



## CARRIER CHECKS ALL THE BOXES

From inventing an entire industry  
to leading it 120 years later,  
Carrier offers innovative  
products and industry-leading  
dealer support



Turn to the experts

# WE STAND BEHIND OUR EXPERTISE... AND OUR EXPERTS

Willis Carrier solved one of mankind's most elusive challenges in 1902 – controlling the indoor environment with modern air conditioning. Today, millions of people trust the expertise of Carrier for efficient and effective heating and cooling systems. Their comfort is dependent on equipment professionally installed and serviced by thousands of capable HVAC technicians who represent the Carrier brand.



To say we stand behind expert dealers like you is an understatement. We depend on you to be the consumer-facing representatives of Carrier indoor comfort excellence. That is why, in addition to our innovative comfort technology, we support our dealers with a comprehensive array of business-building tools – everything from technician training to incentive programs, lead generation to marketing support, to choice dealer programs like our Carrier Factory Authorized Dealer program.

## ONE SOLUTION, ONE BRAND, BIG ADVANTAGE

Sure, you could split your alliances across multiple brands like so many others. But why complicate things? The HVAC business presents enough challenges without having to keep up with the unique aspects of working with different HVAC manufacturers. And, when you DO forge an alliance with just one, why not go with the inventor of the entire industry – Carrier?

Carrier offers the industry's finest products, supported by the nation's largest distribution network. We offer a vast array of programs designed to give you a real advantage over your competitors.

It's a complete package designed to help drive more business – and more sales – your way.



## BECOME A DEALER

Scan this QR code to quickly and easily sign up to become a Carrier dealer.



# ✓ CARRIER INNOVATION, COMFORT AND TECHNOLOGY

All roads lead back to comfort – and as a Carrier dealer, you can offer your customers a solution for virtually any indoor comfort need. Our comprehensive family of innovative, tech-forward indoor comfort products includes residential ducted, residential ductless and light commercial systems. These products have been designed to not only ensure consumer comfort, but to also make installation and service easier, faster and more efficient for your technicians.

## RESIDENTIAL DUCTED SYSTEMS

Our full array of split-system, forced-air furnaces, air conditioners, heat pumps and coils includes some of the quietest, most energy efficient equipment available. Here are some examples of the innovative technology available in our products:



- Infinity® System with Greenspeed® intelligence: Adaptable speed components for exceptional comfort, precise humidity management, and extra energy efficiency.



- Bluetooth connectivity and Wi-Fi® system updates: Allowing remote, tool-free troubleshooting and the delivery of the latest system updates via the Internet.

- IntelliSense™ Technology: Allowing dealers to gather critical system data and remotely gauge operational health on Performance™ Series products.



- NFC-capable furnace control boards: Ensuring faster, easier and more accurate installation and servicing - the future is just a tap away.

## RESIDENTIAL DUCTLESS SYSTEMS

Our all-electric ductless split systems offer ENERGY STAR® certified operation and the versatility to provide comfort in a single room, multiple zones or even a whole home. Highlights of our ductless systems include:

- High-efficiency air conditioners with ratings up to 28.5 SEER2
- Occupancy sensing that automatically adjusts system operation based on whether it is occupied or not



- Relative humidity sensing to provide additional summertime humidity control
- Multi-position ductless air handler unit for whole-home applications

## LIGHT COMMERCIAL SYSTEMS

Carrier award-winning light commercial systems, including our WeatherMaker® single-package rooftops, address the unique needs of all types of buildings. Some of our best light commercial systems include:



- EcoBlue™ technology for high performance and efficiency while decreasing maintenance and installation costs
- The industry's first beltless, direct-drive, vane axial fan for rooftop units (on select models)
- Enhanced control boards with quick and intuitive fan speed adjustments

## SERVICE AFTER THE SALE WITH REPLACEMENT PARTS

Most equipment will eventually need repairs during their lifetime. Carrier supports our technicians with high-quality Factory Authorized Parts™ designed and built specifically for Carrier equipment. Carrier's OEM parts ensure:

- Optimum system performance
- Proven reliability
- Ease of installation, maintenance, and safe system operation

Using OEM parts also preserves equipment warranties, agency certifications, safety standards, and ultimately consumer investment.

