



PREMIER DEALER PROGRAM GUIDE



Welcome to the Premier Dealer Program.

When you wear the Lennox Premier Dealer logo, you're making a statement. You're saying you believe that providing "good" service isn't quite enough, and you constantly strive for excellence. You have the kind of pride in your work that drives you to exceed expectations and make every year better than the one before. That commitment is something you can wear proudly.

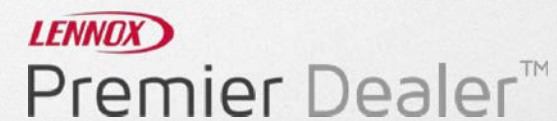
As you will learn in this program guide, being a Premier Dealer is more than just a title, it opens up a world of benefits that can dramatically improve the success of your business.

In 2024, dealers who joined the Premier Dealer Program experienced **revenue growth of up to 47%** versus the prior year.

Those are real business-building results! And with the introduction of our Lennox Powered by Samsung products in 2025, we are excited to add a new layer to our Premier Dealer Program that provides unique opportunities for our best mini-split dealers. That means there has never been a better time to become a Lennox Premier Dealer.

Thank you for your interest in joining the ranks of excellence as a Lennox Premier Dealer. We are excited to see how your participation in the program can elevate your partnership with Lennox and your business results!

A badge of honor.
A promise of expertise.

The logo features the word "LENNOX" in a red, sans-serif font, enclosed within a red oval. Below this, the words "Premier Dealer" are written in a larger, grey, sans-serif font, followed by a trademark symbol (TM).



Premier Dealer™

Being a Lennox Premier Dealer elevates your reputation as a select provider of exceptional HVAC solutions and customer service, making you the first choice of homeowners time and again. It also opens up a world of exclusive benefits like priority listing on Lennox.com, enhanced co-op funds and access to free marketing programs that help increase your brand's visibility and drive leads.

Premier Dealers get preferred treatment for customer service and technical support, and enjoy free training, financial incentives and more. Join the ranks of excellence as a Lennox Premier Dealer and level up the success of your business.

Join the ranks of excellence as
a **Lennox Premier Dealer** and level
up the success of your business.

A man and a woman are standing in a kitchen, looking at a clipboard held by the man. The woman is smiling and looking down at the clipboard. The man is looking at the clipboard and holding a pen. They are both wearing light-colored shirts. The background shows white kitchen cabinets and a countertop.

WHY BECOME A PREMIER DEALER?

It's more than a title. It's a distinction.

As a Premier Dealer, you enjoy the prestige of being recognized by Lennox as part of a select group of leading dealers in the industry. It's a badge that tells homeowners you have the solutions, training and service it takes to exceed their expectations and motivates them to choose you over other dealers — proving just how much power there is in a name.

Marketing that puts your business in the spotlight.

As a Lennox Premier Dealer, you gain access to exclusive marketing programs and benefits that increase your brand's visibility and drive leads to your business. Enjoy priority placement on the Lennox.com dealer locator, Google Business Profile management, a ReviewBuzz Pro account to boost your search rankings, enhanced co-op funds, and much more — all focused on helping you attract more customers and grow your business.

We're in the business of optimizing yours.

As a Lennox Premier Dealer, you are first in line for support and incentives that help your jobs run smoothly and your business stay healthy. That means priority customer service and technical support, stocking and financial discounts, free training to develop your team, plus exclusive networking opportunities. With Premier Dealer, you're positioning your business for success by improving operations and your bottom line.



BENEFITS OF BECOMING
A PREMIER DEALER

Lennox dealers that participate in the Consumer Advertising & Promotions (CAP) program earn co-op funds that can be used towards services such as co-branded ads, paid media, websites and more. Becoming a Premier Dealer unlocks additional benefits beyond those provided to CAP dealers.

