

**FERGUSON**  
HVAC

**2025**  
**DAY & NIGHT<sup>®</sup>**  
**DEALER**  
**PROGRAM**



At Ferguson, our partnership with you is what drives us! THANK YOU for your partnership and continued support of Ferguson. You, our professional HVAC partners, are the reason our industry has sustained challenging years and why we have been successfully in business for 70 years.

We exist to make our customers' complex projects simple, successful and sustainable. We stand for building more than homes, office buildings and communities—we help build relationships, businesses, reputations, trust, legacies and a valuable way of life.

We are fortunate to have you as a contractor and consider you part of our family. THANK YOU IN ADVANCE FOR A SUCCESSFUL 2025!

## WHY FERGUSON

### WE ARE HERE TO SERVE YOU

- Third-largest distributor of industrial and HVAC products
- 33 HVAC locations in 4 states
- 10 strategically located distribution centers throughout the U.S.
- Serving customers in 42 states

### THE PRODUCTS YOU NEED, WHEN YOU NEED THEM

- Unitary equipment
- Ductless equipment
- Commercial equipment
- Hydronics
- Accessories and controls
- Air distribution supplies
- Connected solutions
- IAQ solutions
- Refrigeration
- Repair parts
- Service tools
- Sheet metal

### EQUIPMENT YOU RELY ON

In the Northwest, we stock Day & Night® equipment, offering you a range of air conditioning equipment, packaged units, heat pumps and gas furnaces to take care of all your heating and cooling needs.

### 33 CONVENIENT LOCATIONS

We have 33 branches conveniently located throughout the Northwest. We are open Monday through Friday from 7:00 a.m. to 4:00 p.m.

### SERVICE AND REPAIR UNIVERSAL PARTS

We know your time is valuable, and having the right parts at the right time is key. We have a wide variety of aftermarket and OEM repair parts—both online and in-store. Our extensive product inventory and industry expertise help reinforce our ability to provide exactly what you need when you need it. Let Ferguson help you stock your truck.

## FERGUSON PREFERRED PARTNERS

### PAYZERWARE

Designed with trade professionals in mind, Payzerware makes it simple to manage appointments, collect payments and run your business. Payzerware offers online and mobile payments, instant paperless financing, mobile check processing, selling software and much more. Monthly subscription fee applies.

### iCREATE-LOCAL

iCreate-Local is an easy-to-use, automated marketing solution built specifically for small businesses. They help to customize your advertising and make the message and offer unique to your business. iCreate-Local gives small businesses, like yours, the tools they need with low or no minimums and affordable prices.

## FERGUSON EXCLUSIVE BENEFITS

### FERGUSON.COM

Signing up for an account on ferguson.com can help you do more and save more, faster than ever. Your account gives you access to time- and money-saving tools that make it easy for you to get the products and information you need to get the job done right the first time, every time.

- 24/7 access to more than 200,000 products, pricing and specifications
- Pay your bill, view order history, status and statements, and manage users
- Create custom organized lists of your favorite products to quickly reorder the things you need most often
- User training, barcode creation, industry tips, etc.

### FERGUSON APP

The Ferguson app combines barcode scanning capabilities with existing ferguson.com features to provide the tools you need on the go, anytime and anywhere. Save time, order online and take advantage of Pro Pick-Up so you can spend more time working jobs and less time waiting for material.



### FERGUSON PRO PLUS PROGRAM

Earn points for every dollar you spend on ferguson.com. Redeem points for merchandise, event tickets, trips and more. You may also choose to make a donation with points to charitable organizations. This program also offers discounts on phone services, office products and car rentals.



- Flash Sales, 2X, 3X and 4X point specials
- PRO Plus Vendor Discounts (AT&T, Office Depot/OfficeMax and more)

### TEXT-2-COUNTER

For easy, on-the-go ordering, Ferguson offers Text-2-Counter (T2C). Text your orders and photos to your local branch phone number and T2C will put you in direct contact with our Inside Sales associates via text message. Text an order, send a picture of what you need to replace, request a price and more.



