



SALES PLAN #RS-SP205A

EFFECTIVE PERIOD

JAN 1, 2022 – DEC 31, 2022

AMERICAN STANDARD CUSTOMER CARE™ PROGRAM

2022

PURPOSE:

For dealers who demonstrate they meet American Standard's high standards, we offer the Customer Care (CC) Program to support their business. We choose to partner with dealers who share our commitment to customer experience by directly investing in their growth and overall success because, together, we're all Building a Higher Standard.

CC PROGRAM SUPPORT & MICROSITE

To fully support our Customer Care dealers, we offer access to the customer support inbox (CChelp@asairmax.com). Dealers also will have access to the CC microsite, which is dedicated to providing important information and updates for the 2022 CC Program. It will serve as a "one-stop-shop" for all your questions and needs, including additional details about the benefits below, next steps, links to the vendor's website, and other resources for ensuring your overall success in the program. The microsite can be accessed by going to *ASDealerNet* >>> *Marketing Center* >>> *CC Program Microsite*.

GROWTH BENEFIT OPTIONS:

Dealer selections and options are based upon dealer's commitment.

- **CC Silver** dealers have the option to choose up to **2 benefits**
- **CC Gold** dealers have the option to choose up to **4 benefits**
- **CC Platinum** dealers have the option to choose up to **6 benefits**



BUILT TO A HIGHER STANDARD
American Standard
HEATING & AIR CONDITIONING



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#1: Online Reputation Management and Customer Interaction*

By: [Podium](#)

Podium is a communication and payments platform that uses the simple power of texting and other messaging channels to help local businesses grow their bottom line. It's the easiest and most effective way to get more online reviews, convert more website traffic, collect payments, and send targeted promotions. The platform has grown to include Webchat, Feedback, Teamchat, Campaigns, and Payments—every essential business interaction powered by messaging.

- **1 Growth Benefit:** American Standard will provide a 1-year license for Podium's Select Plan* for unlimited users at the dealership (~\$4,800 value) for 1 Growth Benefit. Select Plan includes the following features: Reviews, Feedback, Inbox and Payments. Select Plan includes one dealer location (additional fees apply for additional locations).
- Or
- **2 Growth Benefit:** American Standard will provide a 1-year license for Podium's Advantage Plan for unlimited users at the dealership (~\$9,800 value) for 2 Growth Benefits. Podium's Advantage Plan includes the following features: Reviews, Feedback, Inbox Pro, Payments, **Webchat Pro, SMS Campaigns (500 subscribers), and Video Chat.** Advantage Plan includes up to 7 dealer locations (additional fees apply for additional locations). The 12-month period begins when the dealer signs their agreement with Podium.

**Dealer will be required to select 1 Podium growth benefit if their Google rating is below 4.6 as of October 15, 2021.*

#2: Lead Generation

By: [SearchKings](#)

Boost your incoming service and install opportunities by partnering with an industry leader in digital advertising that can customize a plan specifically for you and your business.

Dealers can direct their funds to any of the programs offered by SearchKings including Google Local Services (GLS), Pay-Per-Click (PPC), Display advertising, Retargeting, YouTube video marketing, Banner ads, Website design with optional eCommerce add-ons and more.

New for 2022: Use your SearchKings credit to help find and hire technicians with targeted Google Recruiting campaigns.

- **1 Growth Benefit:** American Standard will provide a \$3,500 credit to your SearchKings account that can be used for digital advertising and any associated management fees.
- Or
- **2 Growth Benefits:** American Standard will provide a \$6,000 total credit to your SearchKings account that can be used for digital advertising and any associated management fees.

#3: Field Service Management

By: [ServiceTitan](#), [Payzerware](#), [Aptora](#), [FieldEdge](#), [ServiceFusion](#), [Jobber](#), [P3](#)

Want to grow revenue or simply run a more profitable business? Transform your business by partnering with a Platinum Field Service Management (FSM) company that can help you to more efficiently manage customer relationships, scheduling, dispatch, service, sales, marketing, inventory, payroll, agreements, accounting, and more.

