

Carrier® 2017 Spring Cool Cash Promotion Dealer & Distributor Handbook



North Program Dates

Sales Period: April 1st – June 30th, 2017
 Installation Period: April 1st – July 15th, 2017
 Claiming Period: April 1st – July 31st, 2017 by 6pm CST
 Dealer Enrollment: April 1st – June 30th, 2017

South Program Dates

Sales Period: March 1st – May 31st, 2017
 Installation Period: March 1st – June 15th, 2017
 Claiming Period: March 1st – June 30th, 2017 by 6pm CST
 Dealer Enrollment: March 1st – May 31st, 2017

Promotion terms subject to (1) product availability and (2) change or cancellation without prior notice. Contact your distributor or program admin if you need clarification on which region you fall into.

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IMPORTANT INFORMATION – Spring 2017

Revisions and updates to the Spring 2017 Cool Cash Promotion are noted below, in addition to key reminders.

1. **IMPORTANT:** Carrier® Cool Cash 3-ply product rebate claim forms are a legal requirement for claim eligibility in the Cool Cash Product Rebate Promotion. **If a dealer is not utilizing claim forms, and a fully-filled out claim form complete with dealer and homeowner signatures cannot be provided to the factory or the distributor upon request, the claim is not eligible for factory reimbursement and will become the responsibility of the distributor and the dealer.**
2. Homeowners will have the option to use **either** a qualifying Carrier branded thermostat, control **OR** a qualifying Carrier branded air purifier to be eligible for the Cool Cash rebates.
3. Products, eligible system combinations and reimbursement amounts are updated at the start of each promotion. Please see the latest program documents for eligible products. Program documents are stored on HVACpartners.com for your convenience.
4. For qualifying sales, FAD can offer both their respective financing promotions and the Cool Cash product rebates to homeowners during the promotional period, but they **can only claim for ONE reimbursement from the factory/distributor**. The dealer is responsible for funding the other reimbursement 100%.
5. All product rebate and dealer financing promotion claims are now filed at www.CarrierIncentives.com. Training materials for how to file claims and the use of other features of the website such as downloading performance reports are available on HVACpartners.com on the Cool Cash page.

PROGRAM RULES

Program Overview

Carrier's Cool Cash promotion is designed to promote sales of Carrier systems in the residential add-on and replacement market.

Homeowners apply for their rebate by entering their information via the web or phone. Approved rebate claims are paid to homeowners in the form of a prepaid debit card. Refer to the latest program documents for a list of qualifying products and associated rebates.

Terms and Definitions

Equipment Names – Carrier equipment models are referred to by series: Infinity® Series or Performance™ Series or Comfort™ Series.

MyHVACpin – *MyHVACpin number* is a four- or five-digit identification number that uniquely identifies a person - in this case, the Sales Associate. For a homeowner to submit a claim and a Sales Associate to receive sales credit, each Sales Associate must have his or her own MyHVACpin number. When a person becomes a registered user of HVACpartners.com (meaning they have their own user name and password), they also are assigned a unique personal identification number, referred to as MyHVACpin number. Sales Associates must enter this number on the homeowner's claim /invoice documentation, so the homeowner can then enter it while filing their rebate claim at www.CarrierIncentives.com. Otherwise, the sales associate will not receive credit for the sale.

Sales Associates can learn their MyHVACpin number in one of the following ways:

- Log onto HVACpartners.com, click on My Profile, and scroll to the field labeled MyHVACpin
- Contact the distributor's HVACpartners' Administrator
- Call Carrier Expert Central at 1-800-946-2930

Important: The HVACpartners ID number is not the same as the MyHVACpin number:

- HVACpartners ID – identifies a company/dealer location
- MyHVACpin number – identifies a person - in this case, the Sales Associate

www.CarrierIncentives.com – Website location for customer rebates and dealer incentives to be claimed.



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Promotion terms subject to (1) product availability and (2) change or cancellation without prior notice. Contact your distributor or program admin if you need clarification on which region you fall into.

Only Carrier® systems or units purchased from participating dealers during the sales period and installed by the end of the installation period are eligible for the Cool Cash promotions. These promotions are not retroactive for homeowners who purchased qualifying equipment prior to the program start date. Carrier systems or units purchased after the sales period do not qualify for Carrier's Cool Cash promotions.

Any dealer enrolled in the previous period's consumer promotion will automatically be enrolled in the current consumer promotion unless their distributor has designated otherwise.