Save time with Ferguson T2C by directly accessing our branch associates via text messaging.

- Connect conveniently with your Ferguson Team
- Text orders, quotes, inventory checks, pricing, etc.
- Send images
- Request delivery updates

### PRO PICK-UP

Our Pro Pick-Up service helps you serve your customers by allowing you to get your order faster. Place an order from your ferguson.com account or over the phone at your local Ferguson and when your order is ready, you'll receive an email and text notification with check-in details to pick up your order at will call. Select locations have lockers for easy or after-hours pick-up. Get back on the job fast with Ferguson Pro Pick-Up.



### NO-CHARGE DELIVERIES

We provide free delivery for your orders—whether it's to your shop or to a jobsite. We're committed to getting you the products you need when we promised them. Minimum order required.

### PRODUCT EXPERTS

From technical support representatives to connected and IAQ specialists, unitary equipment brand managers and commercial equipment specialists, Ferguson has a team of experienced product experts that are here to help you grow your bottom line and be a resource for your business.



## 2025 ELITE DEALER PROGRAM



The Day & Night® Elite Dealer program is designed to offer special incentives, materials and tools to help the most loyal Day & Night® dealers grow their business. Only select dealers qualify, but those who do will receive help in generating leads, closing the deal, growing their business and marketing their company. Enjoy access to exceptional advantages, including extended warranties, special financing and incremental rebates.

The goal of the program is to recognize and reward dealers who have earned their elite distinction through their commitment to the Day & Night® brand and to outstanding customer service.

Below you'll find everything you need to know about the highlights of the Elite Dealer program, as well as how to qualify as an Elite Dealer.

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### ELITE DEALER PROGRAM HIGHLIGHTS

#### INCREMENTAL VOLUME REBATE\*

Earn a rebate for your year-over-year growth in residential, commercial, ductless and Totaline parts purchases.

#### EXTENDED WARRANTY

Offer your customers two additional years of No Hassle Replacement™ limited warranty coverage on qualifying products.

#### PREFERRED FINANCING RATES

Receive special rates and promotions from Wells Fargo.

#### VALUE PRICING FROM AIG

Enjoy value pricing on 3-, 5-, and 10-year labor warranty plans from AIG on the new Comfort Promise platform.

### QUICKBOOKS® DISCOUNT

Receive up to 50% off your QuickBooks® subscription for all of your accounting needs.

### EXCLUSIVE DISCOUNTS FROM PREFERRED VENDORS

Save money on your fleet, marketing and operational expenses by working with Day & Night®'s partner companies.

### DEALER LOCATOR PRIORITY

Elite Icon will enhance your lead generation opportunities from Dayandnight.com. Includes exclusive Call Tracking number to evaluate where leads are coming from by analyzing your call data.

### MARKETING FUNDS

Available towards marketing materials for your business through AdVantage<sup>SM</sup>.

### WEBSITE BUILD BENEFIT

Get a new, modern website for your dealership provided by AdVantage<sup>SM</sup>.

### MONTHLY SOCIAL MEDIA CONTENT DOWNLOAD

Two Elite Dealer posts every month to post on your business' social media pages.



*\*Dealer must complete 16 hours of factory training in Year 2 of program to qualify. Maximum payout of \$10,000 for Residential, Commercial, Ductless, and Totaline each.*

## DEALER QUALIFICATIONS

- Liability insurance and Workers' Compensation insurance (where applicable)
- Minimum annual Day & Night® sales volume of \$100,000
- Day & Night® represents at least 70% of branded HVAC sales
- An active website that advertises Day & Night®
- Offer financing to customers through an accredited financial institution
- Promote the Day & Night® brand equal to other brands represented in advertising
- 12 hours of distributor training or 50% of technicians NATE® certified

## WHY DAY & NIGHT®

### THE DAY & NIGHT® DIFFERENCE

Day & Night®: It's more than a brand.