MARKETING SUPPORT

	PREMIER DEALERS	CAP DEALERS
Priority Listing on the Lennox.com Dealer Locator Your business information and Premier Dealer status are displayed prominently on the Lennox.com Dealer Locator, making it easy for local homeowners to find and reach out to you.	✓	
Reputation Management through the Premier Dealer Advocacy Program Get access to a free ReviewBuzz Pro Account - a \$2,000 annual value - to easily capture and manage customer reviews for your business that can be published on the Lennox.com Dealer Locator and on your website to boost your Google rankings and increase prospect visibility.	✓	
Google Business Profile Management Get Google Business Profile optimization and monthly management services to ensure potential customers can easily find your contact information, location, hours, website and more.	✓	
Enhanced Co-op Marketing Funds Earn an extra percentage for co-op marketing funds provided by Lennox, which can be used to offset the cost of certain marketing activities.	✓	
Lower Rates and 100% Co-op Reimbursement with Lennox Preferred Vendors Through our Preferred Vendor programs, Premier Dealers can enjoy reduced rates on business-building marketing solutions from a variety of vetted and reputable service providers, and any costs are fully eligible to be submitted for co-op funds. <div><div>Strategic America (US) and Publicis (Canada) Premier Dealers participate in the Consumer Advertising & Promotions (CAP) program run by these trusted Lennox partners. Earn co-op funds that can be used towards an expansive suite of marketing services including co-branded ads, paid media, websites and more.</div><div>Contractor Commerce Premier Dealers have their on-boarding fee waived (covered by Lennox) - a \$400 to \$2,000 value! Add ecommerce buttons to your Lennox.com dealer listing that enable homeowners to get an instant online estimate or purchase filters directly from your business.</div><div>PowerSelling Pros Premier Dealers have their on-boarding fee waived (covered by Lennox). Get access to free webinars and add the PowerChats feature to your website.</div><div>RYNO Strategic Solutions Premier Dealers receive special pricing for video production and editing with this leading digital marketing agency for the home services and improvement industry.</div></div>	✓	
Two Free Customizable Videos Annually Each year you receive two free co-branded videos customized with your dealership information that can be used in paid media or on your owned channels.	✓	

	PREMIER DEALERS	CAP DEALERS
Leads & Call Tracking Track leads, calls and website visits received from your Lennox.com Dealer Locator listing to understand how this priority placement is driving your business.	✓	✓
Proximity On-Demand Mailers After an installation, you can automatically send postcards to 25 of your customer's neighbors to encourage positive word-of-mouth. Extra fees apply.	✓	
Exclusive Marketing Materials Get access to videos, brochures, uniforms, truck decals and much more to promote your business locally and help close deals at the kitchen table. Premier Dealers can order product literature and uniform patches at no extra cost.	✓	✓
Priority Customer Service and Technical Support Jump to the front of the line when you call Lennox Customer Service at 1-800-4Lennox or Lennox Technical Support.	✓	
"No Hassle" Parts Concession Program Allows you to order a qualifying, out-of-warranty OEM repair part for Lennox equipment at no charge without prior Lennox approval or TM involvement.	✓	
Exclusive Stocking Program Discounts Get access to seasonal discounts for up to 36 weeks of the year and product rebates funded by Lennox.	✓	
Consumer Financing Incentives Get flexible and competitive financing options year-round in the U.S. and Canada.	✓	✓
SPIF Program Reward your Comfort Advisors for selling eligible equipment with this no-hassle incentive program that is fully funded by Lennox.	✓	✓
Two Free NATE Exams Annually Get two free NATE exams each year to certify your U.S. technicians and help maintain Premier Dealer enrollment requirements.	✓	
Free Technical and Online Training through Lennox Learning Solutions Access a range of training courses available 24/7/365 to ensure that your team is always informed and prepared for what's next.	✓	
Discounts on In-Person, Instructor-Led Training Get preferred rates on in-person training delivered by industry experts to quickly take your business and your team to the next level.	✓	
Free PowerSelling Pros Training PowerSelling Pros is a 30-60 minute recorded webinar series that is packed with practical, actionable items your customer service personnel can implement immediately.	✓	

SALES & SERVICE SUPPORT

TRAINING SUPPORT





EVENTS & NETWORKING SUPPORT

	PREMIER DEALERS	CAP DEALERS
Factory & Corporate Tours Get exclusive tours at our Marshalltown, Iowa factory and corporate office in Richardson, Texas to learn about Lennox' origins and equipment and engage with Lennox executives. Trips include hotel accommodations, meals and more.	✓	
Complimentary Hotel Night at Lennox LIVE Enjoy one night of complimentary hotel room accommodations at our annual dealer conference each year.	✓	
Premier Dealer Event at Lennox LIVE Network with Lennox executives and other Premier Dealers at this exclusive event held during our annual dealer conference each year.	✓	
District Level Events Attend local Premier Dealer events in your area to network with Lennox representatives and other leading dealers in the industry.	✓	

