Heating & Air Conditioning Amana
AMERICA'S BRAND FOR COMFORT



Amana® brand products rank high in homeowner satisfaction with thousands of reviews captured on Amana brand Heating and Air Conditioning products.

Don't just take our word for it...
See the reviews on
www.amana-hac.com/reviews.

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Additional information

Before purchasing this appliance, read important information about its estimated annual energy consumption, yearly operating cost, or energy efficiency rating that is available from your retailer.

Heating & Air Conditioning Amana **A DAIKIN BRAND**

Our continuing commitment to quality products may mean a change in specifications without notice.
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Heating & Air Conditioning Amana

2025 Amana® Brand Advantage Dealer Program

Outstanding benefits for Amana brand dealers



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Premium Amana Brand Quality

2025 AMANA® BRAND ADVANTAGE DEALER PROGRAM

The 2025 Amana Brand Advantage Dealer Program is designed to provide residential replacement dealers with a powerful suite of marketing and business tools to drive sales growth and profits, setting Amana Brand Advantage Dealers apart from the competition.



Through our outstanding accrual program, the Amana Brand Advantage Dealers will have the opportunity to earn generous benefits on Amana brand HVAC equipment. The 2025 Amana Brand Advantage Program is flexible and easy to use, bringing together Amana brand dealers with our best products and services. The primary focus of the Amana Brand Advantage Dealer Program will be to provide Amana Brand Dealers with the tools they need to be more profitable. All of this is backed with a high level of support, that you would expect to receive from a manufacturer and distributor.

Accrual funds should be used for advertising and marketing expenses. Prior review and approval from a sales or marketing authorized contact is suggested.

Lead Generation

We are committed to providing the Amana Brand Advantage Dealer with industry leading web-based lead generation programs designed to "make the phones ring." We have teamed with cutting-edge technology companies to provide the Amana Brand Advantage Dealer with search engine marketed lead results that can increase lead traffic.

Advertising

To help increase sales and profits, Amana Brand Advantage Dealers will have access to professional advertising tools that highlight the dealers' professionalism. Choose from a full assortment of print campaigns, broadcast, radio, TV, and SEO and SEM internet options. Dealers 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

We offer outstanding dealer website solutions to assist homeowners in the HVAC decision making process. In addition, on-line tools put state-of-the-art material and information at your fingertips. In addition, consumer product literature will help allow you to present a professional image during the sales process. Generate new qualified sales leads and get new customers via your company's website with advanced SEO and SEM internet tools.

Consumer Financing

Consumer financing can be one of your most effective tools when closing the sale in the home. Amana Brand Advantage Dealers will have access to competitive and innovative consumer financing programs and seasonal promotional offerings that allows our dealers the potential to close more jobs with higher efficiency equipment, enjoy higher average tickets, and increased gross margin dollars on those jobs. Our team of providers make financing easy and affordable with industry-high approval rates and expedited buy-down rebate processing.

Extended Service Plans†

Our Extended Service Plans on Amana brand products are manufacturer-backed and are not administered by a third-party. That means homeowners have the peace of mind that their Extended Service Plan is backed by the company that made the product. We keep control of how our plans are priced and administered - offering flexible options for your customers.

Selling Amana brand HVAC products with extended service plans can help you build long-lasting relationships with your customer.

† Extended service plans may have additional restrictions. Dealer must register with ASURE to participate. See your Territory Sales Manager for more details on the ASURE Extended Service Plan program.

www.amana-hac.com

Amana Brand Advantage Accrual Program

The 2025 Amana Brand Advantage Dealer Program features generous accruals on all Amana brand serialized equipment and Daikin ductless serialized equipment purchased through the dealers' Amana brand distributor. The Amana Brand Advantage Dealer Program will allow dealers 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 dealer 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 Amana Brand Advantage Dealers, once program minimum purchase requirements are met. No matching funds or dealer contribution required and NO ANNUAL FEE!

2025 Accrual Rates

PRODUCT DESCRIPTION	ACCRUAL RATE
Amana S-series side-discharge Inverters, Amana brand Cloud Services	6%
All other Amana branded serialized equipment, including: AC & Heat Pump Condensing Units, Package Units, Gas Furnaces, and select variable speed Air Handlers/Modular Blowers	3%
Amana brand Smart Thermostat	2%
Daikin ductless serialized equipment	2%
Clean Comfort® products	2%

HVAC LEARNING CAMPUS

For Amana brand training, please talk to your distributor or visit our website **www.hvaclearningcampus.com**

2025 AMANA BRAND ADVANTAGE DEALER Program

Outstanding Benefits For Amana Brand Advantage Dealers

- Search Engine Optimization (SEO) / Search Engine Marketing (SEM) solutions
- Amana brand "Dealer Locator" listing
- Access to free electronic appointment leads from Amana branded consumer webpages.
- Optional HVAC Learning Campus or Amana brand key vendor sponsored training fees reimbursement* (business or technical)
- ◊ Variety of in-home selling tools and software
- Amana brand clothing, apparel, and accessories**
- Discounts with many Amana Brand Advantage Dealer Preferred Vendors ◁
- Annual Dealer Trip for qualified contractors
- GM and Nissan vehicle discounts
- Free access to Amana Brand PartnerLink marketing tools
- Membership dues reimbursement available for ACCA, HRAI, BBB, or any of our Strategic Alliance groups
- NATE testing reimbursement

* Optional HVAC Learning Campus or key vendor sponsored trainings can be reimbursed by registered and approved Amana brand dealers, with available accrual funds. Reimbursement covers cost of trainings, travel, and hotel.

▾ Up to $5,000 per year may be claimed with available accrual funds for approved in-home selling tools and business operation software.

** A maximum of 25% of accrual total on promotional Amana brand clothing, accessories, etc.

◁ Please contact Amana Brand Advantage Dealer Preferred Vendors for more details on specific discounts available.

◊ Up to $5,000 reimbursement for optional annual membership dues for Strategic Alliance groups can be claimed annually with available accrual funds. Please contact your distributor sales representative for more details on our Strategic Alliance group programs.

Accrual Program Guidelines

- An Amana Brand Advantage Dealer must purchase a minimum of $50,000 in Amana brand serialized "A-line" equipment, qualified A/H and modular blowers, and Daikin Ductless serialized equipment, less discounts, taxes, and freight charges, to become eligible for accrual funds. Accrual amount will include the initial $50,000 in qualified equipment.▲
- Accruals for Amana Brand Advantage Dealers registered by March 31, 2025 will begin on January 1, 2025. Accruals for Amana Brand Advantage Dealers registered from April 1, 2025 through September 30, 2025 will begin the first day of the month in which they were registered. Deadline for registration is September 30, 2025.
- Accruals will be calculated through December 31, 2025. The deadline for utilization of 2025 accrual funds is March 31, 2026.

▲ We reserve the right to exclude special quoted products and change the program as necessary. Parts, service and accessories do not qualify for accruals. Complete Amana Brand Advantage Dealer Program terms and conditions available from your distributor.

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