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ELITE PARTNER

PROGRAM RESOURCE GUIDE

2026

Build a Smarter HVAC Business

Technology, support, and resources designed to help Elite Partners succeed.

Why become an Ecoer Elite Partner?

Differentiate your business with connected, inverter-driven comfort solutions and a partner ecosystem built to simplify installation, strengthen service, and support sustainable growth.

01

Stand out with smart technology

Offer advanced inverter-driven heat pumps and air conditioning systems engineered for efficient, dependable comfort.

02

Stay connected with Ecoer Pulse

Access system insights, remote monitoring, diagnostic information, and partner resources through one connected platform.

03

Simplify every installation

Ecoer Automated Charge, guided mobile tools, and clear support help technicians work faster and reduce costly errors.

04

Reduce callbacks

Connected diagnostics and system monitoring help your team identify potential issues before they become service calls.

05

Build confidence through training

Develop technical, product, sales, and installation expertise through Ecoer Hero Academy and instructor-led programs.

06

Strengthen sales and marketing

Use homeowner-facing sales resources, Ecoer brand materials, and potential visibility through the Ecoer Partner Locator.

Grow with high-efficiency solutions

Help homeowners lower energy use while positioning your business to meet growing demand for smarter, greener heating and cooling.

Ready to elevate your business?

Talk with your Ecoer representative about Elite Partner Program eligibility and next steps.

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ECOER ELITE PARTNER PROGRAM

Program standards for the upcoming program year



Annual Program Standards

- Maintain required licenses, insurance, and good standing.
- Complete annual Hero Academy training.
- Register 100% of eligible systems within 30 days.
- Activate Ecoer Pulse, Gateway, and ESS Pro on eligible systems.
- Follow Ecoer installation, commissioning, and warranty procedures.
- Maintain acceptable customer satisfaction and response times.
- Use approved Ecoer branding and marketing materials.
- Complete an annual performance review.

Suggested Annual Sales Goals

AUTHORIZED: 4 CERTIFIED: 16 PREMIUM: 40 OR APPROVED CUSTOM GOAL

Final sales, training, and performance thresholds are subject to Ecoer approval.

Program Benefits & Partnership Tiers

Three partnership levels. Benefits that scale.

Training, field performance, documentation, and partner rewards under one accountable standard.

ECOER AUTHORIZED PARTNER	ECOER CERTIFIED PARTNER	ECOER PREMIUM PARTNER
ANNUAL GOAL **4** Systems	**ANNUAL GOAL** **16** Systems	**ANNUAL GOAL** **40** Systems or Wholesaler discretion
TECHNICAL Ecoer **Level 1** Technical Training	**TECHNICAL** Ecoer **Level 2** Technical Training	**TECHNICAL** Ecoer **Level 3** Technical Training
SALES + SERVICE Ecoer **Level 1** Sales Training	**SALES + SERVICE** Ecoer **Level 1** Service. **Level 1** Warranty, and **Level 2** Sales	**SALES + SERVICE** Ecoer **Level 2** Service. **Level 2** Warranty, and **Level 3** Sales
ACTION App setup and **100%** system registration via Ecoer Pulse	**ACTION** Complete all **Leve l 1** requirements	**ACTION** Achieve Premium goals and secure wholesaler nomination
LABOR + WARRANTY Standard labor reimbursement for valid repairs; claims are processed through the stocking Ecoer wholesaler.	**LABOR + WARRANTY** Standard labor reimbursement for supported warranty repairs; claims continue through the distributor.	**LABOR + WARRANTY** Enhanced labor reimbursement and direct Ecoer warranty processing.

BENEFITS THAT SCALE

- Tier-based partnership benefits
- 10 years monitoring per eligible system
- Hero Academy training and technical resources
- Marketing, showroom and co-op support*
- Premium: direct support and faster warranty processing
- Priority consideration for qualified leads/financing*

ELIGIBLE SYSTEM : Ecoer heat pump + Pulset air handler, or heat pump+fumace + cased colil, active gateway and ESS Pro registration required.

PARTNER FINANCIAL ADVANTAGES

EARN MORE. GROW MORE. TOGETHER.

1.TIER-BASED PARTNER REBATES

Earn greater rewards as you grow with Ecoer.