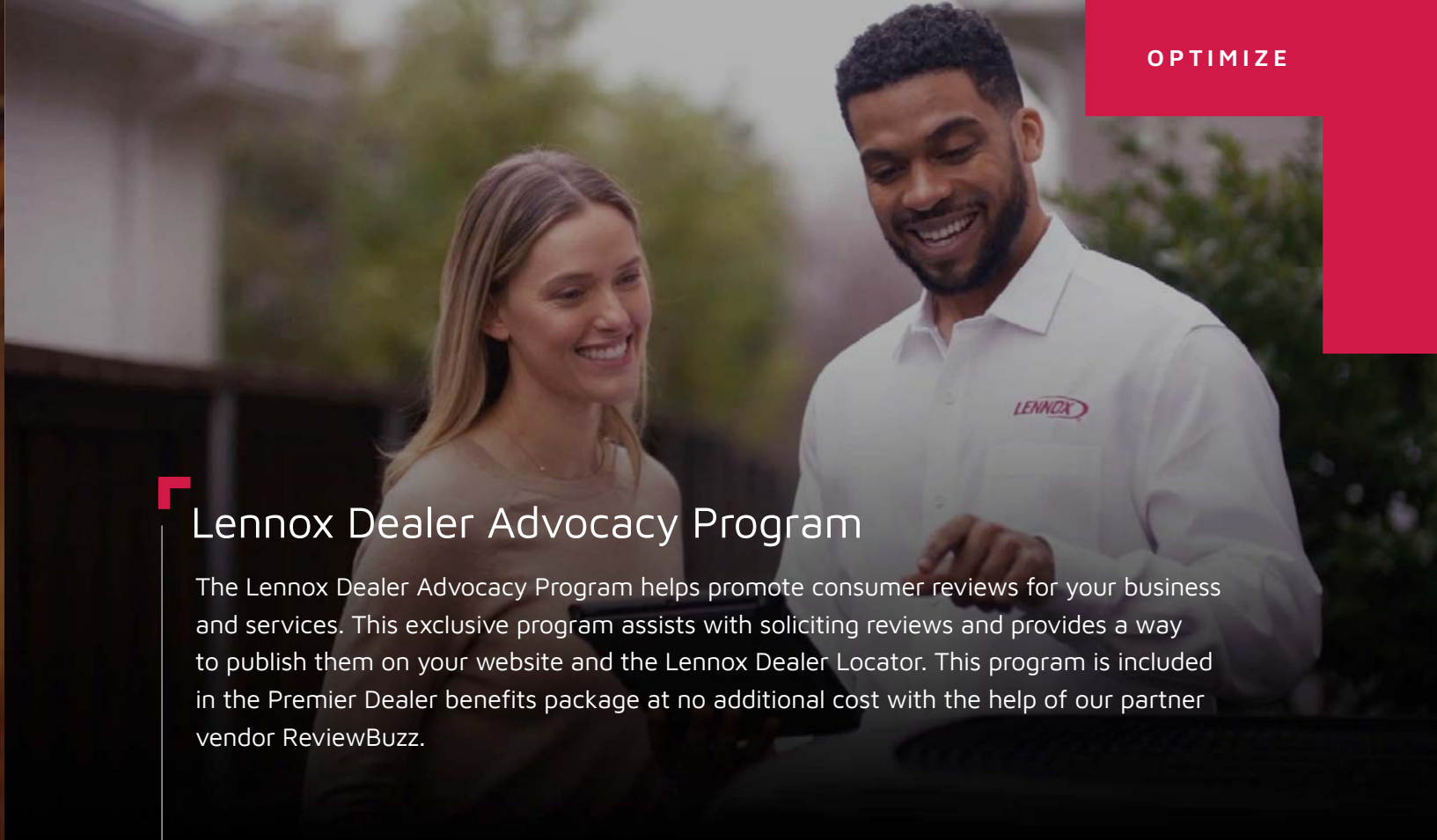
Enhance your Premier Dealer status with Lennox Powered by Samsung

