

Why Private Label Plus?



Because the opportunities to grow your business are immense.

We've taken our dealer focused mentality to the next level with the Private Label Plus Program (PLP).

Research shows that up to 90% of homeowners rely on the HVAC dealer's brand recommendation, so why not recommend your own brand, a brand they cannot get anywhere else. That's exactly what you can do with PLP. Another option available under PLP is to utilize the **Liberty™** brand.

As a participant in the Private Label Plus program, you'll build equity in your business, in the local market and stand out from the crowd. The opportunity for increased dealer profit potential exists regardless of whether you choose your own brand or the **Liberty** brand. Let's take a more detailed look at the two options available.

Option 1

YOUR BRAND

Build your own HVAC brand. Should you choose to create your own independent brand of HVAC equipment, you will be the only dealer with access to that brand. It's a simple process. You select the name. You market the brand as you desire. You determine everything from its market positioning to its sale price.

Designed, engineered, and assembled in America

Where a home's heating and the cooling system comes from can be very important to homeowners. That's why we're proud that every **Liberty** brand product is designed, engineered, and assembled in our manufacturing facility near Houston, Texas, one of the largest facilities of its type in North America.

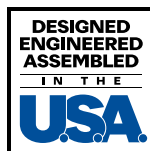
Option 2



Utilize the **Liberty** brand while you build out your own HVAC brand. You'll have access to existing Liberty marketing pieces and promotional tools.

With either option you'll have access to the marketing accrual program, marketing support, extended service plans, retail sales and lead conversion training and more.

www.libertyhvac.com



We believe in American dependability. Liberty brand units are designed, engineered and assembled in the U.S.A.

You are the brand.
The brand is yours.

Regardless of which option you choose, Private Label Plus goes far beyond the sticker on the unit or the associated promotional materials. It is a holistic value proposition centered around selling extended service plans, selling a higher mix of energy-efficient systems and developing your brand's long term value.

Private Label Plus

Visit www.libertyhvac.com for full product line information.

Liberty Dealer Program Benefits

Accruals to Advertise Your Business

Through our outstanding accrual program, the Private Label Plus dealer will have the opportunity to earn generous benefits on **Goodman**®, select **Amana**®¹ and Daikin ductless HVAC equipment. All Private Label Plus dealers who reach \$50,000 in qualifying equipment purchases will earn accruals from their first dollar purchased through Johnstone Supply.

2024 Accrual Rates

Goodman serialized equipment and Amana brand ¹ inverter products	3%
Corporate coils, air handlers and modular blowers	3%
Daikin brand ductless residential equipment	2%
Clean Comfort® products	2%

Since this is an accrual fund, and not a “co-op”, 100% of the accrual funds become available to the Private Label Plus dealer once the program minimum purchases are met.

Marketing Support

Accruals can be used on a full range of lead generation, advertising and sales activities. Accruals are extremely flexible in terms of how they can be used. For instance, Private Label Plus dealers can use their funding on pre identified industry leading search engine optimization firms or on advertising on TV, radio, billboard and newsprint. Other uses include third-party sales training and materials to brand your entire company.

Consumer Financing Buy-Downs³

Private Label Plus dealers are eligible for a 3% Consumer Financing Buy-Down available on select high efficiency equipment.³

New Dealer Option⁴

As a Liberty brand dealer you will now be given the choice between our Discounted Extended Service Plans or our brand new Retail Spiff Program. Please discuss the choice with your local Johnstone representative the choice that will be best for you.

Retail Spiff Program⁴

Earn up to \$400 in total system SPIFFs per claim with the new Liberty brand retail sales person SPIFF program! The program will pay Retail Sales

Personnel SPIFFs on select high efficiency qualifying equipment purchased and installed from January 1, 2024 – December 31, 2024. The program will be administered by Incentive Solutions.

Extended Service Plans⁴

Private Label Plus dealers will have access to extended service plan offerings. Moreover, Private Label Plus dealers may be eligible to receive quarterly rebates on select extended service plan purchases of non-minimum efficiency Goodman equipment and Amana brand¹ inverter Heat Pumps and Air Conditioners once they reach \$75,000 in equipment purchases annually. ASURE Extended Service Plans offer additional peace-of-mind to homeowners and help close more jobs at the kitchen table. Multiple extended service plans are available, with some requiring a deductible from the dealer to be met prior to the dealer being reimbursed.²

¹ Amana is a registered trademark of Maytag Corporation or its related companies and is used under license. All rights reserved.

² Dealer Extended service plans may have additional restrictions. Dealer must register with ASURESM to participate. See your Territory Sales Manager for more details on the ASURE Extended Service Program.

³ See Distributor for full details, including qualifying equipment, qualifying lenders, and dealer claim process. Some limitations apply. Offer subject to change.

⁴ Dealer will need to make a choice between either using the Retail Spiff Program or the Discounted Extended Service Plans. This choice will be effective for all of 2024.



Additional benefits for Private Label Plus dealers

- AHRI Directory listing for Liberty brand and select Private Label brand dealers
- NATE testing reimbursement
- Search Engine Optimization (SEO) services are available through our Preferred Vendor network, to help generate more prospective sales leads.

2024 Accrual program guidelines:

- Private Label Plus dealer must purchase a minimum of \$50,000 in Goodman and select Amana brand serialized, equipment, corporate coils and air handlers and Daikin Ductless residential serialized equipment from Johnstone Supply, less discounts, taxes and freight charges, to become eligible for accrual funds.⁵
- Accruals for Private Label Plus dealers registered by March 31, 2024 will begin on January 1, 2024.
- Accruals for dealers registered from April 1, 2024 through August 31, 2024 will begin the first day of the month of registration.
- Accruals will be calculated through December 31, 2024. Deadline for utilization of 2024 accrual funds is March 31, 2025.

⁵ We reserve the right to exclude special quoted products and change the program as necessary.

Is Private Label Plus Right for you?

To determine which Private Label Plus program option works better for you, be certain to ask your Johnstone Supply sales representative for full details. They can help identify the benefits of each option, as well as the investments required on your end to be successful.

If you are going to create your own independent brand, be certain to review the Private Label Supply Agreement. It will explain the usage guidelines for creating and marketing your own brand. Please note that we allow only Goodman and select Amana brand products to be sold in the Private Label Plus program. Also required is the approval of your brand's logo and assurances that the Goodman and Amana brand safety and rating plate will not be modified.

Additional Information

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