

# LMG: Local Marketing Group



## About:

The Local Marketing Group (“LMG”) program is intended to **generate brand enhancement, lead generation and training initiatives** in conjunction with Trane 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 Trane equipment. All dealers are charged 2.5% fee for residential equipment.

## Purpose:

- To promote Trane and Trane Dealers through media advertising and promotional partnership opportunities.
- To provide a comprehensive training schedule for Trane 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.



# LMG: Local Marketing Group

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

## Brand Awareness

Brand awareness in the local market to keep Trane top of mind and aid in top of the funnel marketing

Helps dealers close more sales at the kitchen table, consumers already know and trust the Trane name.

## 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