Lennox Powered by Samsung unites two brands that homeowners trust in one reliable mini-split solution for your business. Lennox is setting the standard with this innovative product partnership, exclusive marketing resources and dedicated customer support. Enjoy all the benefits that come with being a Lennox Premier Dealer, plus added offerings just for our mini-split partners:

Self-Serve Advertising Platform Get free access to this co-op platform that includes a library of co-branded marketing assets so you can build ads with your logo and place them in local media.	✓	
Priority Customer Service and Technical Support Premier Dealers of our Lennox Powered by Samsung products receive priority treatment with customer service and technical support teams who are dedicated to the needs of mini-split dealers.	✓	
Certification Badge After completing the full suite of mini-split training, your business will earn an exclusive "Lennox Powered by Samsung Certified" badge that will be featured on your Lennox.com Dealer Locator listing and can be displayed on your marketing assets.	✓	



HOW TO OPTIMIZE YOUR PREMIER DEALER PARTNERSHIP



Lennox Dealer Advocacy Program

The Lennox Dealer Advocacy Program helps promote consumer reviews for your business and services. This exclusive program assists with soliciting reviews and provides a way to publish them on your website and the Lennox Dealer Locator. This program is included in the Premier Dealer benefits package at no additional cost with the help of our partner vendor ReviewBuzz.



GETTING STARTED WITH REVIEWBUZZ

“Opt-in” to publish your reviews to the Lennox Dealer Locator by clicking the “Opt-In/Out to Publish Your Ratings and Reviews” link on the Premier page (under Advanced Tools for Premier Dealer). Your reviews will be on the locator in 24 hours.

*If you do not see the “Opt-in” link, email premierdealer@lennox.com so we can help you troubleshoot.

Schedule a demo with ReviewBuzz to learn how to best use their dashboard for your business.

Dealer Locator

The Lennox Dealer Locator is designed to help connect our best dealers with interested customers. We want to make sure you are taking full advantage of this opportunity to attract the best leads.

HOW TO MAKE SURE YOUR DEALER LOCATOR LISTING IS SET UP FOR SUCCESS:

Opt-in to publish your reviews

You spend valuable time providing excellent customer service, why not show it on the locator to your potential customers?

Earn badges to make your listing stand out

Add a website link to your listing

Reach out to your Territory Manager and ask for your website link to be added to your listing so interested leads can check out your business.

Opt-in to receive leads

You can have leads sent straight to your business from the Dealer Locator.

Earn Zip Codes to expand your search area:

You can earn additional zip codes on the Dealer Locator by selling at least 3 DLSC units within a zip code. Lennox updates zip codes twice a year (around September and March) to reflect changes within the past 6 months.

Reminder: As a Premier Dealer, you will now show up above all dealers not currently participating in the Premier Dealer program.

Training

As a Lennox Premier Dealer, you have confirmed that you hold yourself to a higher standard. Continuing education is a key element to a successful business and will put you head and shoulders above the rest. Keep your staff fully trained and armed with up-to-date industry knowledge, at a significant discount over other Lennox dealers. Lennox Learning Solutions offers access to over 500 learning assets immediately!

WHAT TYPES OF TRAINING DO YOU HAVE ACCESS TO?

Instructor-Led Training

You receive 20% off Lennox Learning Solutions in-person training.

- Classroom setting
- Expert Instructors dedicated to your success
- Sessions offered at various locations around the U.S. & Canada

Online Training

Online Training is offered at no extra cost to you!

- Self-paced learning, on your schedule
- Interactive online training
- Comprehensive, industry-leading programs

Our most popular Instructor-Led Courses are:

- BuildATech® Level 2 - Service
- BuildASalesperson™
- EPA Type III Proctored Exam
- BuildATech® Level 1 - Maintenance

Our most popular Online Training Courses are:

- The EL18XPV - Introduction & How It Works
- EL18XCV - How It Works
- Cooling Fundamentals - Air Conditioning Process
- PureAir - Technical
- HRV & ERV Installation Process



Here are some tips on how you can leverage your Premier Dealer status in the market.