- **1 Growth Benefit:** American Standard will provide a \$2,000 credit to help offset the costs of one of the seven Field Service Management (FSM) providers listed above.
- Or
- **2 Growth Benefits:** American Standard will provide a \$4,000 credit to help offset the costs of one of the seven Field Service Management (FSM) providers listed above.



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#4: High-Efficiency SPIFF – Sales Incentive

To align with the growing focus on sustainability and to encourage the sale of energy efficient American Standard residential equipment, a registered dealer salesperson will earn **up to \$150*** for each qualifying outdoor or indoor unit sold. Supplemental rebates may be available outside of promotional periods..

- Equipment must be purchased using standard pricing from distributor and for retail replacement applications only; Quoted equipment purchases do not qualify
- Homeowner invoice with serial number will be required
- Dealer to submit claim via American Standard Dealer Rewards
- Dealers have 90 days after sale date to submit claims
- **For each registered individual, funds will be loaded onto a (one) reloadable VISA; owner of card will receive 1099**
- Ameristar and American Standard-Mitsubishi Electric equipment are not eligible for reward

*See [2022 CC High-Efficiency SPIFF Sales Plan](#) for full details of qualifying equipment, rebate amounts, and claims process.

#5: Business Accelerator powered by EGIA Contractor University

By: [EGIA Contractor University](#)

The HVAC industry's most powerful training platform is now available through the **Business Accelerator program** powered by **EGIA Contractor University!** Select this program as one of your 2022 growth benefits to unlock:

- The largest online database of training tools and resources (videos, downloadable implementation tools, etc.)
- A comprehensive business evaluation with a customized training roadmap for your company
- Monthly one-on-one business coaching sessions
- 24/7 Ask-the-Experts online Q&A support
- In-depth online & LIVE training classes for your employees (In-Home Sales, Technician Communication, Customer Service, Mindset, Performance & Productivity and more)

With the Business Accelerator program powered by EGIA Contractor University, you will be able to tap into decade's worth of knowledge and expertise from some of the HVAC industry's most successful business leaders who have walked in your same shoes and found proven solutions to many of the business challenges that are currently keeping you up at night. Once the dealer selects this benefit during enrollment, they will be contacted by EGIA to determine which membership option below is right for them.

- **Plus Membership (Until the End of 2022)** – Access to All Online On-Demand Training Tools, Monthly One-on-One Coaching, 24/7 Ask the Experts Q&A Support, Business Evaluation & Customized Training Roadmap

Dealer cost as benefit selection: FREE (Standard Rate is \$3,588 annually)

Or

- **Premium Membership (Until the End of 2022)** – All Plus Level Benefits + Free Attendance to all LIVE Training Events (In-Person & Virtual Workshops plus Conferences)

Dealer cost as benefit selection: \$2,000 (Standard Rate is \$5,988 annually)

#6: Consumer Financing – [Year Long Buy-down \(Wells Fargo\)](#)

Effective Period: January 1, 2022 – December 31, 2022

American Standard will fund financing for ALL American Standard equipment with NO Caps on financed amount.



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NO CLAIMS NECESSARY. Current Wells Fargo Price sheet can be found within the Financial Center on AD Dealer Net.

- CC Silver will receive a 1% rate reduction on all Wells Fargo financing plans
- CC Gold will receive a 2.5% rate reduction on all Wells Fargo financing plans
- CC Platinum will receive a 3.5% rate reduction on all Wells Fargo financing plans

#7: Do What's Right

The purpose of this benefit is to support the CC Dealer with additional flexibility and autonomy to “Do What's Right” for the customer. By choosing this benefit, the dealer will have the ability to replace a specified number of units during the year, to be used in the following situations:

- **Warranty Product Exchanges:**
When a warranty product issue cannot be resolved through the existing “First 90 days Major Failure Exchange” policy or a standard repair. Replacement must take place during warranty period and is limited to *Like-for-Like equipment*, including of American Standard/Ameristar outdoor splits, packaged units, furnaces and air handler. Excludes 3 phase products.
- **Charitable Opportunities:**
When an opportunity exists to serve the local community, a dealer can use this benefit to provide an equipment donation to a charitable organization or person in need. This benefit is not intended for personal use by the dealer. Equipment will be limited up to 16 SEER, non-communicating equipment. Excludes 3 phase products.

