



Growth and satisfaction with

Comfort Shield® Extended Service Agreement Plans

Dealer Brochure



Call: 866-816-2434 | Email: warranty-hvacsupport@aig.com

Why Sell Comfort Shield Plans¹?

What Are the Benefits for a Dealer?

- Create a customer relationship for life
- No inventory costs and consistent revenue
- Simple website to manage orders and claims
- Makes you the go-to servicer on sold contracts
- Billable items and concessionary spend reduced
- Set reimbursement rates
- Hourly labor reimbursement tier options

What Are the Benefits for a Consumer?

- Extend the manufacturer's coverage
- Comfort in knowing their major purchase is protected
- No deductibles on performed service
- Financial security from expensive repairs
- Service reliance upon you – a trusted partner
- Typically, even one repair costs more than the price of a plan
- Transferable to new owner if a move occurs during the term of the coverage



Increase Profit






Build Loyalty



Brand Protection

Value Proposition: HVAC

While HVAC equipment costs significantly more than appliances or other consumer products, the attachment rate of warranties is the lowest. Consumers want, and are willing to get, coverage – make sure it is offered!

Product	3-Year Coverage	Average Product Cost	Value Proposition	% Industry Attach Rate
	\$400	\$1,000	40%	30-35%
	\$200	\$800	25%	20-30%
	\$150*	\$8,400*	2%	<10%

*Based on approximate RETAIL costs. See program pricing for DEALER costs.

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Program Options - Labor Coverage

Select Extended Service Agreement Options

Purchase contracts for individual registrations through the Lennox product registration process.

Auto-Select Extended Service Agreement Options

Pre-select extended labor coverage options to be automatically offered during the Lennox product registration process. Enjoy significant discounts on three-year plans.

Labor coverage will be offered by Comfort Shield based on eligible equipment with a one-stop process to register and purchase Comfort Shield protection plans via the Lennox product registration process.



Auto-Select

The easiest way to
process labor protection

Auto-Select Program Benefits

- Automated processing of labor coverage through product registration process
- Deeply discounted pricing on Term 3 labor coverage
- Profit margin opportunity on all labor coverage sales
- Immediate transaction of labor coverage using pre-selected labor plan options
- Four reimbursement options

Sign up today at:
LennoxPros>ComfortShield



Automatic
Coverage



Efficiency



Competitive Edge



Simplicity



Added Value



Profit

Program Options - Refrigerant Coverage

Managing Future Cost Volatility for Refrigerant

Future service events involving refrigerant replacement are projected to add substantial costs beyond the expectations of residential and commercial equipment owners.

Service providers will wrongfully bear the brunt of the negative reaction.

Lennox is at the forefront of these concerns and understands the need to provide solutions to our loyal customers.

The following refrigerant coverage options can offset costs to limit the negative perception of the service provider and bypass the need to explain the complicated government policies at the core of the problem.

Refrigerant coverage options

Refrigerant coverage starting day 91

Term	Max allowance
5 years	\$300
7 years	
10 years	
12 years	
5 years	\$500
7 years	
10 years	
12 years	
5 years	\$750
7 years	
10 years	
12 years	

- Must be purchased for new equipment less than 365 days old
- Equipment model and serial required for registration
- Residential installations only
- Can be purchased in conjunction with other extended service agreements or as a standalone

Reimbursement options

- \$300 limit per policy
- \$500 limit per policy
- \$750 limit per policy

Terms

- 5-year
- 7-year
- 10-year
- 12-year



Which Purchase Path is Right for Me?

The Lennox product registration process provides you the ability to seamlessly choose your desired Lennox warranty and Comfort Shield upgraded coverage, all while registering your eligible equipment.

