

## MARKETING BULLETIN

To: 12<sup>th</sup> Man Plan Distributors  
From: Bonnie Moore, Marketing Programs Manager  
Date: 3/7/2018  
Subject: Game Changer Spring Rebate

### **DESCRIPTION:**

Nortek Global HVAC is pleased to announce the Game Changer Spring Rebate promotion for Tier I and II 12<sup>th</sup> Man Plan contractors.

Our Game Changer instant rebate lets homeowners buy more efficiency than they thought they could afford.

### **IMPORTANT DATES AND ENROLLMENT INFORMATION:**

- Program dates are April 1, 2018 through June 30, 2018 on qualifying systems.
- Deadline to submit a claim is July 31, 2018.
- Dealers must be enrolled in each new program via the eNORA rebate processing system. You may continue to enroll contractors throughout the program timeframe.
- On March 15, 2017 the promotion will go live on eNORA, and you may start enrolling your contractors. Instructions on how to enroll contractors can be found on eNORA>Contractor Marketing>Rebates.

### **QUESTIONS?**

For additional information, see the professional rebate brochure below, which includes information about qualifying matches, single unit rebate models and all rebate guidelines.



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# GAME CHANGER **Rebate Details**



## High-End Equipment Becomes the Logical Choice When Homeowners Are Presented with Instant Rebates



- Up to \$1,300 instant rebate on high-efficiency split systems
- Up to \$1,150 instant rebate on packaged systems
- Up to \$150 instant rebate on single units

See details on inside and back cover.

# GAME CHANGER Rebate Details



## Split System Rebates

REBATE	OUTDOOR MODEL NUMBER	INDOOR MODEL NUMBER	COIL	DESCRIPTION
\$1,300	FSA1BG, FSH1BG, FS4BG, FT4BG, PSA1BG, PSH1BG, PSA4BG, PSH4BG	FG7T (C,L)-VS, FG7T (E,N)-VS, PGC2T (C,L)-VS PGC2T (E,N)-VS	Coil	iQ Drive® System, 96% & 95.1% AFUE 2-Stage Variable Speed Furnace w/Coil & Programmable Thermostat
\$1,000	FSA1BG, FSH1BG, FS4BG, FT4BG, PSA1BG, PSH1BG, PSA4BG, PSH4BG	FG7T (A,K)-VS, PGC2T (A,K)-VS, MB7VM	Coil	iQ Drive System & 80% AFUE 2-Stage Variable Speed Furnace or Modular Air Handler w/Coil & Programmable Thermostat
\$1,000	FSA1BG, FSH1BG, FS4BG, FT4BG, PSA1BG, PSH1BG, PSA4BG, PSH4BG	B6VMAX, B6VMMX		iQ Drive System with Matched Variable Speed Air Handler & Programmable Thermostat
\$700	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	FG7T (C,L)-VS, FG7T (E,N)-VS, PGC2T (C,L)-VS PGC2T (E,N)-VS	Coil	16 SEER System, 96% & 95.1% AFUE 2-Stage Variable Speed Furnace w/Coil & Programmable Thermostat
\$600	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	FG7T (A,K)-VS, PGC2T (A,K)-VS	Coil	16 SEER System & 80% AFUE 2-Stage Variable Speed Furnace w/Coil and Programmable Thermostat
\$600	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	FG7T (C,L), FG7T (E,N), PGC2T (C,L), PGC2T (E,N)	Coil	16 SEER System, 96% & 95.1% AFUE 2-Stage Fixed Speed Furnace w/Coil and Programmable Thermostat
\$500	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	FG7T (A,K), PGC2T (A,K)	Coil	16 SEER System & 80% AFUE 2-Stage Fixed Speed Furnace w/Coil & Programmable Thermostat
\$500	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	B6VMAX, MB7VM, MB7EM		16 SEER System with Matched Air Handler & Programmable Thermostat
\$600	FSH1BE, FSA1BE, FT4BE, FS4BE, PSH1BE, PSA1BE, PSH4BE, PSA4BE	FG7T (C,L)-VS, FG7T (E,N)-VS, PGC2T (C,L)-VS PGC2T (E,N)-VS	Coil	15 SEER System, 96% & 95.1% AFUE 2-Stage Variable Speed Furnace w/Coil and Programmable Thermostat
\$500	FSH1BE, FSA1BE, FT4BE, FS4BE, PSH1BE, PSA1BE, PSH4BE, PSA4BE	FG7T (C,L), FG7T (E,N), PGC2T (C,L), PGC2T (E,N)	Coil	15 SEER System, 96% & 95.1% AFUE 2-Stage Fixed Speed Furnace w/Coil & Programmable Thermostat
\$400	FSH1BE, FSA1BE, FT4BE, FS4BE, PSH1BE, PSA1BE, PSH4BE, PSA4BE	FG7T (A,K)-VS, PGC2T (A,K)-VS	Coil	15 SEER System & 80% AFUE 2-Stage Variable Speed Furnace w/Coil & Programmable Thermostat
\$300	FSH1BE, FSA1BE, FT4BE, FS4BE, PSH1BE, PSA1BE, PSH4BE, PSA4BE	FG7T (A,K), PGC2T (A,K), MB6VM, MB7VM, MB7EM	Coil	15 SEER System & 80% AFUE 2-Stage Fixed Speed Furnace or Modular Air Handler w/Coil & Programmable Thermostat
\$300	FSH1BE, FSA1BE, FT4BE, FS4BE, PSH1BE, PSA1BE, PSH4BE, PSA4BE	B6VMAX, B6EMMX, MB6VM, MB7VM, MB7EM		15 SEER System with Matched Air Handler & Programmable Thermostat