Additional details and claims process for this benefit will be available on the CC Program microsite. Below are the allotted number of units per level:

- CC Silver = 1 MBU/Year
- CC Gold = 3 MBU/Year
- CC Platinum = 5 MBU/Year

Qualifying Equipment for Charitable Opportunities	
Model Family	Product Category
ODUs	4A7A6, 4A6H6, 4A6H5, 4A7A4, 4A6H4, 4A7A3, A4AC4, A4AC6, A4HP4, A4HP6
Package Units	4WCC4, 4YCC4, 4TCC4, 4WHC4, 4TCA4, 4WCA4, 4YCA4
Furnaces	S9B1, S8B1, S9X1, S8X1, S9X2, S8X2, A801X, A951X, P0V0
AHUs	TEM6, TEM4, TMM4, TMM5, TEM3, A4AH4, A4AH6

Additional guidelines:

- The benefit cannot be used for personal use or training purposes .
- Equipment claimed through the DWR process CANNOT be resold to homeowner.
- Warranty Product Exchange only: American Standard (or IWD Partner) Invoice and Customer Invoice will be required for submission.
- Claims will be submitted and tracked through the MAX portal and may require distributor approval.
- All claims must be submitted within 90 days of American Standard invoice date (or IWD Partner invoice date) or by December 1, 2022, whichever comes first.
- This program is subject to availability. No substitutions or upgrades
- 3 phase equipment is excluded from the program

#8: Sales Presentation System: (*NEW FOR 2022*)

By: [PriceBook Digital](#)

PricebookPlus™ is the premier digital sales/sales presentation system for HVAC Comfort Advisors. PricebookPlus™ handles all aspects of the sales process, from lead management to sales presentation/closing to installation support, and it allows you to configure a complete, customized multi-option equipment/ systems



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presentation for homeowners in minutes. A turnkey solution powered by Pricebook DataSource™, our comprehensive industry database for equipment, systems, pricing and more, including everything American Standard-related - PricebookPlus™ will take your sales to the next level.

1 Growth Benefit: Dealers Currently Using PricebookPlus - 12 month service subscription (1/1/2022 through 12/31/2022). Retail value ~\$3300. Includes all American Standard, American Standard-Mitsubishi, Ameristar brands, and 3 user licenses.

1 Growth Benefit: NEW dealers to PricebookPlus - Onboarding and Setup, plus 6 month service subscription. Retail value ~\$4200. Includes all American Standard, American Standard-Mitsubishi, Ameristar brands, and 3 user licenses.

2 Growth Benefits: Dealer New to Pricebook Digital - Alternate Selection - Onboarding and Setup, plus 12 month service subscription (or through 12/31/2022) Retail value ~\$5733.

Notes & Exclusions

- **Third-party accessories and equipment integral to the functioning of American Standard, American Standard-Mitsubishi, and Ameristar systems, such as third-party thermostats/controls, third-party coils, etc. are included at no additional cost to the dealer.*
- **Equipment brands limited to American Standard, American Standard-Mitsubishi, and Ameristar. The addition of a separate major brand of third-party equipment is excluded from the benefit, but may be purchased directly from Pricebook Digital at additional cost. Examples - the addition of a line of geothermal equipment, a line of boilers, etc.*
- **Note that additional user licenses and other add-on products and services may be purchased directly from Pricebook Digital at an additional cost*

BENEFITS FOR ALL CC DEALERS

☒ National Consumer Promotion

All CC dealers will be eligible to participate in specific sales incentives offers throughout the year. These could range from consumer promotions to sweepstakes. Complete information and requirements will be made available throughout the year.