It's access to innovative, high-quality, heating and cooling products, one of the best warranties in the business, run-testing of every unit before it leaves the factory, and a network of highly responsive dealers throughout North America.

Day & Night® is part of a family of heating and cooling brands with over a century of heating and cooling experience.

Each Day & Night® design is completely vetted with hundreds of relentless tests, many far-exceeding industry standards. That's why Day & Night® stands behind their products with a No Hassle Replacement Limited Warranty\*, giving you the peace of mind your system will keep your family comfortable for many years.

## PEACE OF MIND

Every Day & Night® product is backed by exceptional warranties that give you additional comfort. We offer our No Hassle Replacement™ limited warranty on our premium products. That means we replace your unit if the compressor, heat exchanger or covered coil fails within your coverage period. We also give you extra coverage with a 10-year parts and compressor limited warranty\* for peace of mind. Our warranty options are hard to surpass, just like our dependable products.

*\*See warranty certificate for details.*



**JOIN THE ELITE  
DEALER PROGRAM  
TODAY AND WATCH  
YOUR BUSINESS GROW.**



**ELITE DEALERS** receive special benefits and tools to help their business grow simply for being loyal to Day & Night®.

BENEFIT	ANNUAL VALUE
Elite Dealer Incremental Rebate <sup>1</sup>	Up to \$40,000
Extra 2-Year No Hassle Replacement™ Limited Warranty <sup>2</sup>	\$15,300
Four free months of FieldEdge <sup>3</sup>	\$4,000
Dealer Locator leads <sup>4</sup>	\$3,900
MTA360 live chat <sup>5</sup>	\$3,588
Call tracking software and reporting <sup>6</sup>	\$3,000
Elite Dealer social media posts <sup>7</sup>	\$2,400
ReviewBuzz® subscription <sup>8</sup>	\$2,388
Wells Fargo preferred rates & promotions <sup>9</sup>	\$2,000
Annual Dispatch subscription <sup>10</sup>	\$1,788
BxB Media marketing review and Google Local Services optimization	\$1,190
50% co-op for ACCA membership <sup>11</sup>	\$900
Elite Dealer Meeting event fee <sup>12</sup>	\$650
AdVantage <sup>SM</sup> free website	\$600
HRBasic subscription <sup>13</sup>	\$540
AdVantage <sup>SM</sup> marketing materials credit <sup>14</sup>	\$400
Quickbooks discount of up to 50% <sup>15</sup>	\$300
NATE testing <sup>16</sup>	\$300
SEO website audit and consultation <sup>17</sup>	\$250
Zoom phone <sup>18</sup>	\$120
My Learning Center credit <sup>19</sup>	\$80
10% discount on ICP merchandise	Additional value
ICP customer service call prioritization	
Monthly E-Newsletter	
Elite Dealer online networking forum	
Elite Dealer marketing collateral	
<b>VALUE OF A DAY &amp; NIGHT® ELITE DEALER</b>	<b>UP TO \$100,694*</b>

[dayandnightcomfort.com/en/us/elite-dealers](http://dayandnightcomfort.com/en/us/elite-dealers)

For disclaimer details, see the ICP Elite Dealer brochure.

## 2025 DAY & NIGHT DEALER PROGRAMS

The purpose of the 2025 Day & Night Dealer programs is to assist the dealer in developing their overall business. These programs offer many benefits and tools to help achieve this goal. We ask that the dealers meet the purchase obligation. Please choose from the following 3 Dealer Levels.