FREE NATE TESTING

- You now have access to two free NATE tests per year.
- We offer over 105 hours of continuing ed hours to keep your NATE certification up to date.
- To submit your continuing ed hours, you must first enter your NATE ID number to the Lennox portal and when you take one of our NATE approved courses, the credit for the course will be added to your NATE ID account.
- Locating NATE qualifying courses online is easy. To begin, click Menu and select Search Training. Then, enter 'NATE' in the search bar for training.

Craving more content? Check out our WebVR platform. All 16 scenarios qualify for NATE hours.

- **Download the Premier Dealer logo**
at lennoxpros.com/partner-resources/premier/download-premier-logos and add it to your website and social media pages
- **Download professional, high-quality images and videos**
at lennoxpros.com/partner-resources/marketing/brand-assets to update your digital presence like your website, social media and promotions
- **Order a building sign or wall clock to show off your new status**
Please see images.lennoxpros.com/is/content/LennoxIntl/web-dev/other/partner-resources/files/partner-resources_2017_premier-dealer-BuildingSigns.pdf
- **As a Premier Dealer, you are eligible for TWO free customized videos**
Order yours at lennoxpros.com/partner-resources/marketing/brand-assets
- **Highlight your Premier Dealer status in social media and on your website**
Here is some sample copy to get you started: Being a Lennox Premier Dealer is more than just a title. It means we strive to be the best of the best by providing ongoing training for our employees and excellent customer service so we can continuously exceed your expectations.

Set a new standard of success with Premier Dealer status from Lennox.

The invitation to become a Lennox Premier Dealer is only extended to select partners that demonstrate an ongoing commitment to delivering perfect air while maintaining an excellent reputation for customer satisfaction. Connect with your Territory Manager to learn more about eligibility requirements.

Requirements

- Actively maintain a minimum four-star rating with at least 10 reviews on Google.
- Complete 20 hours of Lennox training annually to stay up to date on new products and standards.
- Include Lennox materials and/or products on your website with no competing HVAC program featured.
- Enroll in the Consumer Advertising & Promotions (CAP) program.
- Participate in the Premier Dealer Advocacy Program with ReviewBuzz.
- Meet a minimum purchase threshold and maintain a minimum share of wallet with Lennox.
- Maintain an "open" credit account with Lennox Customer Finance Services.
- Test at least one service technician annually for NATE certification, until 100% of your technicians are certified.

How to Enroll

- To apply, visit the Lennox Pros site and complete the application form with your details. You can also reach out to your Territory Manager.
- Meet the program requirements listed on pg. 19.
- Complete and sign the program enrollment form and marketing agreement.
- Return the completed form and marketing agreement to your TM, who will sign off and send to the District Manager.
- District Manager approves and sends to the corporate office in Dallas for verification. Be sure to keep a copy for your records.
- Upon enrollment, you will be able to advertise yourself as a Lennox Premier Dealer and have full access to all Premier Dealer program benefits.

FAQs

What is the cost of the program?

\$4,500/annually or \$375/month. There is also a multi-location fee of \$1,800/annually or \$150/month. The multi-location fee will apply an annual charge for each additional sub-location associated with the primary account/location.

What are the benefits of the 2025 Premier Dealer program compared to previous years?

You have access to our Preferred Vendor Network, where we partner with specific types of agencies and service providers through which ONLY Premier Dealers can earn 100% co-op reimbursement. Other 2025 benefits include Google Business Profile management at no cost to you, expanded corporate and factory tour opportunities, and enabling homeowners to receive instant online estimates and purchase filters directly from your business with Contractor Commerce, now available through the Lennox.com Dealer Locator.

How do I maintain my Lennox Premier Dealer status?

Please refer to the Terms and Conditions on page 22.

What kind of support can I expect as a Premier Dealer?

As a Premier Dealer, you gain access to exclusive marketing benefits that increase brand visibility and drive leads to your business. Please refer to pages 7 through 12 for all Premier Dealer benefits.

What NATE exams am I required to take and how does Lennox support me?

Please refer to page 17 for how Lennox helps keep your NATE certification up to date.

When will billing begin?

You will be billed on a monthly basis upon enrollment in the program. Billing will continue until you request program cancellation. To request program cancellation, please contact your Territory Manager.