☒ Warranty/Product Exchange – First 90 Days

CC dealers have the authority to replace outdoor split/package units, furnaces and air handlers when faced with major system leaks, compressor or heat exchanger failures due to manufacturing defects within the first 90 days after installation/startup date.

***Ameristar and American Standard®-Mitsubishi Electric equipment are not eligible for this benefit Warranty/Product Exchange Process*

[Warranty/Product Exchange Process](#)

☒ Parts Concession

This program benefit will give dealers the ability to concession a Major Component Part (as defined below) that is within certain time periods ("Concession Period") of the registered limited warranty expiring as identified in Section 1.2. below. American Standard will concession the Part and the dealer must concession 100% of the labor for the replacement. [Link to the process](#)

☒ Service Management

By: [Dispatch](#)

Dispatch is a communication platform that connects dealers with the homeowner. Dealers utilize Dispatch to disposition leads from the American Standard dealer locator. Dispatch also allows dealers to organize leads, book and schedule appointments, dispatch techs and communicate to customers via text (\$3,000 value).

Support for Dispatch: support@dispatch.me



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☒ **CC Conference**

As a loyal American Standard Dealer, you will be invited to American Standard's CC Conference, as CDC/OSHA guidelines and recommendations permit. When invitations are sent, availability will be limited and on a first-come first-serve basis. Dealer will be responsible for flight and incidentals outside of group meals and activities.

- CC Platinum dealers will be allowed 2 attendees (with a guest for each)
- CC Gold dealers will be allowed 1 attendee (with a guest)
- CC Silver dealers will be allowed 1 attendee (with a guest)

☒ **American Standard Social Club**

For 2022, American Standard Customer Care™ dealers can be opted-in to the American Standard Social Club. CC Dealers can build their social media presence and gain access to specially curated, American Standard branded, social media posts. This content can easily be customized and pushed to dealers' social media accounts (Facebook, Twitter, LinkedIn, or Instagram) from their phone, tablet, or PC. Additional details can be found on the Elite Dealer Program microsite.

☒ **Local Presence Management**

DAC Group's [Local Presence Management](#) will optimize online listings by uploading dealer's business information to the four core databases that distribute business listings. This benefit also allows access to [TransparenSEE](#) to access online reviews across numerous review sites all in one location.

Note: In order to receive this benefit, you must provide Google My Business Access to DAC Group so your location appears in search results, and your Google reviews and rating appear on the Dealer Locator. See [this document](#) for instructions.

Support for LPM: AmericanStandard@dacgroup.com

☒ **Vehicle/Fleet Discounts**

CC Dealers have access to vehicle discounts through exclusive purchasing programs that have been established with **Chrysler, GM, Ford, and Nissan**. Plans and associated discounts can be found on the [CC Program microsite](#), located in the *Marketing Center on AS Dealer Net*.

***Discounts are subject to change based on the discretion of our fleet partners based on inventory and supply chain disruption.*

☒ **Employee Retention – Business Administration and Company Benefits (*NEW FOR 2022*)**

By: [Insperity](#)

As a valued CC dealer, receive an exclusive discounted rate to Insperity, one of the largest providers of resources for small businesses. Insperity is one of the largest providers of resources for small businesses. They bring a strategic combination of administrative relief, best in class benefits through United Healthcare, and subject matter experts to help you stem the flow of good talent.

Qualifying CC dealers that connect directly through the program will get a minimum of 17% off Insperity service fees. Dealers must click the link through the CC microsite or email ASCC@Insperity.com to activate these offers.

- Medical benefits (grouped with 10,000 other small businesses to maximize savings and long-term cost protection)
- 401K administration
- Workers Comp insurance & administration
- Employee development & leadership training
- Organizational strategy & succession planning
- Safety and compliance training & administration
- Payroll and tax administration
- Recruiting & background checks
- HR expertise & administration



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☒ Discounts on Quickbooks and HR Basic

By: [Baytek Business Mgmt Software Solutions](#)

Baytek is a Home Services technology reseller, specializing in the sale of leading business management software solutions, QuickBooks, HR Basic and other back office services.

