

LMG: Local Marketing Group

About:

The Local Marketing Group (“LMG”) program is intended to create **lead generation and training initiatives** in conjunction with American Standard and the distributor by allocating funds from the sale of specific equipment for local market advertising, individual dealer lead generation and training to drive sales of American Standard equipment. All dealers are charged 2.5% fee for residential equipment.

Purpose:

- To promote American Standard and dealers through media advertising and promotional partnership opportunities.
- To provide a comprehensive training schedule for American Standard Dealers within the District.
- Based on the dealer’s program tier, a portion of the accrued LMG fee will be loaded into the dealers SearchKings or Mediagistic account or go to the general LMG fund. Payout rate will be based upon the dealers’ program tier, which is determined by the dealer’s price tier and is outlined below. There may be exceptions to dealer’s program tier.

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| Desired Outcome | Program | Tier 1 \$25-\$75K | Tier 2 \$75-\$175K | Tier 3 \$175K-\$350K | Tier 4 \$350K-\$700K | Tier 5 \$700K-\$1.2M | Tier 6 \$1.2M+ |
|--------------------|---|----------------------|-----------------------|-------------------------|-------------------------|-------------------------|-------------------|
| Awareness & Demand | LMG 2.5% Direct Dealer Acct (Cap at \$30,000 LMG Accrual or \$1.2M in eligible purchases) | NA | NA | 35% | 40% | 50% | 75% |
| Awareness & Demand | LMG 2.5% Execution of dealer fund | General Fund | General Fund | GLS/PPC | GLS/PPC | GLS/PPC | GLS/PPC |

Local Training

Helps fund the DSO Local Training Budget:
Technical Training
Business Training

Dealer Lead Generation

A percentage of the LMG collection goes directly back to the dealer in the form of a SearchKings or Mediagistic credit.

*Lead gen is an option for Tier 3 and above dealers