



2020 Certified Dealer Program

I What is the Ecoer Certified Dealer program?

The Ecoer Certified Dealer Program is a chance for contractors to tap directly into Ecoer's extensive marketing, training and service resources. When a contractor meets the requirements of the **Certified Dealer Program** (see below), they will have access to the many services and resources offered by Ecoer. We understand that authorization is a process and will take a concerted effort on your part as well as ours to achieve the highest level of Ecoer Dealership.

1. A fully **Certified Ecoer Dealer** will have installed four (4) systems to qualify for COOP funds, and being placed on the dealer locator (see Dealer Locator and COOP sections below).
2. A single 3rd party matchup system will count towards .5 system towards this 4 system requirement as outlined above.
3. Receive factory or factory-approved distributor training (factory provided online training available soon)
4. Offers the Ecoer product as an option on all residential replacement proposals

Certified Ecoer Dealer status will be reviewed annually.

II Overview

Dealer Locator- Any dealer who installs four (4) or more systems over a twelve (12) month period will be placed on our dealer locator.

Ecoer Contractor Portal- Access to the portal through our Company Website.

Limited Dealerships – Your Ecoer distributor will work with you to map out a sales and service area based on geographic region, demographics, and dealer capabilities.

Warranty- Upon acceptance of application, an Ecoer Certified Dealer can offer Ecoer's 10 years Limited Parts Warranty on New 3rd party matchup systems (a non-dealer can only offer 5).

Lead Generation Assistance – Ecoer uses a variety of strategies to obtain quality leads, through social media, print advertising, public relations, and product promotions. Dealers will receive the lead contact information immediately after the lead has requested information from Ecoer from your Ecoer distributor.

In-Home Selling Presentation Material - Ecoer will provide you with consumer level sales support including presentations and printed material highlighting Ecoer features and benefits, to help you sell our systems to homeowners.

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Unitary Product Training- Ecoer personal will instruct your sales staff, installation crew, and service technicians, on proper techniques and tactics in order to gain confidence and expertise with the Ecoer product.

Personal Use/Demo Systems- An Ecoer Certified Dealer can purchase systems at a greatly reduced cost, through their distributor. This offer is limited to two systems per contractor (all time).

Coop/Marketing Fund 2% of a dealer's total Ecoer sales will begin to accrue upon a dealer becoming a fully **Certified Ecoer Dealer (after their 4th system sold)**. These funds will expire at calendar year end.

Your customers will be connected to you for the life of their system.

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