QuickBooks is the #1 accounting software solution designed for small and medium sized businesses. Organize and manage your business to track expenses, send invoices and process payments. As an Elite QuickBooks Solution Provider, Baytek provides American Standard dealers with special VIP pricing, up to 50% off of Intuit's suggested retail prices. To receive a custom price quote for the QuickBooks products and services that are right for your business, visit www.baytek.com/amstd-qb and one of our Baytek representatives will be in touch.

HR Basic is an affordable, on-demand HR manager service for any HVAC dealer that does not have a professionally trained HR manager on staff. On a monthly basis, you will receive unlimited access to SHRM-certified HR professionals, 3 free background checks and much more!

HR Basic helps you maintain peace of mind and mitigate risks, all for just \$50/monthly or \$540/annual subscription (\$60 savings versus monthly plan). To order HR Basic, visit baytek.com/amstd-hr

☒ Exclusive Mobile Device & Service Discounts

By: [Verizon Wireless](#)

Verizon Wireless can provide your business greater access to more innovative technology solutions, which utilize the same great devices they offer you today. Solutions like One Talk gives your business a mobile-first, cloud-based phone system that unifies and streamlines communications across your distributed locations. Let Verizon help you transform your business processes, control costs, improve collaboration and deliver a powerful customer experience!

More details and signup available within the CC Program microsite.

☒ e-Learning access

By: [American Standard Learning Resources](#)

Through the eLearning website, you have the ability to enroll in industry specific courses at no cost to you or non-industry specific courses that may or may not have a cost associated. For more information and support for Learning Resources email learningresources@americanstandardair.com

DEALER COMMITMENT:

CC – Platinum

- 10% Growth Commitment
- American Standard exclusive as determined at American Standard's sole discretion
- 4.8 Star Google Star Rating
- 30 New Google Reviews during 2022

CC – Gold

- 10% Growth Commitment
- Commitment to exclusively advertising American Standard (and no other HVAC Brand)
- 4.7 Star Google Star Rating
- 30 New Google Reviews during 2022

CC – Silver

- 10% Growth Commitment
- 51% Share of Wallet (% of your industry purchases that are American Standard)
- 4.6 Star Google Star Rating
- 30 New Google Reviews during 2022



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DEALER INVESTMENT:

2022 American Standard Customer Care™ Program national fee:

- Platinum - \$15,000 USD (includes selection of up to 6 growth benefits)
- Gold - \$10,000 USD (includes selection of up to 4 growth benefits)
- Silver - \$5,000 USD (includes selection of up to 2 growth benefits)



Dealer Enrollment and Administration:

In Q4 of 2021, the dealer portal on MAX will be open for distributors to select the dealers that qualify for the CC Program. When dealers have been selected, they will receive an email invitation to opt into the program, determine their investment level and choose their program benefits options.

1. Dealers that enroll in the program will be invoiced quarterly in four equal installments starting in early Q1
2. New enrollments will NOT be prorated, the dealer will be required to pay the full fee, regardless of their time in the program.
3. Requests to change benefits must be made within 30 days of enrollment, however, once value of a benefit has been received/funded, dealers will be unable to remove it. Requests should be submitted using the Enrollment Portal within MAX.
4. Dealers will be allowed to upgrade their CC level one time during the year, however it must be requested before June 30th; requested downgrades must take place within the first 30 days of enrolling in the program.
5. Except as provided in the Program Satisfaction Guarantee below, all CC fees are non-refundable and not eligible for co-op. The CC Program is an annual Program, and partial refunds will not be issued to dealers who leave the Program early. CC Dealers who select Podium will be liable for the cost of the remainder of the year.
6. The distributor will regularly (at least quarterly) review if the CC Dealer meets minimum requirements as outline above. If dealer falls below program requirements, Account Manager will implement development plan and schedule to improve dealer results for the following quarter.
7. To be eligible for the 2022 CC Program, CC dealers must have a signed 2022 Dealer Sales Agreement or other current, active and signed dealer agreement on file with the distributor, and meet the program guidelines.