Select Extended Service Agreement (ESA) Path	Auto-Select Extended Service Agreement (ESA) Path
<p>What is the Select ESA purchase path?</p> <p>The Select ESA purchase path allows you to add labor coverage during the Lennox product registration process. This purchase path pricing is the same as the standard Comfort Shield program.</p> <p>Using the Lennox product registration process to purchase Select ESA</p> <ol style="list-style-type: none">1. Visit WarrantyYourWay.com2. Click on "Dealer" on the Warranty Your Way homepage3. Enter your Lennox customer number and click Continue4. Select the installation location and click Next5. Enter all the required equipment owner information6. Enter the equipment serial number and installation date, and click Add.7. Continue adding eligible equipment for this installation address, click Next8. Select the Lennox basic limited warranty you would like to receive using the radio buttons under "Limited Warranties"9. If desired, select ESA to purchase coverage using the sliders under "Extend Your Warranties"10. If you select labor coverage, you will see a pop-up to select your reimbursement rate.<ol style="list-style-type: none">a. If enrolled in Auto-Select ESA, your extended labor coverage selections will appear. Confirm your reimbursement rate and term11. Once all selections have been made, you will see a summary page to review your registration and coverage selections and submit.12. If you choose to upgrade the extended warranty, you will be presented with payment options on the summary page.	<p>What is the Auto-Select ESA purchase path?</p> <p>Pre-selected labor coverage options will automatically be offered during product registration Lennox product registration process.</p> <p>During enrollment in the Auto-Select ESA program, your pre-select labor coverage options will be offered during product registration and warranties will be created immediately. Labor coverage will then be systematically applied to all Lennox equipment installed by your company following product registration. With Auto-Select ESA, you'll receive up to a 25% discount on the standard Comfort Shield pricing for the 3-year term. Enrolling in Auto-Select ESA could potentially eliminate most of the administration work you may be doing to apply labor coverages since labor protection will be automatically applied upon registration. You will go to Comfort Shield via LennoxPros to enroll and manage your Auto-Select campaign.</p> <p>Using the Auto-Select ESA Path</p> <ol style="list-style-type: none">1. Enroll in Auto-Select ESA at LennoxPros>SalesTools>Comfort Shield2. Click 'Create Account' and complete the required fields.3. Once logged in click 'Manage My Account'4. Click 'Edit' next to Current Program Selection and complete all required fields.5. Accept the terms and conditions if required, and click 'Save Changes'. You can edit these preferences every 30 days. <p>Note: You must stay enrolled in the program for a minimum of 30 days.</p>

FAQs and Scenarios for Choosing Your Path

Scenario/Question	Select Extended Service Agreement (ESA) Response	Auto-Select Extended Service Agreement (ESA) Response
Applying labor coverage to every single install is a bit different than my current business model.	We understand that! You may consider taking a look at your business model or quoting process before committing to Auto-Select ESA. We know that the Auto-Select ESA discount is attractive, but in some cases the Select ESA process might be a better fit. If you're not sure call our Sales Support team for information about how Auto-Select ESA may be right for you. 866-237-4899.	
What is the price of the labor coverage?	The Select ESA pricing matches the Comfort Shield standard pricing. Refer to the price sheet found in your Comfort Shield portal.	Auto-Select ESA pricing is discounted about 25% on average from the Select ESA pricing on a 3- year term options. Refer to the price sheet found in your Comfort Shield portal.
Where do I go to review contracts created on equipment my company has installed?	Your Comfort Shield portal via LennoxPros.	Your Comfort Shield portal via portal LennoxPros.
I need to apply labor coverage to my customer's install. How do I do that?	You'll be able to apply labor coverage during the Lennox product registration process.	Auto-Select ESA labor coverage will systematically be created after registration of the product(s) is complete. We will create the correct labor plan based on your Auto-Select ESA pre-selections.
My customer didn't want labor coverage when we installed and registered their equipment, but now do. Is it too late?	As long as the product is less than 5 years old, it's not too late. Please call us at 866-816-2434 to purchase coverage within the first 15 days after registration. Purchases after 15 day can be done through your Comfort Shield portal on LennoxPros.	If you were enrolled in Auto-Select ESA at the time the equipment was installed, then coverage was, or will be, automatically applied.
How do I, and my customer, know that labor coverage is attached?	As soon as your submit the registration then the labor coverage you selected will be created. A link to the Certificate of Coverage will be immediately available and copies will also be mailed to your customer. It may take up to 7-10 business days to receive by mail, but if your consumers need copies sooner you can log into the Comfort Shield portal to download or email copies immediately.	As soon as your submit the registration then the labor coverage you selected will be created. A link to the Certificate of Coverage will be immediately available and copies will also be mailed to your customer. It may take up to 7-10 business days to receive by mail, but if your consumers need copies sooner you can log into the Comfort Shield portal to download or email copies immediately.
I install equipment in new construction.	If you install equipment and register them as new construction, then you will have the opportunity to add labor coverage during product registration.	During your Auto-Select ESA account set up, you will be able to exclude automatically applying preferred labor coverage for registrations flagged as new construction. However, if coverage is needed for individual installations, then it's simple to add coverage plan during the Lennox product registration process.
My customer is adamant they don't want labor coverage; what now?	Simply decline labor coverage offers that will be available during product registration.	Please contact Comfort Shield at 866-816-2434 for assistance regarding upgrades and changes to individual registrations.
I install commercial equipment.	Commercial installations are eligible for coverage through Comfort Shield. However, you will need to access the Comfort Shield portal via LennoxPros to get access to the pricing and coverage options for commercial equipment installations. For assistance, please call 866-816-2434.	