Key Contacts for Promotional Support

Dealer Resources

- General questions about Cool Cash: Carrier Expert Central at 1-800-946-2930
- Claim submission process & information: www.CarrierIncentives.com
- Cool Cash inquiries or other Carrier program questions: Carrier Distributor/Territory Manager

Distributor Resources

- General questions about Cool Cash: Carrier Expert Central at 1-800-946-2930
- Claim submission process & information: www.CarrierIncentives.com
- Carrier Regional Sales Manager

Homeowner Resources

- General pre-sale inquiries: Carrier dealer or Carrier Consumer Relations at 1-800-CARRIER
- Claim submission process & information: www.CarrierIncentives.com
- Rebate claim & processing questions, claim status confirmation, or other rebate claim-specific inquiries: Cool Cash Claim Center at 1-800-236-4603

Homeowner Eligibility

Homeowners in the U.S. and Canada are eligible for the Carrier Cool Cash promotions. Only Carrier systems sold as a replacement for the homeowner's existing system or as an add-on to an existing home qualify.

The following are not eligible for the promotions:

- Commercial or institutional applications
- Residential new construction applications or upgrades
- Multi-family applications
- Investors/investment properties

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Qualifying Products

Please refer to the current program documentation for eligible products.

Unit Sale: Definition

A rebate incentive exists for non-system unit sales. Reference the latest program documents for product eligibility for unit sale reimbursements. Specifically, the row and column labeled "Unit Only" illustrates the rebate for an indoor unit with a thermostat, control or Carrier branded air purifier, but no outdoor unit; or an outdoor unit with a thermostat, control or Carrier branded air purifier but no indoor unit. No matching outdoor or indoor unit is required to qualify for the unit rebate.

System Sale: Definition

To qualify for a system sale, the homeowner must purchase a Carrier indoor unit (furnace or fan coil), a Carrier outdoor unit (air conditioner or heat pump) and a Carrier branded thermostat, control OR a Carrier branded air purifier. The Carrier indoor unit, the Carrier outdoor unit, and the thermostat, control OR air purifier must be included in the latest program documents. No substitutions will be accepted.

Homeowners will have the option to use **either** a qualifying Carrier branded thermostat, control **OR** a qualifying Carrier air purifier to be eligible for the Cool Cash rebates. No competitive controls or other Carrier Corporation brand (Totaline, etc.) controls may be used.

Multiple Unit Rebates

Homeowners are eligible to receive multiple unit rebates for multiple purchases of the same product with eligible Carrier branded thermostats, controls or air purifiers. However, multiple unit rebates require the completion of multiple rebate claim forms, one unit rebate per claim form. The homeowner/dealer should file the claims on www.CarrierIncentives.com.

For example, if a homeowner purchases two Infinity® 98 furnaces with two eligible Carrier branded controls, the dealer must complete two (2) separate rebate claim forms. The homeowner will receive two (2) debit cards, one for each claim. Multiple rebates will not be combined together into one debit card.

Rebate Claim Form

Carrier Cool Cash 3-ply product rebate claim forms are a legal requirement for claim eligibility in the Cool Cash Product Rebate Promotion. **If a dealer is not utilizing claim forms, or a fully-filled out claim form complete with dealer and homeowner signatures that cannot be provided to the factory or the distributor, the claim is not eligible for any factory reimbursement and becomes the responsibility of the distributor and the dealer.**

Claim forms for the current promotion can be ordered by distributors from SAP. Dealers can obtain the claim forms from their distributor. Rebate claim forms from previous Cool Cash promotions will not be accepted and should be discarded.

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Rebate Claim Overview

Dealer Sales Associates should perform the following steps after the equipment installation is complete and the Homeowner's final payment is made:

1. Provide all of the information requested in the "Dealer" section of the rebate claim form. **Be sure to include the MyHVACpin number.**
2. Help the homeowner complete the "Homeowner" section of the rebate claim form to ensure completeness and accuracy.
3. **Advise homeowners to apply for their rebate online at www.CarrierIncentives.com (preferred method) or by calling the Cool Cash Claim Center at 1-800-236-4603.**
4. Remind homeowners of the claim submission deadline and that claims beyond that deadline will be rejected.
5. Give the white copy of the rebate claim form to the homeowner.
6. Place the yellow copy in the dealer's job file.
7. Attach a copy of the sales ticket to the pink copy.
8. Mail the pink copy, with attached sales ticket, to the distributor.

The dealer and distributor should keep their copies of the rebate claim form on file until:

- All rebates are paid
- Invoices have been paid

Submitting a Rebate Claim

Carrier's Cool Cash promotion enables homeowners to submit their rebate in two ways:

Preferred Method - the Internet:

Homeowners may access the Cool Cash claim website at www.CarrierIncentives.com and provide the required rebate information. The website can be accessed 24 hours a day. After submitting a claim, the system responds with a confirmation number, which the homeowner should retain for reference and tracking purposes.