PARTNER TIER	PRO SERIES QUALIFYING SYSTEM REBATE Per qualifying installed system	SELECT SERIES QUALIFYING SYSTEM REBATE Per qualifying installed system
AUTHORIZED	$120 /system	$85 /system
CERTIFIED	$200 /system	$140 /system
PREMIUM	$280 /system	$195 /system

2.WHAT QUALIFIES AS A COMPLETE SYSTEM?

A qualifying system requires the purchase and installation of an eligible Ecoer outdoor unit plus the required matched indoor equipment.

PRO SERIES COMPLETE SYSTEM



- Pro Series Outdoor Unit
- Matching Air Handler or Furnace
- Approved Coil
- Ecoer Thermostat (recommended)

SELECT SERIES COMPLETE SYSTEM



- Select Series Outdoor Unit
- Matching Air Handler or Furnace
- Approved Coil
- Ecoer Thermostat (recommended)

Only systems using approved combinations are eligible for rebates. See the Partner Portal for a complete list of eligible combinations.

3.HOW THE REBATE IS CALCULATED

Rebates are earned per qualifying installed system, based on the partner's program tier at the time of installation.

Example:

A Certified Partner installs the following qualifying systems during the rebate period:

10 Pro Series complete systems	× $200 = $2,000
10 Select Series complete systems	× $140 = $1,400
TOTAL PARTNER REBATE	**= $3,400**

Example based on Certified Partner tier rebate amounts. Your rebate will be based on your earned Partner tier.

4.HOW AND WHEN YOU GET PAID

1.SUBMIT CLAIM
Submit qualifying system claims through the Ecoer Partner Portal with required documentation.

2.VERIFICATION
Ecoer reviews and verifies submissions for eligibility and accuracy.

3.PAYMENT FREQUENCY
Approved rebates are paid quarterly.
(Q1: Jan–Mar | Q2: Apr–Jun | Q3: Jul–Sep | Q4: Oct–Dec)

4.PAYMENT METHOD
Rebates are paid via ACH (direct deposit) or check.

5.PAYMENT TIMING
Payments will be issued within 30 days after the end of each quarter, once all submissions are approved.

TIMELY SUBMISSIONS = TIMELY PAYMENTS
Submit early and provide complete documentation to help ensure timely payment.

BETTER PRODUCTS. BETTER SUPPORT. BETTER RETURNS.

Questions? Contact your Ecoer Sales Representativeor visit partner.ecoer.com for program details.

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PROGRAM BENEFITS OVERVIEW

A connected partner ecosystem designed to support growth.



01 Tiered rewards

Program rebates scale across Authorized, Certified, and Premium Partner tiers, subject to current program terms.

02 Smarter field tools

Ecoer Pulse, connected diagnostics, guided installation support, and ESS Pro registration workflows.

03 Training

Hero Academy and instructor-led learning for technical, installation, service, warranty, and sales development.

04 Financing support

FTL financing options can help partners present manageable monthly payment options.

05 Labor support

Up to 10-year labor support

06 Marketing resources

Homeowner-facing materials, Ecoer brand assets, showroom/co-op support, and potential Partner Locator visibility.

Benefits that scale with partnership

Refer to the Partnership Tiers and Rebate Program sections for current benefit levels, eligibility requirements, and program terms.

SUBJECT TO CURRENT PROGRAM TERMS

FTL FINANCE

Help turn qualified opportunities into sales.

Financing can make comfort upgrades more approachable

Flexible options can help partners present manageable payment options for a range of HVAC projects.

FLEXIBLE FINANCING OPTIONS

- Choose from standard, low-interest, and deferred-interest programs designed for different project sizes and customer needs.
- Offer terms ranging from 36 to 120 months, including select programs with no Partner fee.
- Access alternative risk-based approval options through FTL or its financing partners.

BENEFITS FOR HOMEOWNERS

- Make HVAC improvements more manageable with convenient monthly payment options.
- Select from 90-day, six-month, or 12-month deferred-interest programs where available.
- Finance smaller projects with a dedicated 12-month installment option.

EVERY JOB. ZERO HASSLE.

Begin every project the right way by offering easy-to-understand, simple-to-start financing. FTL Finance offers a variety of programs with no contractor costs, including:

- Lower interest rates than most credit cards and unsecured bank loans
- Easy-to-explain term loans
- No additional cost to you or your customers

FTL Finance can work with you to create a custom financing offering that can be seamlessly incorporated into your business.