**Program valid January 1, 2025 – December 31, 2025.**



### STANDARD DEALER

#### DAY & NIGHT® BENEFITS:

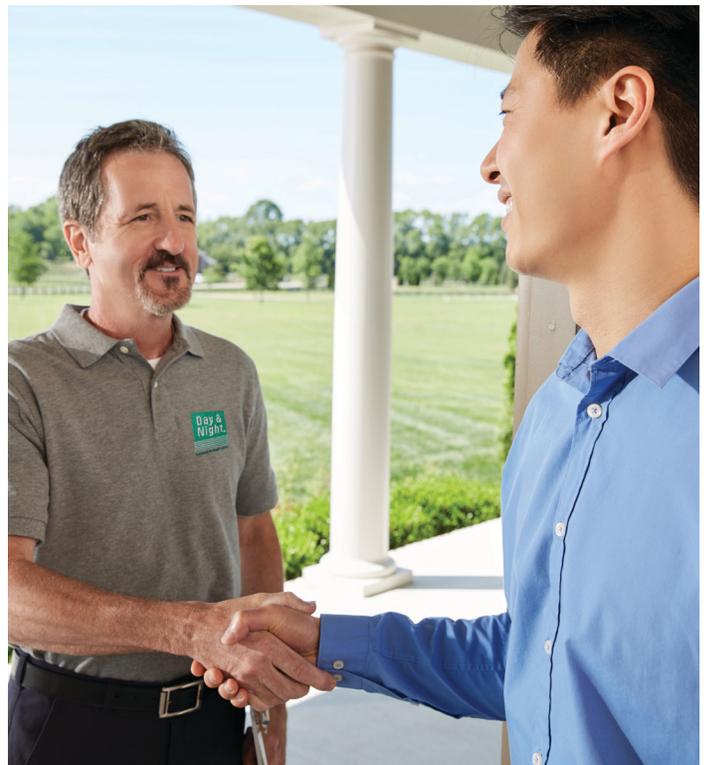
- Dealer is authorized to use the Day & Night® trademark in any pre-approved manner
- Access to:
  - Special financing rates with Wells Fargo®
  - AIG/Comfort Promise™ Extended Labor Warranties
  - Day & Night® seasonal promotions
  - Exclusive AdVantage<sup>SM</sup> local advertising solutions program
  - SEO website audit and consultation
  - ICP approved vendors
  - Access to full line of D&N unitary and ductless equipment
  - Listing on D&N factory dealer locator, plus listing on DayandNightNorthwest.com dealer locator

#### FERGUSON BENEFITS:

- Detailed monthly purchase summary
- Access to:
  - Free technical training classes
  - Access to IAQ/Connected Dealer Program
  - Instant discounts (during promotional periods)
  - Business discount networks
  - Ferguson.com ordering system
  - Payzerware™ All-In-One Software

#### DEALER REQUIREMENTS:

- \$50,000 Annual Day & Night® minimum qualifying amount—no charge to dealer
- Dealer must purchase 50% of all purchases through ferguson.com ordering system
- Customer's account is required to remain current as a qualifying element of customer's participation in the program
- Payments on/for the account are required to be made by EFT
- Ferguson HVAC may amend the program as it relates to any and every facet of the program. Ferguson HVAC is the sole determiner of qualifying sales elements. Ferguson HVAC is the sole adjudicator of any and all disputes, errors, omissions and/or issues impacting or affecting this program. Ferguson HVAC may terminate this program at any time, at its sole discretion.
- Ferguson HVAC account must be in good standing to remain in the program



## ELITE DEALER PROGRAM



### DAY & NIGHT® BENEFITS:

- Extra Two-Year No Hassle Replacement™ Limited Warranty
- Dealer-Locator priority listing with Elite Dealer Icon (Consumer Website leads)
- Call Tracking Software and Reporting
- Elite Dealer Launch Kit
- Preferred financing rates with Wells Fargo®
- Day & Night® Seasonal Promotions
- Elite Dealer marketing materials and 100% co-op
- Incremental rebate year two\*
- Exclusive AdVantage<sup>SM</sup> local advertising solutions program
- Elite Dealer social media posts
- Vehicle and gas card discounts
- My Learning Center Training
- AIG/Comfort Promise Extended Labor Warranties
- ReviewBuzz Online Review
- SEO website audit and consultation
- 2% co-op earned on D&N purchases—offered at 100% reimbursement
- Eligible for all Factory Elite programs and promotions listed below under Program Benefits
- Access to free training and technical support
- Eligible for seasonal factory tours
- Listing on D&N factory dealer locator, plus listing on DayandNightNorthwest.com dealer locator both with Elite status listing