By toll-free phone:

Homeowners can call the Cool Cash Claim Center Monday through Friday, 10:00 a.m. to 6:00 p.m. Central Standard Time at 1-800-236-4603 and provide the information on the rebate form. During the call, a Customer Service Representative will provide the homeowner with a confirmation number that can be used for reference and tracking.

Standard Rebate Payment

Once homeowners submit their claim online, the *rebate will be paid in the form of a pre-paid debit card in 4-6 weeks.* Homeowners wishing to receive a check instead of a debit card can request a check AFTER they receive the debit card. Instructions will be provided to the homeowners with their debit card.

All homeowners will receive a letter on Carrier letterhead, sent separately from the debit card, thanking them for their purchase and encouraging them to contact their local dealer for maintenance and add-ons.

Important Notes:

- I. No rebates will be accepted unless the correct and valid dealership HVACpartners.com ID number is used. Homeowners without this information will be directed to contact their dealer to obtain the correct HVACpartners.com ID number.
- II. Neither dealers nor their sales associates may claim the rebate for the homeowner. In addition, distributors may not claim the rebate for the homeowner. Furthermore, third parties may not claim the rebate for the homeowner. Debit cards will only be paid out to the homeowner who made the purchase.

Illegal Activity: Dealers and distributors **may not** charge the homeowner for any portion of the rebate, as this activity is considered fraud and is illegal.

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Promotion Deadlines

Accounting guidelines and regulations will not permit claim exceptions to be funded from the factory beyond the published deadline. Missed deadlines due to rebate claim system errors will be addressed on a case-by-case basis.

Payment for a claim submitted beyond the published deadline is the responsibility of the distributor and dealer and at their discretion for reimbursement. In this event, Carrier will not be responsible or liable to share in the cost of the homeowner rebate.

Adjustments to a Filed Claim

In the event a filed and accepted claim from the current promotion needs to be adjusted, please note and follow these important dates and stipulations:

- Current promotion reimbursements may be adjusted up to 7 days prior to the end of the promotion period. Adjustments may only account for increases in the rebate value due to errors or additions in the initial processing. Contact Cool Cash Claim Center at 1-800-236-4603 for more information.
- **Rebates from previous Cool Cash promotions will not be re-issued.**

FAD Exclusive Instant Rebate Option

Factory Authorized Dealers (FAD) have two (2) rebate options. Active FAD members are eligible to offer a standard rebate or an instant rebate. A standard rebate means the homeowner submits a claim online for the rebate amount and receives a debit card 4-6 weeks later. An instant rebate means the dealer subtracts the rebate amount directly from the homeowner's invoice at the time of purchase.

Please ensure the correct rebate form is used that matches the type of rebate being made available to the homeowner. **Dealers working toward the FAD requirements and non-FADs are ONLY eligible for the standard rebate process.**

Instant Rebate Process (requires dealer claiming):

- 1) Make a Cool Cash qualifying sale and install the equipment per the promotion's deadlines.
- 2) Subtract the total rebate amount (from the Cool Cash rebate document) from the homeowner's invoice.
 - a. Give the homeowner the dealer invoice showing where the applicable Cool Cash rebate amount has been taken off of the price. The amount must be labeled "CARRIER COOL CASH INSTANT REBATE" clearly beside the rebate in order for Carrier to verify the correct amount was given.
- 3) Fill out an instant rebate claim form with the required information.
 - a. Provide complete homeowner data on this form. If homeowner data is missing, the rebate cannot be processed.
- 4) Keep a copy of the instant rebate claim form for dealer files, and send one copy to the distributor. Some distributors also require a copy of the homeowner's invoice.
- 5) Go online to www.CarrierIncentives.com and login using your HVACpartners ID and password to file the instant rebate claim by the promotion's deadline. Contact Cool Cash Claim Center at 1-800-236-4603 for questions.
- 6) Fax a copy of the invoice to the Cool Cash administrator at 1-877-553-9436 or upload it on www.CarrierIncentives.com.
 - a. The invoice must include the homeowner's name and address, and model number and serial number of each product purchased. Incomplete invoice information will be rejected and may result in delays or non-payment of the credit.
 - b. Administrators will match the invoice with the online claim, verifying all the information.
 - c. Carrier will fund the factory portion of the rebate weekly to the distributor.
 - d. The distributor will fund the distributor portion, plus the factory portion, back to the dealer.
 - e. A thank you note from Carrier will be mailed to the homeowner.