SINGLE INSTALLMENT LOAN / FINANCE LEASE

- Fixed term
- Fixed interest rate
- Interest-rate buy-down options
- Options with no contractor costs $300 minimum

SAME-AS-CASH / DEFERRED INTEREST LOAN

- 90-day, 6-month, or 12-month deferred-interest options
- $1,000 minimum
- No payments required during the deferred
- Competitive interest rate after the deferred period

Source: FTL Finance, Program Selection Page. Accessed August 31, 2026.

PROGRAM NOTE

All financing is subject to credit approval. Rates, terms, and program availability are subject to change. Confirm active FTL enrollment, current program terms, and approved customer disclosures before use.

SOURCE:FTLFINANCE.COM/FORM/CUSTOMIZE

Ecoer Labor Support Program

Up to 10-year labor support

For qualifying, registered residential Ecoer systems, labor support is available in addition to Ecoer's standard 10-year limited parts warranty.

LABOR SUPPORT OPTIONS

STANDARD

Fixed-rate support for qualifying repairs.

Eligible systems

TDi Select
TDi Elan
SDi Extreme 2

PREMIUM

Based on Trinity's reimbursement schedule by component and labor hours.

Eligible systems

TDi Pro
RTi

PARTNER ENROLLMENT

- Register the qualifying equipment with Ecoer.
- Select "Enroll" under "Dealer Enrollment" in the portal.
- Upload company information, W-9, COI, and Workers' Compensation documentation.
- After approval, select "Register" to create your portal credentials.

Service of Record

Enrollment allows the Partner to be listed as the service provider of record on the Declarations Page and to receive reimbursement for covered labor repairs.

COVERED REPAIR HIGHLIGHTS

- Mechanical failures of covered equipment during normal business hours.
- Partner guarantees labor for 90 days on covered repairs.
- $35 residential parts-processing allowance for each replaced primary part.
- R-410A reimbursement: up to $20 per pound, with a maximum reimbursement of $200 and proof of cost required.

NOT COVERED / EXCLUSIONS

- Installation errors or lack of proper maintenance.
- Predictive failures, adjustments, resets, wear and tear, or nuisance calls.
- Ductwork, field piping, and normal maintenance items.
- Overtime or holiday labor; Acts of God, war, and terrorism.

PORTAL, AGREEMENTS + SUPPORT

esa.trinitywarranty.com/ecoer

After registration is processed (usually within 30 days), download the Declarations Page and Terms & Conditions under "Agreements / My Agreements. Review each ESA for accuracy before providing it to the equipment owner. State-specific terms may vary.

ENROLLMENT EMAIL: enroll@trinitywarranty.com
CERTIFICATE HOLDER: Trinity Warranty, PO Box 5640, Villa Park, IL 60181

Source: Ecoer Dealer Program Guide – Extended Service Agreements for Labor Coverage, February 2024.

Ecoer Hero Academy

Build technical confidence across the Partner team.

TRAINING

Ecoer
Hero Academy

Training that supports every role

The program provides progressive Ecoer Level 1–3 training aligned with Partner tiers. Exact course titles, schedules and delivery modes require confirmation.

01

Technical fundamentals

Product knowledge and core system concepts.

02

Installation + commissioning

Setup, charging guidance, and field best practices.

03

Service + diagnostics

Troubleshooting, connected insights, and callback reduction.

04

Warranty workflows

Documentation and claim process readiness.

05

Sales enablement

Customer conversations and value-based selling.



NATE certification/CEH callout

TBD –REQUIRES VERIFICATION

Confirm qualifying courses, CEH values, provider status and claim language before publication.

Ecoer Website & Partner Resources

A proposed map of dealer resources – access and URLs to verify.



One destination for the Partner journey

Access key Ecoer resources for system information, registration training, technical support, marketing, and more.

- **System information**
  Product information and current documentation.
- **Registration**
  System, gateway, and ESS Pro registration resources.
- **Warranty**
  Program information, documentation, and claims resources.
- **Technical library**
  Installation, service, and diagnostic resources.
- **Training**
  Hero Academy access and course information.
- **Marketing**
  Approved brand and sales materials.
- **Support**
  Partner and technical support contacts.
- **Account access**
  Roles, permissions, and sign-in information.

ACCESS PARTNER RESOURCES

Visit the Ecoer Partner Portal for current program resources, tools, and support.