### DEALER REQUIREMENTS:

*(No benefits will be received until the dealer is fully registered as an Elite dealer with ICP.)*

- \$100,000 Annual Day & Night® minimum qualifying amount—\$1,000 dealer buy-in
- Liability and Worker's Compensation Insurance
- Day & Night sales represent at least 70% of overall branded sales
- 50% of your technicians NATE Certified or additional training hours. Participation in 12 hours of distributor training and 16 hours of factory training this year for a total of 28 training hours.
- An active website that advertises Day & Night® Heating & Cooling Products
- Financing available to customers
- Day & Night Heating & Cooling Products as equal to other represented brands in advertising
- Dealer must purchase 50% of all purchases through ferguson.com ordering system
- Customer's account is required to remain current as a qualifying element of customer's participation in the program. Payments on/for the account are required to be made by EFT.
- Ferguson HVAC may amend the program as it relates to any and every facet of the program. Ferguson HVAC is the sole determiner of qualifying sales elements.
- Ferguson HVAC is the sole adjudicator of any and all disputes, errors, omissions and/or issues impacting or affecting this program. Ferguson HVAC may terminate this program at any time, at its sole discretion.



\*Dealer must complete 16 hours of factory training in year two of program to qualify.

## ELITE PLUS DEALER PROGRAM

### DAY & NIGHT® BENEFITS:

- Extra Two-Year No Hassle Replacement™ Limited Warranty
- Dealer-Locator priority listing with Elite Dealer Icon (Consumer Website leads)
- Call Tracking Software and Reporting
- Elite Dealer Launch Kit
- Preferred financing rates with Wells Fargo®
- Day & Night® Seasonal Promotions
- Elite Dealer marketing materials and 100% co-op
- Incremental rebate year two\*
- Exclusive AdVantage<sup>SM</sup> local advertising solutions program
- Elite Dealer social media posts
- Vehicle and gas card discounts
- My Learning Center Training
- AIG/Comfort Promise Extended Labor Warranties
- ReviewBuzz Online Review
- SEO website audit and consultation
- 2% co-op earned on D&N purchases—offered at 100% reimbursement
- \$1,500 bonus co-op to be used on vehicle wrap only—offered at 100% reimbursement
- Eligible for all Factory Elite programs and promotions listed below under Program Benefits
- Access to free training and technical support
- Eligible for seasonal factory tours
- Listing on D&N factory dealer locator, plus listing on DayandNightNorthwest.com dealer locator both with Elite status listing



### DEALER REQUIREMENTS:

*(No benefits will be received until the dealer is fully registered as an Elite dealer with ICP.)*

- \$500,000 Annual Day & Night® minimum qualifying amount—\$1,500 dealer buy-in
- Liability and Worker's Compensation Insurance
- Day & Night sales represent at least 70% of overall branded sales
- 50% of your technicians NATE Certified or additional training hours. Participation in 12 hours of distributor training and 16 hours of factory training this year for a total of 28 training hours.
- An active website that advertises Day & Night® Heating & Cooling Products
- Financing available to customers
- Day & Night Heating & Cooling Products as equal to other represented brands in advertising
- Dealer must purchase 50% of all purchases through ferguson.com ordering system
- Customer's account is required to remain current as a qualifying element of customer's participation in the program. Payments on/for the account are required to be made by EFT.
- Ferguson HVAC may amend the program as it relates to any and every facet of the program. Ferguson HVAC is the sole determiner of qualifying sales elements.
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*\*Dealer must complete 16 hours of factory training in year two of program to qualify.*