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Instant Rebate Authorization

When a dealer submits an instant rebate claim on CarrierIncentives.com, they are electronically agreeing to adhere to the terms and conditions and follow the instant rebate process outlined in this handbook. Once a claim is submitted dealer sales associates are confirming they understand the process required to file an instant rebate claim. If the dealership does not follow these procedures, the dealer principle understands the rebate claim will be rejected and the dealership will have to fund the entire cost of the rebate.

Instant Rebate Complaints

Should a customer be concerned they did not receive the full amount of the instant rebate as outlined in the thank you letter mailed to them from Carrier, the customer care center will open a case and follow the outlined process:

- 1) Collect invoice and claim information submitted to the rebate center by the dealer
- 2) Request invoice from the homeowner
- 3) If, after reviewing the invoice submitted to the rebate center and the homeowner invoice, the provided rebate is not clearly labeled as its own line item as "CARRIER COOL CASH INSTANT REBATE", or the rebate amounts do not match, the customer service center will contact the dealer for clarification within 3 business days of opening the case.
 - a. Dealer has 10 business days from the initial call to work with the customer service center and come to a resolution where the homeowner is provided the full rebate owed based on the products purchased.
- 4) If there is no resolution within 10 business days of the first call made to the dealer by the customer care center, and Carrier has provided the homeowner with a check, the original Instant Rebate Claim submitted by the dealer will be reversed and Carrier will not pay the factory contribution portion of the claim.
 - a. It is the distributor's discretion how they would like to proceed with the distributor contribution portion of the original claim.

Cost

The cost of the homeowner rebate is shared by the dealer, distributor, and Carrier. Any deviation from the above is in violation of the program rules.

- Carrier and distribution each underwrite ¼ or 25% of the cost of the standard rebate; dealers are responsible for ½ or 50% of the cost of the rebate.
- Distributors are billed for ¾ or 75% of the cost of the rebate, which also includes all administrative fees.
- Distributors may not charge dealers for more than ½ of the cost of the rebate.
- Before enrolling dealers in the program, distributors must tell dealers they are responsible for paying ½ of the cost of the rebate.
- Carrier will invoice the distributor on a weekly basis throughout the duration of the program for all homeowner related rebates that were paid the prior week.

Dealer Billing

Distributors are responsible for invoicing Carrier® dealers for their portion of the rebate.

Rebate Activity Reports

Dealers and distributors can access the reports feature at www.CarrierIncentives.com to view rebate activity reports. Report updates are provided on a nightly basis indicating the previous day's activity. This data is subject to change any time during the promotion due to adjustment requests, product returns, etc. The first update will happen one week after the start of the promotion and the reports will display individual homeowner information by dealer. If the reports are accessed before this date, the screen will appear blank.



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Program Materials

Rebate claim forms from previous Cool Cash promotions will not be accepted and should be discarded.

The following materials are available to distributors through SAP prior to the promotion start. Dealers should acquire these materials from their distributor.

Description	SAP Number	Price
Carrier Total Comfort Consumer Brochure	01-811-20412-10	\$5.00 / package of 10
Spring 2017 Dealer Rebate Claim Form - North	888-1024	\$3.50 / package of 25
Spring 2017 FAD Instant Rebate Claim Form - North	888-1022	\$3.50 / package of 25
Spring 2017 Dealer Rebate Claim Form - South	888-1025	\$3.50 / package of 25
Spring 2017 FAD Instant Rebate Claim Form - South	888-1023	\$3.50 / package of 25

Carrier Financing Reimbursement Promotion

FADs should refer to the Carrier® Factory Authorized Dealer Full-Year Financing Promotion - Dealer Promotion Handbook and reimbursement documents for details of the financing promotions available to them during the Cool Cash promotion and throughout the year. All dealers must file for financing claim reimbursement on the same website that product rebate claims are filed, www.CarrierIncentives.com.

Co-op Funds

Co-op dollars from the "end-user media communications" portion of marketing funds may be used to advertise and promote Cool Cash.

Dealer Program Enrollment

To participate in the Cool Cash program, the dealer should notify the distributor. In turn, the distributor will use HVACpartners.com to enroll the dealer in the promotion. Only registered dealers are eligible to participate in the Cool Cash promotions.

Distributors must enroll dealers in the Cool Cash program by the dates outlined in the Key Dates section of the handbook (generally 15 days prior to the end of the selling period).

Distributors may un-enroll a dealer from further participating in the program. If the homeowner attempts to claim a rebate after the dealer un-enrollment date became effective, the Cool Cash Claim Center will reject the rebate claim. Dealers will still be financially responsible for any rebates that may have been issued before the un-enrollment became effective.