Brand Guidelines & Marketing Resources

A practical checklist for consistent Ecoer Partner communications.

Use Only Current, Approved Assets

Brand essentials

- Approved Ecoer and Elite Partner logos
- Navy and green color specifications
- Approved typography and messaging
- Clear space and minimum size requirements

Partner Marketing

- Digital and social graphics
- Homeowner-facing product literature
- Showroom and event materials
- Co-branded templates and Dealer Locator assets

A CONSISTENT BRAND BUILDS CONFIDENCE

Use the same visual system across every Partner touchpoint.

Logo System



Clear space + hierarchy

Color Palette



Navy and green asprimary brand colors

Type + Layout

Aa

Clear, modern, repeatable

Co-branding review

Confirm logo hierarchy, legal language, claims, image rights, and approval ownership before releasing Partner-created materials.

BRAND GUIDELINES + MARKETING LIBRARY

Access current brand guidelines and approved marketing assets.



BRAND GUIDELINES

ECOER FREQUENTLY ASKED QUESTIONS

Core talking points for consistent Partner and homeowner conversations.

01 What makes Ecoer different from traditional HVAC systems?

Ecoer systems are engineered to reduce installation variability and maintain consistent performance over time through automation and monitoring, rather than relying solely on manual setup.

02 Why is Ecoer positioned as a premium HVAC solution?

Ecoer prioritizes long-term system stability, installation accuracy, and intelligent monitoring-helping support fewer failures, more consistent comfort, and reduced lifecycle uncertainty.

03 How does Ecoer support contractors?

Ecoer helps reduce installation errors, simplifies diagnostics, and helps contractors deliver more reliable results with fewer callbacks and greater confidence.

04 What does Ecoer mean by system stability?

System stability is the ability of an HVAC system to maintain consistent performance over time, despite installation variables or environmental changes.

05 How does Ecoer improve the homeowner experience?

Ecoer supports quieter operation, more consistent temperatures, and fewer disruptions-creating a more comfortable and predictable living environment.

06 What is Ecoer Smart Service (ESS)?

ESS is Ecoer's IoT monitoring platform, providing real-time system visibility to support earlier issue detection and more precise service.

07 Why is Ecoer Automated Charging (EAC) important?

Incorrect refrigerant charge can reduce HVAC efficiency and system reliability. Ecoer Automated Charging (EAC) helps reduce this risk by automating the charging process.

MESSAGING NOTE

Use approved Ecoer terminology and current product documentation. Avoid adding performance, savings, or warranty claims that are not supported by published Ecoer materials.

Quick Links + Resources

PARTNER RESOURCE CENTER

Quick access to essential Ecoer Partner resources.

Hero Academy
SCAN TO ACCESS

Ecoer Pulse / ESS Pro
SCAN TO ACCESS

System Registration
SCAN TO ACCESS

Warranty + Claims
SCAN TO ACCESS

Technical Documentation
SCAN TO ACCESS

FTL Financing
SCAN TO ACCESS

Product Information
SCAN TO ACCESS

Partner Support
SCAN TO ACCESS

Access current Ecoer resources, tools, and support through the Partner Resource Center.

New Elite Partner Onboarding Checklist

PARTNER RESOURCE CENTER

A practical onboarding sequence for new Ecoer Partners.

- [ ] **01 Program enrollment**
  Confirm eligibility, agreement, Partner tier, and annual requirements.

- [ ] **02 Account + access**
  Set up required account access, Ecoer Pulse, and ESS Pro access.

- [ ] **03 Training plan**
  Assign required Hero Academy technical, sales, service, and warranty training.

- [ ] **04 Registration workflow**
  Confirm 100% system registration compliance, including gateway and ESS Pro requirements.

- [ ] **05 Warranty + labor**
  Review Ecoer warranty workflows and verify Trinity enrollment details.

- [ ] **06 Financing**
  Complete FTL Partner enrollment and team training, if participating.

- [ ] **07 Brand activation**
  Download approved logos, literature, digital assets, and co-branding guidelines.

- [ ] **08 Key contacts**
  Record distributor, Ecoer sales, technical, warranty, and marketing contacts.

- [ ] **09 FieldEdge review**
  Confirm FieldEdge status before representing any compatibility or integration capabilities.

- [ ] **10 Launch review**
  Validate links, disclosures, program terms, and first-system readiness.

Partner: _____ Owner: _____ Target launch: _____