



HVAC PRO **PROGRAM 2024**

Honeywell | Generators

HONEYWELL GENERATORS OPPORTUNITY FOR SUCCESS

At Generac, we protect the things that power your life by providing quality, affordable power solutions. We are proud to be a licensee of Honeywell International Inc. which allows us to manufacture Honeywell generators, transfer switches and accessories.

HONEYWELL GENERATORS OPPORTUNITY:

The electrification of everything from heating and cooling equipment, to electric vehicle charging, and more has put a strain on our power grid. The increase in power interruptions has led to a rise in demand for home standby generators and an opportunity for installers to meet this demand. We have increased installation and maintenance efficiencies to make it easier and more profitable than ever to offer our generators. The HVAC Pro Program is designed to support your business at any level from installing to maintaining our power generation products.

WHY HVAC PROS:

Installers in the home comfort space such as yourself are the best at what they do. You are trained on how to sell equipment to homeowners and find solutions they might not even know they need. You understand the importance of servicing and maintaining these products to keep equipment functioning at a high level and provide an excellent customer experience. This mix of sales and service expertise makes you the perfect pro to offer Honeywell Generators.



2024 HVAC PRO TIERED BENEFITS PROGRAM

Join trade professionals around North America by working with your distributor and Honeywell Generators to receive our unmatched program benefits.

	ALL PROS	SILVER	GOLD	PLATINUM
REQUIRED ANNUAL ACTIVATIONS ¹	–	12	30	75
PROGRAM BENEFITS				
PER UNIT ADVERTISING ²	–	\$20 PER UNIT	\$50 PER UNIT	\$80 PER UNIT
FREE SERVICE CLASS	–	1	1	2
HOME STANDBY UNIT AT PERSONAL USE PRICE	–	1	1	2
FLEET MONITORING SUBSCRIPTION PER ACTIVATED UNIT ³	–	–	1 YEAR	2 YEARS
EARN ONE 7-YEAR EXTENDED WARRANTY PER 5 GENERATORS ACTIVATED	–	–	✓	✓
PARTICIPATION IN CONSUMER SALES EVENT	–	–	–	✓
STANDARD LISTING ON PRO LOCATOR	✓	✓	✓	✓
TRAINING COURSES	✓	✓	✓	✓
CONSUMER LEADS	✓	✓	✓	✓
SYNCHRONY FINANCING (U.S. ONLY)	✓	✓	✓	✓
MARKETING ON DEMAND	✓	✓	✓	✓
FLEET MONITORING ³	✓	✓	✓	✓
POWERPERKS REWARDS	✓	✓	✓	✓

*All benefits are subject to the discretion of Honeywell Generators. Honeywell Generators reserves the right to stop, start or adjust program benefits at any time.

¹Product must be registered through Genservice, D360 or Fleet. | ²Funds are loaded into Pro's Marketing on Demand account and are to be used in accordance with Honeywell Generators Co-Op guidelines | ³Service providers only or qualified service training required.

GET STARTED TODAY!

Visit bit.ly/HVAC_Pro, scan the QR code, email sales@honeywellgenerators.com or call **855-436-4636 Ext. 5721** to get signed up and start receiving these exclusive Honeywell Generators benefits today!



HVAC PRO ONBOARDING PATHWAY

INITIAL REGISTRATION

Sales & Installation Onboarding

First Installation

AIR-COOLED SERVICE & WARRANTY TRAINING

Service Onboarding

Business Development & Marketing

ADDITIONAL TRAINING OPTIONS

Engaged HVAC Pro

We are here to help you through every step of the onboarding process, can help to create your business growth strategy and engage in the category.

CONTRACTOR TRAINING OPTIONS

We offer different training courses for contractors to attend. Courses are offered in several formats including in-person, virtual and/or online and at your own pace.

INSTALLATION TRAINING

Be the first to learn about upcoming trainings, new Honeywell Generators products and programs announcements from the Honeywell Generators e-newsletter.

Course Format: In-person or online

Time: Approximately 3 hours

Course Level: Beginner

Course Benefits: Access to the HVAC Pro program, marketing tools, and more.

Course Description: Hosted by your local HVAC Distributor and Honeywell Generators Sales Representative. In this introductory class you will learn how to size, sell and install generators w your customers. If you've been asked by one of your homeowners to sell and install a home standby, this is the first class you'll want to attend.

