

PREFERRED DEALER PROGRAM

2023 AMERICAN STANDARD PREFERRED DEALER PROGRAM DSO

BUILT TO A HIGHER STANDARD®
American Standard®
HEATING & AIR CONDITIONING

Program	Tier 1 \$25K - \$75K	Tier 2 \$75K - 175K	Tier 3 \$175K - \$350K	Tier 4 \$350K - \$700K	Tier 5 \$700 - \$1.2M	Tier 6 \$1.2M+
Price Reduction	4.0%	8.0%	10.0%	12.0%	14.0%	16.0%
Dealer Development (coop) Earn Rate/ Non-Quote Rev	NA	1.0%	1.5%	2.0%	3.0%	4.0%
Dealer Development (coop) Payout Split	50/50	50/50	50/50	50/50	60/40	70/30
LMG 2.5% Direct Dealer Acct (Cap at \$30,000 LMG Accrual)	NA	NA	35%	40%	50%	75%
LMG 2.5% - Execution of dealer fund	General Fund	General Fund	LSA / PPC	LSA / PPC	LSA / PPC	LSA / PPC
Growth Rebate:						
Bi-Annual H1 Growth Target: 12% growth on Premium Products (non-quoted)	NA	2%	2%	2%	2%	2%
Annual MBU Growth Target: 5% MBU Growth on Premium and Value Products (non-quoted)	NA	1%	1%	1%	1%	1%

*Existing dealer must have opted into Preferred Dealer Program via MAX by March 31, 2023

*H2 Growth Rebate Target will be announced in Q3

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