We've integrated - making it easier than ever! Comfort Shield labor coverage can be added during the Lennox product registration process.

Frequently Asked Questions - ESAs

Why should I offer my consumers Comfort Shield extended labor coverages?

Offering Comfort Shield labor coverage not only gives you an opportunity to clarify the manufacturer's limited warranty, but also gives your consumers the choice to be protected from costly out of pocket expenses should failures occur. Your company too deserves protection from costly expenses related to consumer concessions, as well as to be reimbursed for your services when unexpected failures occur in the early months or years following installations.

Will I be the preferred servicer for consumers that purchase a Comfort Shield labor plan from my company?

Yes, if your company sells Comfort Shield labor coverage to consumers then you will have first right of refusal for all service calls that may be needed.

When will the Comfort Shield coverage take effect?

Depending on the term purchased, the labor portion of coverage can begin as early as 91 days after installation if purchased during product registration or else it's 91 days after the contract is submitted via the Comfort Shield dealer portal. If parts are included in the plan sold then coverage begins upon expiration of the factory parts warranty.

What do Comfort Shield extended labor plans cover?

Comfort Shield labor coverage plans cover repairs needed as a result of mechanical and electrical failures. Depending on the tier purchased, coverage will extend to other items such as refrigerant, parts mark up, and miscellaneous parts that may be needed for repairs.

If I sell brands other than Lennox, will Comfort Shield cover that equipment too?

Yes, Comfort Shield is a comprehensive solution which allows you to manage all of your extended labor coverage business through one program - no matter the brand.

How do I pay for Comfort Shield plans that my consumers purchase?

Sales entry will be via Lennox product registration or through the Comfort Shield portal. COD dealers will need to provide a credit card payment in both scenarios.

Will my consumer be required to pay a deductible if they need to set up service?

No, consumers that purchase Comfort Shield extended coverage will not be required to pay a deductible.

Is annual maintenance required on equipment covered by Comfort Shield?

Yes, annual maintenance is a requirement of the Comfort Shield program and must be completed per the manufacturer's specifications. The annual maintenance requirement prints on the front page of the Certificate of Coverage and in the Terms & Conditions that consumers receive. If selected during claims processing, proof of annual maintenance of the covered equipment must be provided.

What trip and/or labor rates will I be paid for completed repairs?

Comfort Shield coverages have multiple reimbursement tiers so trip and labor rates will vary depending on the coverage sold. Reimbursement Tiers are as follows:

Tier	Trip Amount	Labor Rate	Time to Sell from Equipment Installation Date
Basic	\$65	\$85	Within nine (9) months
Tier 1	\$85	\$125	Within sixty (60) months
Tier 2	\$100	\$175	Within sixty (60) months
Tier 3	\$125	\$250	Within sixty (60) months

Sign up today at: [LennoxPros > Sales Tools > Comfort Shield Portal](#)

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Frequently Asked Questions - Auto-Select

How long must I stay enrolled in the Auto-Select program?

To receive the significant discounts in our Auto-Select program, we do require a minimum of 30 days of participation.

Do I need to manually enter warranties through the Comfort Shield Select or the Comfort Shield portal (via LennoxPros) if I enroll in Auto-Select?

No, enrolling in Auto-Select eliminates upfront data entry of warranties. Warranties will be created through an automated process based on the coverage term and reimbursement tier options you select when enrolling in the Auto-Select program.

What do I do when my customer upgrades to a longer term than what I pre-selected for Auto-Select (i.e. dealer pre-selected for 3-year term, but a customer wants 10 years)?

Immediately following product registration click the call-to-action button on the registration site to purchase labor coverage. Process the warranty through the Select purchase path. By immediately entering the upgrade warranty through the Select purchase path a second warranty will not be created through the Auto-Select process. However, if an Auto-Select warranty is created in error, contact Comfort Shield and we will cancel the duplicated contract and you will be fully credited for the contract price.

When selling the coverage to my customer, am I required to list the cost of the coverage on my sales invoice?

Regulations differ by state, but to be safe and abide by state regulatory requirements, the cost of coverage should be listed on your sales invoice paperwork to your customer. If the customer declines the coverage, that cost would then need to be deducted from your bid price to your customer.

What do I do when my customer declines coverage?

Contact Comfort Shield at 866-816-2434 or via email hvacsupport@aig.com. We will cancel the contract and you will be fully credited for the contract price invoiced by Lennox.

Is commercial equipment available for Auto-Select?

No, commercial equipment will not be included in the Auto-Select processing, but commercial warranties can be purchased via the Comfort Shield website.

How do I remit payment for Auto-Select plans?