## Packaged System Rebates

REBATE	MODEL NUMBER	ELIGIBLE PACKAGE SYSTEMS
\$1,150	R6GI, PPG2GI	iQ Drive® System 2-Stage Variable Speed Gas/Electric Packaged System & Programmable Thermostat
\$1,000	R8HE, PPG3HE	14 SEER, 95% AFUE High Efficiency Gas/Electric Packaged System & Programmable Thermostat
\$600	DF6SF, PDF2SF	iHybrid® Dual Fuel Packaged System & Programmable Thermostat
\$600	Q7RF, Q5RF, PPH3RF, PPH2RF	16 SEER & 15 SEER Small Footprint Packaged Heat Pump System

## Single Unit Rebates

REBATE	MODEL NUMBER	DESCRIPTION
\$150	FSA1BG, FSH1BG, FS4BG, FT4BG, PSA1BG, PSH1BG, PSA4BG, PSH4BG	iQ Drive Heat Pump or Air Conditioner
\$100	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	16 SEER Heat Pump or Air Conditioner
\$75	FSH1BE, FSA1BE, FT4BE, FS4BE, PSH1BE, PSA1BE, PSH4BE, PSA4BE	14 SEER Heat Pump or Air Conditioner
\$125	FG7T (C,L)-VS, FG7T (E,N)-VS PGC2T (C,L)-VS, PGC2T (E,N)-VS	96% & 95.1% AFUE 2-Stage Variable Speed Furnace
\$100	FG7T (C,L), FG7T (E,N) PGC2T (C,L), PGC2T (E,N)	96% & 95.1% AFUE 2-Stage Fixed Speed Furnace
\$100	FG7T (A,K)-VS, PGC2T (A,K)-VS	80% AFUE 2-Stage Variable Speed Furnace
\$75	FG7T (A,K), PGC2T (A,K)	80% AFUE 2-Stage Fixed Speed Furnace

Rebates paid in U.S. dollars



# How It Works

## Rebate for 12th Man Plan Contractors Only

### ***Promotion Dates and Contractor Enrollment Information***

- Deadline to submit a claim is 30 days past the last day of the promotion.
- Dealers must be enrolled in each new program via the eNORA rebate processing system. You may continue to enroll contractors throughout the program timeframe.
- Fifteen days before the promotion begins, you may start enrolling your contractors on eNORA. Instructions on how to enroll contractors can be found on eNORA>Contractor Marketing Programs>Rebates.