Is Google Business Profile management only for Premier Dealers?

While Google Business Profile management is available to CAP dealers, Premier Dealers receive this service at no cost.

Is my Google Business Profile specific to my dealership or my Lennox profile?

It is specific to your dealership.

If multiple Premier Dealers are in one market, how does the ranking process work?

Dealerships that update their profile monthly and utilize all of Google's optimizations, like LSAs, rebates, and advertisements, will typically be listed at the top.

Why are my reviews not showing on the Dealer Locator?

Your reviews will appear on the Dealer Locator once you have opted in to publish your reviews. For help opting in to display your reviews, please refer to page 14. Note: You are only going to be able to opt-in to publish your reviews once you have reached ten reviews with a minimum 4.0-star rating. For more information, please contact your Territory Manager.

Why is my Premier Dealer logo not appearing on the Dealer Locator?

The Premier Dealer logo will appear on the Dealer Locator upon enrollment in the program, provided all program requirements are met.

What benefits do I receive with Contractor Commerce?

With Contractor Commerce, consumers can go direct-to-site to buy branded products, such as filters and accessories, within 1-2 business days. Please refer to page 8 for more information.

Terms and Conditions

In consideration for benefits provided under the Lennox Premier Dealer™ program, the Lennox Dealership ("Dealer") identified herein agrees to meet the Lennox Premier Dealer program requirements specified above, as well as the following additional program requirements:

- Participate in Lennox-sponsored Premier Dealer Advocacy Program and maintain a minimum Four-Star rating;
- Identify Dealer as a Lennox Premier Dealer, per Lennox district guidelines;
- During Lennox promotional periods, feature current promotion in a majority of the Dealer's advertising;
- Dealership must complete the Premier Dealer annual training requirement;
- Attend Lennox LIVE;
- Include Lennox materials and/or Lennox product on Dealer's website;
- Maintain an "open" credit account with Lennox Customer Financial Services;
- Test at least one service technician annually for NATE certification, until 100% of Dealer's technicians are certified.

Dealer understands that there will be a semi-annual review for compliance with the requirements noted herein. Dealer further understands that if requirements are not met, Dealer will be placed on probation as a Lennox Premier Dealer and have six (6) months to come into compliance with all requirements. If requirements are not met by the next semi-annual review, Dealer's status and benefits as a Lennox Premier Dealer will be terminated and Dealer will cease to identify itself as a Lennox Premier Dealer. Dealer also understands that if Dealer's Advocacy Program rating falls below the required minimum, Dealer will have sixty (60) days to meet the requirement. If after 60 days the Dealer's Advocacy Program rating is still below the minimum, Dealer's Lennox Premier Dealer identification will be removed from the Lennox Dealer Locator. If after 120 days the Dealer's rating is still below the minimum, Dealer's status and benefits as a Lennox Premier Dealer will be terminated and Dealer will cease to identify itself as a Lennox Premier Dealer. Should Dealer's Lennox Premier Dealer status be terminated for any of the reasons noted above, Dealer's status as a regular Lennox dealer will continue, per the terms of the standard Lennox Dealer Agreement. Dealer is welcome to re-enroll in the Lennox Premier Dealer program at such time as Dealer is once again able to meet the program's requirements. Dealer understands and agrees that if Dealer's account with Lennox is more than 60 days past due, benefits provided under this program may be suspended at Lennox' discretion.

Dealer understands and agrees that upon acceptance into this program, Dealer's Lennox account will be invoiced for the amount noted above, payable in equal monthly installments per Lennox' terms and conditions. Should Dealer enroll in this program after the beginning of the year, Dealer's program fee will be invoiced on a pro-rated basis, based on the number of full months remaining in the year. Unless participation is cancelled by either party, Dealer understands that Dealer will automatically be re-enrolled as a Lennox Premier Dealer in December of each year. Dealer and Lennox agree that this Agreement may be terminated by either party for any reason upon thirty (30) days written notice to the other party. All payments made to the point of termination are non-refundable.

Lennox reserves the right to modify or suspend the Lennox Premier Dealer program or any of its components at any time. Lennox agrees to notify Dealer within thirty (30) days of making any such changes or modifications.



LENNOX
Premier Dealer™