

WAYS TO WIN WITH



\$100 Instant Discount:

Own the Neighborhood

CAMPAIGN

Identify ductless opportunities on a service call! Use the ready-made promotional material for:

- social media
- direct mail pieces
- technician leave-behinds

Earn significant incentives through ductless sales!

INSTANT SAVINGS FOR YOU \$100 OFF*

*Per Indoor Unit on complete Systems at point of sale (all systems eligible) promo code: **MITSUBISHI REBATE**

Promotion Timeframe: October 1 - December 15

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OWN THE NEIGHBORHOOD

Generate Ductless Leads and use turn-key marketing to find new opportunities and receive a \$100 Instant Discount on complete Indoor Mitsubishi Electric systems.

COMFORT FOR HEROES

10% Off Up to \$1,500

We would like to give our military, first responders, and educators the comfort they deserve! Please read below to learn more about current offers and eligibility.

Promotion
10% Off (up to \$1,500) total invoice for Mitsubishi Electric HVAC equipment and installation*

Eligible Participants

- Active Military & Veterans
- Law Enforcement
- Nurses
- EMTs
- Paramedics
- Fire Fighters
- Educators

Promotion Period
June 1, 2025 - December 15, 2025

COMFORT FOR HEROES

Close Sales with a 10% Discount: Offer military, first responders, and educators up to \$1,500 Off on qualifying Mitsubishi equipment and installation

FALL HARVEST

STACKABLE CONSUMER REBATES AVAILABLE NOW

SELL BY NOV. 15

SEE YOUR PARTICIPATING INDEPENDENT TRANE DEALER FOR COMPLETE P

TRANE LOCAL & NATIONAL SALES PLANS

Maximize Customer Savings: Promote stackable consumer rebates on qualifying Trane equipment, plus special financing options.

UTILITY REBATES

Earn Cash + Drive Efficiency Sales: Utilize local programs from CenterPoint Energy and Entergy to secure dealer cash incentives and offer customers discounts on high-efficiency HVAC.

TRANE DEALER SELLING STORY

WINNING WITH THE 25C TAX CREDIT

INTRODUCTION

In the competitive HVAC market, dealers are constantly seeking innovative ways to increase their sales and margins. One effective strategy has been the utilization of incentives, such as tax credit to make energy-efficient equipment more attractive to homeowners. This selling story explores how AC Doctor, a Georgia HVAC company owned by Landon Carlton, has successfully leveraged the 25C tax credit to drive sales of heat pumps, thereby enhancing customer satisfaction and boosting referrals. Available on qualifying products installed by 12/31/2025, the 25C tax credit offers homeowners big savings on energy-efficient HVAC.

- Up to \$2,000 for qualifying heat pumps
- Up to \$600 for electrical upgrades to enable heat pump installation
- Up to \$500 for qualifying air conditioners and furnaces

The maximum tax credit available is \$1,200/year or \$3,200/year if expenditures include a qualifying heat pump.

THE ROLE OF INCENTIVES

The 25C tax credit has been a significant factor in AC Doctor's sales strategy. This tax credit provides homeowners with financial incentives to invest in energy-efficient HVAC systems, making it easier for dealers like AC Doctor to sell higher-end, more efficient equipment.

DRIVING DEMAND FOR HEAT PUMPS

According to Landon Carlton, several factors drive the demand for heat pumps in his market:

- NET SAVINGS:** With right proposal, costs, homeowners are keen to eliminate this expense. Heat pumps offer a viable alternative by reducing or eliminating the need for gas/propane.
- COMFORT AND TECHNOLOGY:** Modern inverter systems provide longer run times, better humidity control, and improved air quality, making them more appealing to homeowners.
- ENERGY EFFICIENCY:** Heat pumps are more energy-efficient, offering higher SEER ratings and better overall performance.

25C TAX CREDITS

Sell High-End Systems: Help homeowners get up to \$3,200 in annual federal tax credits (up to \$2,000 for heat pumps) to drive demand for premium, energy-efficient equipment.

AprilAire

BUY 10, GET 1 FREE

AprilAire Air Cleaner Models Including All 1000 and 2000 Series September 1 - November 30, 2025

For more information on this special offer, visit www.aprilaire.com or call 1-800-4-AIR-1000. Offer ends 11/30/25. See dealer for details. ©2025 AprilAire. All rights reserved.

Company Name _____
 Contact Name & Title _____
 Shipping Address _____ City _____ State _____ Zip _____
 Company Address _____ City _____ State _____ Zip _____
 Phone _____ Email _____
 Distributor _____

Number of Units Purchased at Full Price _____
 Model and Quantity of Free Unit:

1000 Qty _____	1000 Qty _____	2000 Qty _____	2000 Qty _____
3000 Qty _____	3000 Qty _____	4000 Qty _____	4000 Qty _____
5000 Qty _____	5000 Qty _____	6000 Qty _____	6000 Qty _____

Scan here for Online Form:

APRILAIRE SPECIAL

Boost IAQ Profit: Increase your margin and stock with the exclusive contractor offer: Buy 10, Get 1 FREE on AprilAire Air Cleaner Models.

ADDITIONAL RESOURCES

OUR MARKETING TEAM!



TRANE DIGITAL TOOLS



RENTALS

Call: 346-568-7856



DOWNLOAD THE HUNTON DISTRIBUTION APP

