

Google Business Profile (formerly known as GMB) Access Instructions

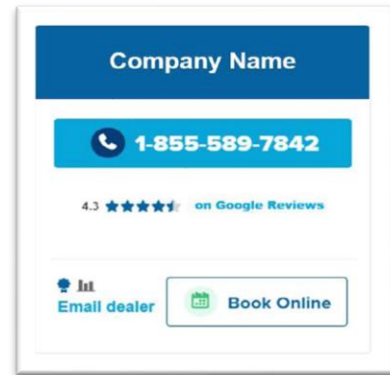
Note: Google Business Profile (formerly known as GMB) access is needed in order for your location to appear in search results as well as your Google reviews and start rating to sync to the Dealer Locator.

Who is DAC?

DAC works directly with Trane to push your listings to search engines, so your store appears in search results. They also push reviews, star ratings, and review responses to the website and dealer locator.

Why provide access?

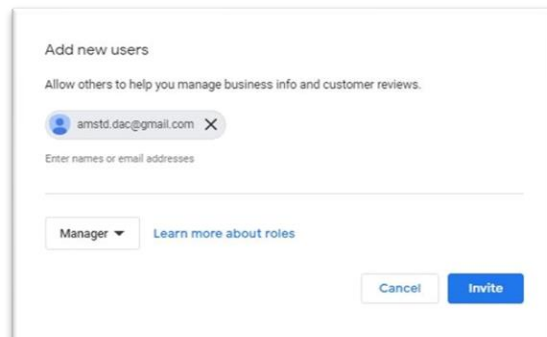
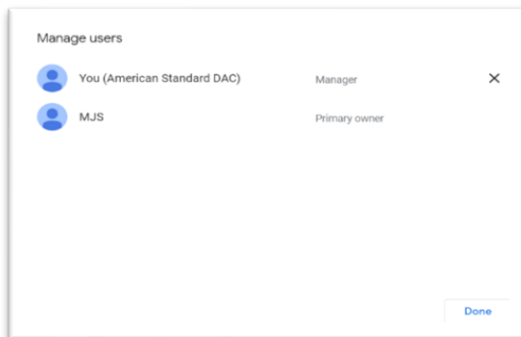
Unlike other search engines, Google started requiring Google Business Profile access in 2019. This means **none of your reviews will show up on the locator unless you provide access**. Your store may also not show in Google search results. Google owns 92% of search, so that's a big deal!



Example of a profile displaying reviews

Turning on Google Business Profile access is easy!

1. Log into Google Business Profile
2. Click on “users” from the left side drop down menu
3. Click on the link in the top right corner to add new users
4. Add Amstd.dac@gmail.com
5. Select the role of “manager” and click invite.



I don't know how to access my Google Business Profile account. What should I do?

No worries, reach out to DAC and they can help you reclaim your account.

How long will it take to connect the reviews?

Once DAC accepts access, it takes approximately five business days for reviews to appear on the locator.

Questions? Feel free to contact Amanda Woolums, DAC Account Executive, at americanstandardair@dacgroup.com

** Included only for Customer Care dealers. If not, please contact DAC for pricing info.