostats will be accepted.

Rebate Claim Forms & Literature

We have new Rebate Claim Forms and Literature for the fall promotion. We will not accept any rebate claim forms from previous Cool Cash promotions, so please discard any old forms you may have on-hand.

You should order new forms and literature as outlined below through SAP:

Description	SAP Number	Price
National Dealer Rebate Claim Form	888-857	\$2.50 / package of 25
FAD Instant Rebate Claim Form	888-858	\$2.50 / package of 25
Dealer Brochure	888-859	\$2.50 / package of 25
Consumer Brochure	888-860	\$5.00 / package of 10
AwardperQs Brochure	888-861	\$2.50 / package of 25

Claim forms and brochures will be available in SAP before the start of the fall promotion.

Advertising Materials

Ad templates are available for dealers and distributors to use in their local markets. Newspaper ads, postcards, door hangers and other ads are posted on Carrier's 2010 ad kit, available on HVACpartners.com.

Description	SAP #	Price
2009 / 2010 Television Beta	888-797	\$15

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2009 / 2010 Television DVD	888-798	\$10
2010 Radio Spots	888-843	\$5
2010 Ad Kit CD	888-842	\$35
2009 / 2010 FAD Radio CD	888-807	\$5
2009 / 2010 FAD Ad Kit CD	888-788	\$20
2009 / 2010 FAD TV Beta	888-808	\$15

Handbooks

Distributor and dealer handbooks will be posted on HVACpartners under the Distributor Only tab, and it is up to each distributor to print and hand out the correct materials to their dealers.

1. Distributor handbook
2. FAD handbook
3. Standard dealer handbook

Rebate Matrices

See attached matrices for the fall 2010 Cool Choices promotion.

1. National rebate grid
2. AwardperQs grid