Topics Covered

- Residential Market Overview
- Site Preparation
- Fuel Considerations
- Back Up Options
- Transfer Switch Connections
- Generator Connections
- Operational Tests & Final Steps
- Sizing the Generator: NEC 220, Part IV

Availability

Check with your local distributor for upcoming in-person trainings or visit bit.ly/HoneywellGeneratorsP4P for online sessions.

AIR-COOLED GENERATOR SERVICE TRAINING

Course Format: In-person **Course Cost:** \$750

Time: 2 Days

Course Level: Intermediate

Course Benefits: All of the P4P benefits as well as the ability to perform warranty repairs on Honeywell Generators air-cooled generators (OPE and HSB) once paperwork is completed.

Course Description: This course takes the student further than the installation course to teach one how to become a Honeywell Generators Air-Cooled product expert. The two days will be composed of classroom learning, hands on lab and nightly assignments. After completing this course and required paperwork, the technician will be certified to perform warranty repairs on all Honeywell air-cooled generators. Certification lasts 1 year, with a short online recertification course required every year following for \$175. After the course, please reach out to your Honeywell Generators Representative to complete the paperwork to finalize your certification.

Additional Training Options: Once in the program you will have access to additional trainings including Liquid-Cooled Service Training, Introduction to PWRcell Installation, and more.

GROW YOUR BUSINESS IN YOUR LOCAL MARKET

MARKETING ON DEMAND

Honeywell Generators is committed to helping you invest in your business growth and success through ongoing marketing and the sale and service of Honeywell Generators products. As part of this commitment, we offer **Marketing on Demand (MOD)**, a tool designed to meet your business' marketing needs.

MOD offers a wide range free and paid tools such as print/digital advertising templates, digital marketing programs, social media content, company merchandising and literature to help you engage your local market.

EXAMPLES OF MOD TOOLS

Print & Digital Advertising Templates And Product Literature

Pre-approved customizable templates include direct mail pieces, custom ads, outdoor signage, TV ads and radio scripts. Product literature on MOD includes brochures, spec sheets, sell sheets and flyers.

Promotional Merchandise

Order co-branded merchandise and wearables from our preferred partners, BSN Sports and UniFirst Uniforms, via the Marketing on Demand (MOD) portal.



MARKETING DEVELOPMENT CO-OP FUNDS

Qualifying HVAC Pros have access to Honeywell Generators cooperative marketing reimbursement program. This program provides monetary reimbursement to Pros who participate in a range of marketing initiatives, which can be eligible for varying levels of reimbursement as laid out in the Co-Op Guidelines.

Honeywell Generators Co-Op program funds are based on your quarterly activations through our designated portals. Details are provided in the HVAC Pro Co-Op Guidelines located on the Marketing on Demand website at www.generacmod.com.

EXAMPLES OF CO-OP ELIGIBLE ITEMS

FrontPage Flexible Website

Gain an instant online presence with a personalized cobranded Honeywell Generators website equipped with a user-friendly content management system for easy customization.

Automated Email Marketing Program

Full access to a Honeywell Generators branded customizable email templates supporting different offers to market to your current customers.

Promotional Merchandise

Order co-branded merchandise and wearables from our preferred vendors, BSN Sports and UniFirst Uniforms, via the Marketing on Demand (MOD) portal.

Online Listings & Reputation Management

Create, verify, claim, and optimize your business profiles on top directories such as Google My Business and Yelp.

Vehicle Graphics

Turn your vehicle into a rolling billboard with FETCH Graphics. Choose from a variety of pre-approved graphic options and a nationwide network of vehicle wrap installers.





Grow your service business revenue and achieve total territory visibility, with Fleet.*

TRANSFORM YOUR SERVICE BUSINESS

Fleet is the industry’s top remote monitoring platform, created specifically for our service providers. Fleet maximizes operational efficiency, and introduces new revenue streams to boost your bottom line. Just connect a generator to WiFi and add to Fleet to see status in real-time. Stay informed on how, when, or if you dispatch resources to troubled generators, or even large outage locations. FLEET helps Service HVAC Pros just like you to boost service operations and your bottom line.

BENEFITS OF FLEET

- Ensure every generator you maintain is associated with you as the service provider.
- Provide 24/7 piece of mind to the homeowner through your remote monitoring capabilities through Fleet.
- Be notified of maintenance intervals, service issues, connectivity status and more.

Share In Annual Recurring Revenue

- Sell your customers a Fleet subscription and get up to \$20 per customer, per generator, every year they remain active in your account.

Automatic Firmware Updates

- Every generator that you connect to WiFi or 4G LTE will automatically be updated to the latest firmware.