Depending on your payment status with Lennox, you will be required to pay for warranties via credit card, or other electronic method, or you'll be invoiced by Lennox for Auto-Select sales.

Am I able to change the date parameters originally set before the end of the campaign?

You will be able to extend your Auto-Select selection coverage expiration date during the selection campaign and can add new campaign options and date parameters.

How often will Auto-Select plans be processed from my customers' product registrations?

Lennox will be providing registration data weekly, so we will work to process labor warranties for those registrations on a weekly basis.

Is there a wait period on Auto-Select contracts?

Yes, wait periods do apply. For 3-, 5- and 10-year terms the waiting period is 90 days (coverage begins day 91). On 1-year terms the waiting period is 30 days (coverage begins day 31).

Frequently Asked Questions - Auto-Select (continued)

When will customers receive certificates of coverage?

Sales processing will take place weekly. Consumers should expect to receive their certificates of coverage approximately 14 days after registration is complete.

How do I cancel Auto-Select plans?

Auto-Select plans follow the same cancellation procedure as other Comfort Shield labor plans. Contracts can be canceled by filling out the cancellation form, including the customer's signature, and sending to Comfort Shield for processing. Contracts can be canceled within 60 days with a full refund, and cancellations processed after 60 days will be pro-rated based upon time lapsed and less claims paid.

Are Auto-Select plans transferable? If yes, how?

Yes, Comfort Shield Auto-Select plans are fully transferable at no cost. To transfer coverage, download the transfer form on the Comfort Shield site and submit according to the instructions for processing.

Is there any difference in the service procedures for Auto-Select vs standard Comfort Shield?

No, the service procedures and claiming guidelines are the same for all Comfort Shield extended service agreement options whether through standard Comfort Shield, Comfort Shield Select or Auto-Select.

How do I file claims on Auto-Select plans?

Auto-Select contracts will be available on the Comfort Shield site, so you can manage the contracts there, including submitted invoices for repairs.

What service reimbursement options are available in the Auto-Select program?

Comfort Shield reimbursement tiers will be available under the Auto-Select program. Basic, Tier 1, Tier 2 and Tier 3.

How soon will I be paid for repair invoices I submit?

We are committed to processing invoices within 30 days of receipt and will mail you a check.

Are Auto-Select plans renewable? If yes, how?

Auto-Select plans will be renewable. Comfort Shield will notify consumers that their labor warranty is nearing its expiration so it's time to renew to continue their coverage with your company, and you remain the preferred service provider. Comfort Shield would ensure your company name is mentioned throughout the notice, and if the consumer agrees to renew, we will transact the sale and create the renewal warranty (at the highest reimbursement tier – Tier 3).

For more information, please contact: **866-816-2434** | warranty-hvacsupport@aig.com

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Frequently Asked Questions - Refrigerant Coverage Plans

Will the refrigerant coverage plan cover all types of refrigerants?

Yes, all refrigerants are eligible.

Are dealers able to add this coverage to existing systems?

Yes, if the covered equipment is less than 365 days old.

Can this standalone refrigerant coverage be combined with Comfort Shield extended service agreement plan refrigerant allowance?

Yes, up to the amount of coverage purchased with the standalone refrigerant coverage. Anything additional defaults to the \$30 allowance.

Does standalone refrigerant coverage cover commercial equipment?

No, this would be for residential installations only.

Can standalone refrigerant coverage be combined with standard Comfort Shield labor ESAs?

Yes, this can be purchased on its own or in conjunction with Comfort Shield. With the standalone refrigerant coverage, repairs and associated labor are not covered. Combining a Comfort Shield ESA with the refrigerant coverage options creates a more comprehensive package.

When does the refrigerant coverage start?

As with Comfort Shield plans, refrigerant coverage starts on day 91.

Will this impact the existing Comfort Shield claims process?

No, the only additional information you will need is the cost per pound and amount of refrigerant used on the job.

What type of repairs are eligible for coverage?

Only mandatory repairs are eligible for reimbursement. Service calls for line set issues, refrigerant top offs, etc., are not eligible.

My Comfort Shield ESA already includes refrigerant. Why should I consider additional refrigerant coverage?

Standalone refrigerant coverage protects dealers against volatile market prices by setting a limit of liability, giving peace of mind no matter how much refrigerant costs may increase.

Can this refrigerant coverage be reflected in Auto-Select campaigns?

Yes, these offers are available in the Comfort Shield vendor portal. Dealers can set up one campaign at a time based on their preferences.

Are there eligibility requirements for dealers to receive refrigerant coverage?

Dealers are required to accept the Comfort Shield terms and conditions and exercise sensibility when claiming.

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