Program Satisfaction Guarantee



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Distributor Administration Notes:

- Distribute local Sales Plan
 - » The legal page of this document must be included in all local plans, along with the Regulatory and Disclaimer Information above.
 - » Edit local contact information/etc. as required.
- The electronic Terms and Conditions contain all legal requirements and content of the traditional Dealer Participation Agreement. Distributors, at their discretion, may choose to collect and retain a signed Dealer Participation Agreement.
- Agree to assist American Standard in any/all audits of claims.
 - » Upon termination/expiration of a Dealer Agreement, funds will be forfeited. American Standard reserves the right to suspend a Dealer from participation in the program, or to terminate any Dealer's participation in the program, including but not limited to, the following circumstances: The Dealer violates the rules of the program; A Dealer engages in conduct that is deceptive or fraudulent, or not in compliance with any federal or state law or regulation; or the Dealer violates the terms of the Dealer Agreement. American Standard's decision shall be final in all matters relating to the interpretation of program rules and guidelines. In such cases, American Standard also reserves the right to require forfeiture of American Standard funds and debit applicable accounts and/or invoice the Dealer directly.
- Dealer Participation Agreements must be managed locally. The electronic Terms and Conditions, accepted by the homeowner during the claim, contain all legal requirements.



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LEGAL REQUIREMENTS:

THIS DOCUMENT CONTAINS CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION OF AMERICAN STANDARD U.S., INC. IT MAY NOT BE DISCLOSED TO ANY THIRD PARTY WITHOUT PRIOR WRITTEN CONSENT FROM AMERICAN STANDARD U.S., INC. OR ITS AFFILIATES. DISTRIBUTOR/DEALER MAY BE LIABLE FOR ANY UNAUTHORIZED DISTRIBUTION.

The information provided herein is considered confidential and proprietary information of American Standard U.S., Inc., and its affiliates ("American Standard"). It is provided for the sole purpose of permitting the recipient to promote American Standard products and services. Recipient agrees to maintain the confidentiality of all proprietary, trade secret information, including confidential pricing data provided in this document. The Recipient hereby agrees that it will not at any time disclose this confidential information or material, in whole or in part, to any person or entity for any reason or purpose whatsoever, unless American Standard gives its consent, in writing, to such disclosure, except as required by law. The agreement to maintain the confidentiality of this information extends to any employees, pre or future, involved in the work desired and who will have access to the information. These employees will hold the information in confidence in accordance with this agreement and use the information only in the performance of their employment. Recipient agrees to review this agreement and its terms with employees and will obtain their agreement with the terms of this agreement before providing them with any American Standard confidential information. Amendments, Modifications, or Exceptions

American Standard reserves the right to amend, modify, or cancel the program, or any portion at any time. Amendments are not effective unless they are published by American Standard in formal Guidelines or are signed by an authorized American Standard representative. Any exceptions to the program guidelines must be approved in writing by an authorized American Standard representative.

No Other Obligation

American Standard shall have no fiduciary duties or other special duties of any kind to any distributor/dealer under the program other than as expressly set forth in these guidelines.

Legal Liability

By participating in this program, each participating distributor/dealer warrants that its marketing programs and initiatives are in compliance with all antitrust pricing laws and federal/state/local regulations. American Standard does not undertake any legal responsibility for the local management and execution of their marketing programs.

Document Retention

It is the distributors/dealers responsibility to maintain copies of supporting documentation and claim reimbursement paperwork for a minimum of 24 months after reimbursement. Prior to implementing any change in your record retention policies, please consult with your accountant and attorney to determine whether you need to retain these records for other business or legal purposes.

Claims Auditing

All reimbursements under the program are subject to audit. If reimbursement is received on any claim that is later determined to be ineligible, the distributors/dealers account will be either be debited or invoiced in the amount of the ineligible claim plus reasonable and customary expenses incurred for conducting the audit.