COMPOUNDING YOUR EARNINGS



OPERATIONAL SAVINGS

Save money by performing remote generator fixes, avoiding unnecessary truck rolls, and optimizing how you use your resources.



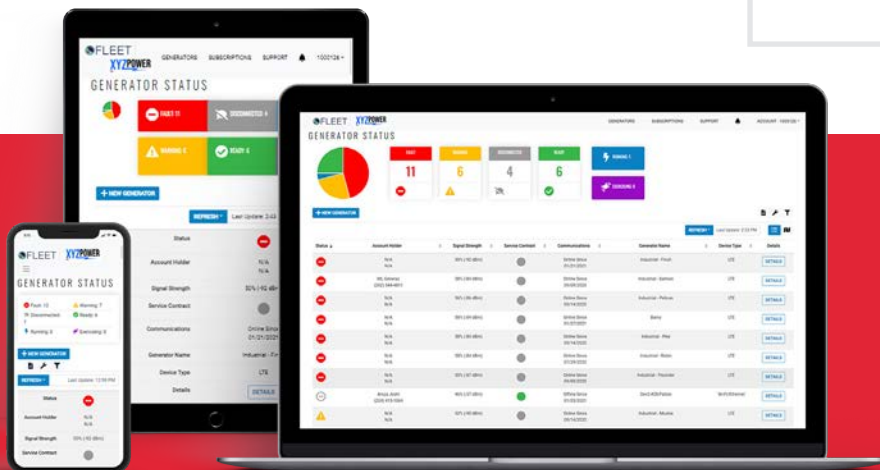
SALES & SERVICE REVENUE

Add remote monitoring services to your service contracts, sell more hardware, and improve customer retention.



SUBSCRIPTIONS

Earn annual recurring subscription revenue from every connected customer, every year! Add more customers to boost earnings.



ADVANTAGES OF FLEET MONITORING THROUGH A SERVICE PRO

When you offer your customer Fleet Monitoring, they are getting all of the advantages of mobile link with the peace of mind you can now provide through remote monitoring. Fleet enables you to view every generator you maintain remotely and can increase your service revenue through monitored maintenance contracts.

	FREE	ACTIVE	SERVICE PRO MANAGED PLAN
DESCRIPTION	Contains the essentials you need to begin monitoring your generator	Receive notifications (email, text, push) on your generator's status, and contact your Honeywell Generators Service Pro directly through the Mobile Link app	The Mobile Link service provides your Honeywell Generators Service Pro with notifications when maintenance is required or a problem occurs – 24/7, 365 days a year
AUTOMATIC FIRMWARE UPDATES	✓	✓	✓
VIEW GENERATOR STATUS	✓	✓	✓
VIEW GENERATOR EXERCISE TIMING	✓	✓	✓
VIEW GENERATOR RUN TIME	✓	✓	✓
VIEW MAINTENANCE SCHEDULE	✓	✓	✓
GENERATOR HOURS OF PROTECTION	✓	✓	✓
VIEW BATTERY LEVEL	✓	✓	✓
WEATHER FORECAST	✓	✓	✓
ONLINE SUPPORT	✓	✓	✓
VIEW STATUS HISTORY	✓	✓	✓
VIEW MAINTENANCE HISTORY	✓	✓	✓
EDIT GENERATOR SETTINGS		✓	✓
GENERATOR PUSH NOTIFICATIONS		✓	✓
GENERATOR EMAIL AND TEXT ALERTS		✓	✓
24/7 PRO REMOTE MONITORING			✓
PRO EMAIL AND TEXT ALERTS			✓

GETTING STARTED IS EASY!

If you have access to GenService, you already have access to Fleet. Reach out to sales@honeywellgenerators.com to get started today!

*HVAC Pro defines maintenance contract options

HOMEOWNER FINANCING

Synchrony financing support can help you grow your business by offering a variety of financing options to meet your customer's needs.

USING FINANCING TO GROW YOUR BUSINESS

Synchrony's rate options make it easier for you and your customer to do business. You will have the ability to tailor rate options for your business and customers based on project size, product offerings, and more. This helps you to manage overall cost of the project and increase your customer base for generators.

SYNCHRONY'S CONSUMER FINANCING OPTIONS

Reduce financial risk and offer convenient payment options to your customer through Synchrony Bank. Consumers can receive a credit line for current and future Honeywell purchases which includes installation and maintenance programs. Synchrony offers more than 30 promotional offers, making it easy for you to find a plan that best fits your customers' needs.