### ***Promotion Guidelines for Contractors to Avoid Delayed or Rejected Claims***

- Rebate claims must be submitted with a copy of the consumer's invoice showing the rebate deducted from the invoice total.
- Purchase and installation must be made within promotion dates and must consist of a valid, qualified product and include specific model and serial numbers.
- Product warranties must be registered in order for a claim to be processed. (Rebate claims cannot be submitted without warranty registration.)
- All qualifying products must be listed on the consumer's invoice.
- Limit one rebate per system installed. (Additional complete systems are eligible for a rebate.)
- Contractors and contractor families are NOT eligible for the rebate.

### ***Product Rebate Funding Process***

1. Contractor takes the rebate amount off of the consumer invoice.
2. Homeowner should register their warranty in the presence of the contractor. Warranties can be registered online at the branded website or by calling 1-866-319-9592.
3. In order to register the warranty, qualifying serial numbers of all installed equipment will need to be provided.
4. Contractor enters claim electronically along with the consumer invoice (showing rebate deducted).
5. If the information is correct with appropriate documentation, the claim is approved by the Nortek Global HVAC Program Administrator.
6. Once a claim is approved, the distributor will receive a credit memo the next day. (Claim # will display as the P.O.# on the credit memo.)
7. Distributor adds 25% to that amount and credits the contractor 50% of the rebate amount.
8. Distributor and contractor costs are not eligible for co-op reimbursement.
9. Breakdown of payout responsibilities for the rebate program:
  - 50% Contractor
  - 25% Distributor
  - 25% Nortek Global HVAC



**Canadian Distributors Please Note:** Rebates are in U.S. Dollars.

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\$1,000	FSA1BG, FSH1BG, FS4BG, FT4BG, PSA1BG, PSH1BG, PSA4BG, PSH4BG	FG7T (A,K)-VS, PGC2T (A,K)-VS, MB7VM	Coil	iQ Drive System & 80% AFUE 2-Stage Variable Speed Furnace or Modular Air Handler w/Coil & Programmable Thermostat
\$1,000	FSA1BG, FSH1BG, FS4BG, FT4BG, PSA1BG, PSH1BG, PSA4BG, PSH4BG	B6VMAX, B6VMMX		iQ Drive System with Matched Variable Speed Air Handler & Programmable Thermostat
\$700	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	FG7T (C,L)-VS, FG7T (E,N)-VS, PGC2T (C,L)-VS PGC2T (E,N)-VS	Coil	16 SEER System, 96% & 95.1% AFUE 2-Stage Variable Speed Furnace w/Coil & Programmable Thermostat
\$600	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	FG7T (A,K)-VS, PGC2T (A,K)-VS	Coil	16 SEER System & 80% AFUE 2-Stage Variable Speed Furnace w/Coil and Programmable Thermostat
\$600	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	FG7T (C,L), FG7T (E,N), PGC2T (C,L), PGC2T (E,N)	Coil	16 SEER System, 96% & 95.1% AFUE 2-Stage Fixed Speed Furnace w/Coil and Programmable Thermostat
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\$500	FSA1BF, FSH1BF, FS4BF, FT4BF, PSA1BF, PSH1BF, PSA4BF, PSH4BF	B6VMAX, MB7VM, MB7EM		16 SEER System with Matched Air Handler & Programmable Thermostat
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\$400	FSH1BE, FSA1BE, FT4BE, FS4BE, PSH1BE, PSA1BE, PSH4BE, PSA4BE	FG7T (A,K)-VS, PGC2T (A,K)-VS	Coil	15 SEER System & 80% AFUE 2-Stage Variable Speed Furnace w/Coil & Programmable Thermostat
\$300	FSH1BE, FSA1BE, FT4BE, FS4BE, PSH1BE, PSA1BE, PSH4BE, PSA4BE	FG7T (A,K), PGC2T (A,K), MB6VM, MB7VM, MB7EM	Coil	15 SEER System & 80% AFUE 2-Stage Fixed Speed Furnace or Modular Air Handler w/Coil & Programmable Thermostat
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