Program Violation

Violation of these guidelines may result in termination of the applicable Distributor Agreement or Dealer Sales Agreement or any portion thereof, including but not limited to an immediate revocation of any and all rights to use or display American Standard intellectual property (logo's, trademarks, creative).

Financial Status

Eligibility for program and reimbursements are contingent upon Distributor/Dealer having an executing Distributor Agreement or Dealer Sales Agreement on file and their account being active and in good standing/current as determined solely by American Standard.

Privacy Policy Disclosure Statement

As part of this program and within American Standard's sole discretion, American Standard collects various information to support its development and delivery of quality products, services, and programs to its consumers. In order to ensure that American Standard programs are provided and that proper quality in service is achieved, American Standard may from time to time directly contact homeowners who purchase American Standard products or services to survey customer satisfaction, to evaluate homeowner's reactions to an interest in American Standard products and services, and to conduct research activities. These surveys are a result of such things as independent dealer programs, product registrations, extended warranties, etc. and may be provided to you for the homeowner's future purchase of American Standard products and services. Any information received or obtained by American Standard will be held in accordance with American Standard's privacy policy, which may be obtained at www.AmericanStandard.com. American Standard may from time to time also directly contact homeowners when requested by the homeowner, when required by contract or law, or when a registered homeowner has not received all available coverage for its American Standard products.

Termination

This sales plan is subject to termination or modification at any time by American Standard.



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INDEPENDENT DEALER – AGREEMENT AND ENDORSEMENT

This American Standard Customer Care™ Agreement ("Agreement") is made and entered into by and between American Standard U.S. Inc. (hereinafter referred to as "American Standard") and you as a dealer of American Standard and/or Ameristar products (hereinafter referred to as "Dealer"). This Agreement sets forth the terms, conditions and expectations, under which the Dealer will be permitted on a non-exclusive basis to purchase, sell, apply, install and service certain products associated with the American Standard and/or Ameristar brands and sold by American Standard to the Dealer ("Products"). NOW THEREFORE, in consideration of the foregoing and of the mutual promises herein contained, the parties hereto agree as follows statement of facts:

Dealership Size (Total gross revenue of the business): \$ _____

Purchases Volume of All HVAC Equipment & Parts \$ _____

Purchases of American Standard* Branded Equipment and/or Parts \$ _____

Dealer Selected Status Level (CC Silver, CC Gold or CC Platinum) _____

- Dealer Agrees for CC Silver Status they must purchase 51%+ Share of Wallet in 2022
- Dealer Agrees for CC Gold Status to not promote another manufacturer of HVAC products
- Dealer Agrees for CC Platinum Status to maintain exclusivity as determined solely by the below mentioned Distributor or Regional Sales Office
- Dealer Agrees CC Fee will be non-refundable and billed in full upon termination by either party
- Dealer Agreement must remain in full force and effect throughout the program
- Dealer agrees it will provide access to American Standard customer data that is received, processed and/or stored on behalf of Dealer by third party vendors, including, but not limited to, field service management providers, lead generation companies, and reputation management platforms pursuant to Dealers Privacy Policy and in compliance with applicable data privacy regulations. American Standard will use this data for the sole purposes of improving American Standard's programs and services, and in compliance with its Privacy Policy (<https://www.AmericanStandardtechnologies.com/en/index/privacy-policy.html>)

IN WITNESS WHEREOF, the Dealer has caused this Agreement to be electronically signed by its authorized representative.

Dealer Name _____

Address _____

Signature _____

Print Name _____

American Standard Account No. / CC Number (Renewal Only) _____

Date _____

IN WITNESS WHEREOF, the Distributor or Company Owned office has caused this Agreement to be electronically signed by its authorized representative.

Distributor / Regional OFFICE Name _____

Signature _____

Print Name _____

Title _____

Date _____

Status Awarded for above mentioned Dealer _____

*American Standard Branded includes American Standard, Ameristar, Service First, Nexia and any other brand of HVAC products owned by American Standard U.S. Inc.