THE SYNCHRONY ADVANTAGE

- Simple: Streamlined application process
- Flexible: Variety of promotions to meet your customer's needs
- Consultative: Work with the Synchrony team to find the options that fit your needs

*U.S. Customer Only

To learn more about consumer financing go to <http://toolbox.mysynchrony.com>.

Sign up today by calling **877-891-9803**
(8:00 AM– 6:00 PM Monday through Friday)
and mention Honeywell Generators.

POWERPERKS

A CONTRACTOR REWARDS PROGRAM

Introducing POWERPERKS, a new contractor rewards program offered for Honeywell Generators. Sign up for free and earn points for every dollar spent when purchasing qualifying products through Honeywell Generator distributors.

HOW TO EARN POINTS

2 pts per dollar
Home Standby Generators,
Automatic Transfer Switches,
and HSB Extended Warranties

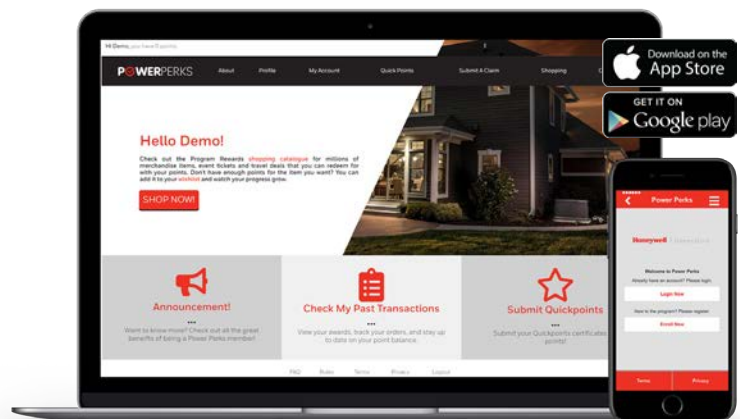
1 pt per dollar
Inverter & Portable Generators,
Generac Mobile Generators & Light Towers,
and Generac CHORE & PRO Power Equipment

WHAT YOU CAN EARN



HOW TO REDEEM YOUR REWARDS

- 1** Purchase qualifying product from a Honeywell Generator distributor.
- 2** Login to POWERPERKS and enter your product serial number into a claim: www.honeywellgeneratorspowerperks.com
- 3** Your claim will be reviewed within 5 to 7 business days to see if your purchase qualifies.
- 4** Qualifying purchase points will be added to your account.
- 5** Redeem!



Generac Power Systems, Inc. Waukesha, WI 53189 U.S.A.
The Honeywell trademark is used under license from Honeywell International Inc. ©2019 Generac Power Systems, Inc. All rights reserved.

Terms and Conditions: Purchases must be made through a Honeywell Generators distributor. Void where prohibited, taxed or restricted by law. To qualify for the promotion, the Honeywell product must be: (1) purchased from a Honeywell Generators distributor and (2) submitted via claim on the POWERPERKS website or app. If a product claim is incomplete or fails to meet any of the terms and conditions, points will not be awarded for such claim. A claim showing the qualifying purchase and serial number must be submitted to receive this promotion. Points will only be earned for qualifying product purchases and will not be earned for other charges, including, without limitation, shipping or tax. Customers should keep a copy of the requested forms for their records. Generac is not responsible for lost, late, or incomplete claims. Claims must be submitted within 30 days of purchasing qualifying product. Please allow 5 to 7 days for processing. Quantities of 5 or more of any given sku will be considered a commercial job and may not qualify. Approval of claims is at the discretion of Generac Power Systems, Inc. This promotion is not valid with any other Generac-sponsored promotion. Generac reserves the right to rescind, terminate or change this promotion at any time without notice. Accounts with no activity for a duration of 6 months are subject to deactivation. Additional terms and conditions may apply. For questions related to eligibility and the status of your account, please email powerperks@generac.com to speak with a Generac representative.

For more information

www.honeywellgenerators.com or call
1-855-GEN INFO (436-4636)

Generac Power Systems, Inc.

S45 W29290 Hwy. 59
Waukesha, WI 53187
1-855-Gen-Info (436-4636)

©Generac Power Systems, Inc. All rights reserved. Specifications subject to change without notice.

The Honeywell Trademark is used under license from Honeywell International Inc. Honeywell International Inc. makes no representation or warranties with respect to these products.

201908955 | REV A | 07/2023

