

Take Your Business to the Next Level

The 12th Man Plan is a turnkey program to help you promote your company and run it more efficiently. Choose your level of enrollment to match your needs.

Find New Customers



Social Media



Website



Local SEO



Logo Design



Qualified Leads

Defend Current Customers



Online Reviews



Homeowner
Email Newsletters



Direct Mail

Close More Sales



In-home Sales Tools



Custom Brochures



Product Rebates



Dollar for dollar, the 12th Man Plan is the best marketing program available through ANY manufacturer!

12th Man Plan Tier II

\$19,909
total value!

\$700 enrollment

- **Custom Brochures** through Brochure Builder
- **Custom Homeowner Email Newsletters** to digitally keep up with homeowners on a monthly basis
- **Direct Mail** with Customer-for-Life (5 mailings in the 1st year of installation, plus maintenance reminders years 2, 3, 4 and 5 for each homeowner!)
- **In-Home Sales Tools** with ComfortConsultant
- **Logo Design** new logo from scratch, or redesign your existing logo
- **Local SEO** for your company name
- **Online Reviews** through Angie's List, HomeAdvisor and HomeStars (in Canada)
- **Product Rebates** all year long!
- **Qualified Leads** from our branded dealer locator \$30
- **Social Media** Facebook content emails for time management
- **Website** with 7-custom pages, unique URL and email addresses

12th Man Plan Tier I

\$2,228
total value!

\$200 enrollment

- **Direct Mail** with Customer-for-Life (3 mailings in the 1st year of installation for each homeowner)
- **Product Rebates** seasonally
- **Qualified Leads** from our branded dealer locator - \$35

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