



Turn to the experts



TOP TEN REASONS

to Become a Carrier Dealer

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1 THE LEADERS OF INNOVATIVE TECHNOLOGIES

- Willis Carrier invented modern air conditioning in 1902. We have over 100 years of experience building trust with homeowners by creating innovative home comfort solutions.
- Our designs and technologies provide homeowners with a comfortable, healthy home.
- We provide award-winning inverter outdoor units and unique Indoor Air Quality solutions.

2 BREADTH OF HIGH-QUALITY PRODUCTS

- Our complete portfolio of healthy home products, with smart technologies and reliable and efficient connected systems, is designed to give you the confidence to create the perfect indoor environment for your homeowner.
- Our products are for all market segments, including add-on replacement, residential new construction, light commercial, ductless and multifamily.
- We actively work to create a world where people can be healthy, safe and comfortable by designing, sourcing, producing, marketing and delivering our products and services in a secure, environmentally conscious and socially responsible manner.

3 THE INDUSTRY'S LARGEST DISTRIBUTOR NETWORK

- National distribution network with hundreds of locations.
- Distributor commitment to stocking the units you need for quick delivery or pick-up.
- Distributor partners are best in class, providing industry-leading sales support, training and warranty coverage.

4 VALUABLE PROGRAMS AND PROMOTIONS

- Rebates and competitive financing rates help improve mix and increase sales.
- Residential Contractor Locator along with advertising materials to reach new customers.
- Commitment to helping you grow your business through education and training – your success is our success.
- Webpage and resources specific to residential services (carrier.com/residential).
- The technician program “Tech Up” helps solve business issues (thisishvac.com/carrier).

5 FACTORY AUTHORIZED DEALERS (FADS)

- FADs promote and provide our factory-backed 100% Satisfaction Guarantee.
- FADs enjoy priority ranking on Contractor Locator.
- FADs can take advantage of exclusive financing and rebate options.

6 TOP-NOTCH TECHNICAL SUPPORT

- Professional training and online support available to help develop your business.

7 POWERFUL AND EXPANDING LEAD GENERATION

- Lucrative lead generation programs and incentives with your bio, ratings and reviews, as well as a direct link to your website.
- Call transfer and tracking available at no cost for better monitoring and managing your customer leads.

8 DIGITAL SALES CAPABILITIES AND VENDOR DISCOUNTS

- Carrier digital sales tools provide what you need to increase your credibility and skills.
- Dealer discounts from preferred vendors help you save time and money.

9 RELIABILITY

As a company that's inventing for life and trusted in over 25 million homes*, Carrier invests millions of dollars in testing equipment to ensure all our products are built to last. Not only do we run test all our products before they leave the factory, we test our products to fail using over 200 specifically designed tests, often exceeding industry standards.

10 #2023 READY

- On January 1, 2023, the Department of Energy's (DOE) new minimum efficiency standards for split system air conditioners (ACs) and split system heat pumps (HPs) will go into effect. These changes will present new complexities.
- As the industry leader, Carrier has been working on 2023 product redesign and development for many years now. With millions of dollars invested in engineering, testing, tooling and manufacturing, we will be #2023READY and we are here to support you through this transition.
- In addition, our entire regulatory ready products are being redesigned with an expected change in refrigerant, targeted for the year 2025, to minimize future product transitions.