As an added benefit, Carrier offers access to Totaline® aftermarket replacement parts and supplies – a full line of quality universal HVAC/R parts and supplies that work on most brands of competitive equipment. Each Totaline part has received Carrier engineering approval on quality, agency safety requirements as well as packaging.

Both Factory Authorized OEM parts and Totaline aftermarket parts and supplies are available through the servicing Carrier distribution network. Our Totaline website and mobile tech app include the Parts Information Catalog (PIC) and a cross-referencing tool for accurate, up-to-date parts information.



# ✓ SETTING DEALERS UP FOR SUCCESS

In addition to our innovative, world-class products, Carrier dealers gain a number of advantages over their competitors, including an extensive distributor network, continuing education and training, and assistance with the nationwide HVAC tech shortage.

## SUPPORT FROM THE INDUSTRY'S LARGEST DISTRIBUTOR NETWORK

No matter where your business is located, you'll have access to equipment, supplies, and business support through Carrier's nationwide network of distributors. It is the biggest and best in the business.

- Our national distribution network includes hundreds of locations.
- Our distributors are committed to stocking the units you need for quick delivery or pick-up.
- Our distributor partners provide industry-leading sales support, training and warranty coverage.



## MY LEARNING CENTER

We believe in providing high quality learning experiences both online and in the classroom. Carrier's My Learning Center is your central location for professional training resources that help strengthen careers and businesses.

- Extensive catalog of online courses available 24/7
- Earn NATE CEUs with select courses
- Download certificates for completed courses
- Assign online courses to staff
- Access HVAC video content

## TECH UP

Tech Up is a new initiative created by Carrier to address the shortage of HVAC technicians entering the workforce. With Tech Up, we are raising awareness of the many benefits of this rewarding career path – such as competitive starting salaries, great benefits, and entrepreneurial opportunities. The goal is to use this initiative to connect industry professionals with the skilled technicians they need.

As a leading manufacturer of innovative HVAC systems, we are proud to spearhead and support the Tech Up initiative, and are honored to provide opportunities for the next generation of HVAC technicians to keep America's homes comfortable... and its businesses strong.

# BUILDING RELATIONSHIPS... AND BUSINESSES

We've built our reputation by making sure every Carrier dealer offers the best, most innovative products installed by the best prepared service technicians. We do it by building relationships... working with you to provide the tools and training to need to succeed... and by giving you every opportunity leverage our total package of business-focused programs to build a successful and profitable HVAC establishment.

## TOP TEN REASONS TO BECOME A CARRIER DEALER



- 1 Innovative Comfort Technology**  
From inventing the industry to today's smart, connected high-efficiency systems
- 2 Breadth of High-Quality Products**  
Targeted solutions for RNC and AOR markets including duct ed, ductless and light commercial
- 3 Industry's Largest Distributor Network**  
Hundreds of locations, quick parts delivery or pickup, and industry-leading support
- 4 Business-Building Programs and Promos**  
Everything from rebates and financing to lead generation and marketing support to technician training and web-based resources
- 5 Factory Authorized Dealer Program**  
Additional benefits for elite dealers who go above and beyond
- 6 Top-Notch Digital Tools**  
Real-time, remote system analysis and troubleshooting with the Connected Portal and Service Tech app helps you provide best-in-class customer service
- 7 Powerful Lead Generation**  
With your company's bio, ratings, reviews, and a direct link from our website to yours
- 8 Digital Sales Capabilities and Vendor Discounts**  
Digital sales tools help increase your credibility and skills, and you an save time and money with discounts from preferred vendors
- 9 Reliability**  
Carrier invests millions of dollars in testing equipment to ensure all our products are built to last
- 10 Future-Ready**  
Carrier is always preparing for the next regulatory change, so we always have the products you need – fully developed, tested and ready to go

### One More Box to Check

Carrier comfort innovation has been evolving since 1902. Of course, innovative products and technology are only part of the equation. Evaluating a homeowner's needs, assessing the home, and recommending the best equipment for the job are up to well-informed and well-supported expert dealers like you.

We hope you are excited about the opportunity to work with Carrier and look forward to checking one more box by adding your name to our nationwide network of outstanding Carrier dealers.



Turn to the experts

[carrier.com](http://carrier.com) 1-800-CARRIER  
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