



Why Private Label Plus?



Because providing high-quality home comfort gives you opportunities to grow your HVAC business.



Private Label Plus® is an outstanding opportunity to help grow your independent business.

Opportunity

At DSG, we've had a DealerFirst mindset since day one.

Focusing on the dealer as the brand puts our independent DSG brand dealers and their needs first. Now we've taken that dealer-focused mentality to the next level with the Private Label Plus program (PLP).

Research shows that up to 90% of homeowners rely on the HVAC dealer's brand recommendation, so why not recommend your own brand, a brand they cannot get anywhere else. That's exactly what you can do with PLP. Another option available under PLP is to utilize the AirVantage brand, which comes with pre-developed marketing materials.

As a participant in the exclusive DSG Private Label Plus program, you'll build equity in your business, in the local market and stand out from the crowd. The opportunity for increased dealer profit potential exists regardless of whether you choose your own brand or the AirVantage brand. Let's take a more detailed look at the two options available.

OPTION 1

YOUR BRAND

Build your own HVAC brand.

Should you choose to create your own independent brand of HVAC equipment, you will be the only dealer with access to that brand. It's a simple process. You select the name. You market the brand as you desire. You determine everything from its market positioning to its sale price.

OPTION 2

AirVantage HEATING AND AIR

Utilize the AirVantage brand.

Should you choose to utilize the AirVantage brand, you'll have access to existing AirVantage marketing pieces and promotional tools. With either option, you'll have access to the marketing accrual program, marketing support, discounted extended service plans, retail sales and lead conversion training and much more.



**Headquartered in the Midwest,
Serving America's Heartland**

www.dsgsupply.com

**You are
the brand.
The brand
is yours.**

Regardless of which option you choose, Private Label Plus goes far beyond the sticker on the unit or the associated promotional materials. It is a holistic value proposition centered around selling extended service plans, selling a higher mix of energy-efficient systems and developing your brand's long-term value.

The Private Label Plus® Value Proposition.

The Private Label Plus program is designed to provide dealers with a powerful toolkit of proven marketing and business concepts to help drive sales growth and profits setting you apart in your marketplace. Specifically, focusing on high-efficiency product sales, increased maintenance contracts and retails sales training, the program is designed to help build equity in your brand, in your market.

The program has four primary components:

Accruals — Through our outstanding accrual program, the Private Label Plus dealer will have the opportunity to earn generous benefits on Goodman® and select Amana® brand and Daikin ductless HVAC equipment. The 2025 program covers the full range of ducted and ductless products. All Private Label Plus dealers who reach \$50,000 in purchases will earn accruals from their first dollar purchased.

2025 Accrual Rates

Goodman brand serialized equipment & Amana brand inverter products (except GMC)	3%
Corporate coils, air handlers & modular blowers	3%
Daikin ductless residential equipment	2%
Clean Comfort® products	2%

Since this is an accrual fund, and not a “co-op”, 100% of the accrual funds become available to the Private Label Plus dealer once the program minimum purchases are met.

Marketing Support — Accruals can be used on a full range of lead generation, advertising and sales activities. Accruals are extremely flexible in terms of how they can be used. For instance, Private Label Plus dealers can use their funding on pre-identified industry leading search engine optimization firms or on advertising on TV, radio, billboard and newsprint. Other uses include third-party sales training and materials to brand your entire company.

Extended Service Plans* — Private Label Plus dealers will have access to extended service plan offerings on base efficiency equipment. Moreover, Private Label Plus dealers may be eligible to receive quarterly rebates on select extended service plan purchases on qualifying non-minimum efficiency equipment once they reach \$75,000 in equipment purchases annually. Quarterly rebate program subject to change at any time. ASURESM Extended Service Plans offer additional peace-of-mind to homeowners, and they help close more jobs at the kitchen table. Multiple extended service plans are available to meet almost any need with some requiring a deductible to be met prior to the dealer being reimbursed.

*Extended service plans may have additional restrictions. Dealer must register with ASURE to participate. See your Territory Sales Manager for more details on the ASURE Extended Service Plan program. Additional restrictions may apply. Not all dealers will qualify for extended service plan rebates. See your Territory Sales Manager for details.

Retail Sales Training and Lead Conversion — Private Label Plus contractors are able to take advantage of several retail sales and lead conversion training programs specifically created for you by Goodman and industry leading HVAC training organizations. These training curriculums have contributed to the success of PLP contractors in helping them to grow their businesses, enjoy higher closing rates, higher average tickets, and in selling more high efficiency equipment. The training curriculum includes field-based training courses, as well as one-on-one coaching, and a robust LMS (Learning Management System) with on-line content available for continuous learning.

To find out more or to request a workshop in your area, please go to: www.HVACLearningCampus.com or contact your Territory Sales Manager to learn more.

Is Private Label Plus® Right for You?

To determine which Private Label Plus program option works better for you, be certain to ask your sales representative for full details. They can help identify the benefits of each option, as well as the investments required on your end to be successful.

If you are going to create your own independent brand, be certain to review the Private Label Supply Agreement. It will explain the usage guidelines for creating and marketing your own brand. Please note that we allow only Goodman® and select Amana® brand products to be sold in the Private Label Plus program. Also required is the approval of your brand's logo and assurances that the Goodman and Amana brand safety and rating plate will not be modified.

Additional Information — Before purchasing this appliance, read important information about its estimated annual energy consumption, yearly operating cost, or energy efficiency rating that is available from your retailer.

Additional benefits for Private Label Plus dealers

- Membership dues reimbursement available for any of our Strategic Alliance groups
- HVAC Learning Campus fees reimbursement
- NATE testing reimbursement
- Variety of in-home selling tools
- Search Engine Optimization (SEO) services are available through our Preferred Vendor network, to help generate more prospective sales leads.
- Up to \$4,000 reimbursement for annual membership dues for any of our Strategic Alliance groups can be claimed annually with available accrual funds. Please contact your Territory Sales Manager for more details on our Strategic Alliance group programs.
- HVAC Learning Campus courses are offered through third-parties and training fees can be fully reimbursed by registered and approved Private Label Plus dealers, with available accrual funds.
- Up to \$2,500 per year may be claimed with available accrual funds for approved in-home selling tools and business operation software.

Private Label Plus®

Opportunities
to grow your
HVAC business!



DSG

At DSG, people are the heart of our business. Since our founding in 1898, we've built lasting partnerships among our employee owners, customers and communities to achieve our shared goals. We take pride in delivering the trusted expertise and supplies that industry professionals need, powering vital infrastructure in America's heartland. Our vision is to serve the people and industries dedicated to building our communities. To that end, we offer unmatched solutions, support, valuable knowledge and enduring partnerships. And you'll see that reflected in the level of expertise and service you receive in every interaction. Our goal is to help your business grow. One job at a time. For additional information, visit www.dsgsupply.com to find a branch near you.