



Hercules INDUSTRIES

EMPLOYEE OWNED. FAMILY FOUNDED. MADE IN THE USA.

Financing Rebate

Get up to \$500 back on your dealer fee on every job you finance.

Get up to a \$500 rebate on all systems financed through Service Finance during promotional periods. Plus, get an uncapped 5% rebate on Pro Series units and systems.



Average dealers can add up to **\$20K** and beyond to their yearly bottom line.

PROMOTIONAL PERIODS & DEALER BENEFITS

COMFORTEAM

- Dealers get up to 5% rebate
- 6 month promotional period/yr
- 5% rebate up to \$500 per job

PROTEAM

- Dealers get up to 5% rebate
- 8 month promotional period/yr
- 5% rebate up to \$500 on standard equipment
- 5% uncapped rebate on Pro Series equipment



UNCAPPED REBATES FOR PRO SERIES EQUIPMENT!

For Armstrong Air Pro Series Equipment Armstrong Air will remove the \$500 cap and pay out 5% of the entire dealer fee.

Must be a ProTeam dealer enrolled with Service Finance to participate.

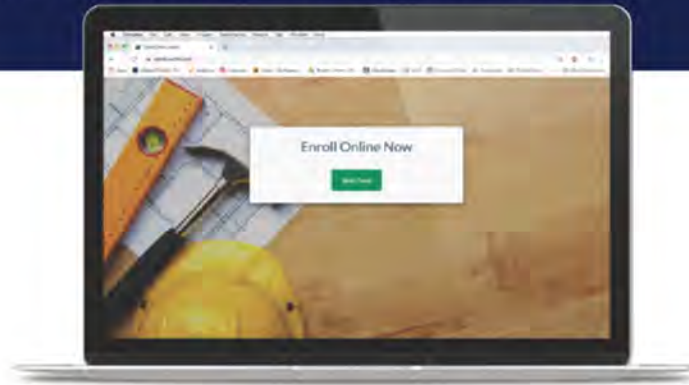
Getting Started

- 1 Enroll in Service Finance (See Form)
- 2 Verify your promotional period
- 3 Claim your financing rebate when you register products financed through Service Finance during the promotional periods. Visit AlliedAirRegistration.com to complete your registration.



ProTeam: March - October
ComforTeam: April - September

Only jobs financed through Service Finance are eligible for financing rebates. Specific promotional periods. Up to maximum payout of 5% of the total price of the financed job. Dealer is responsible for all fees that have a higher than 5% dealer fee. Promotion can only be used on a single Pro Series qualifying unit or a full Pro Series qualifying system. Assumes dealer is financing 10 or more jobs annually. Blended systems including Pro Series and standard equipment do not qualify for uncapped 5% rebate



3 SIMPLE STEPS IS ALL IT TAKES TO APPLY!

BEFORE YOU BEGIN: Be prepared to provide

- Contractor's license
- Voided company check
- One trade reference*

To enroll: <https://enroll.svcfin.com/dealer/enroll?id=47755>

STEP ONE: Begin enrollment process: On your application form, enter five 1's when asked for your Member ID-Preferred Contractor # (i.e. 11111)

- Company information
- Owner information
- Funding information
- One trade reference*
- Review all information

STEP TWO: Following submission, check your inbox for a confirmation email and a request to upload additional documents. If no email is received send the following documents to enroll@svcfin.com

- Voided company check

STEP THREE: Receive approval email from Service Finance



Questions during Enrollment:

877-661-6793
sales@svcfin.com

Questions after Enrollment:

866-307-1373
enroll@svcfin.com



* A Trade Reference is defined as suppliers, vendors, etc that the dealer has a credit business/buying relationship with. An example of this would be the distributor you currently purchase from or another supplier where you have a line a credit.

NOTE:

- Google Chrome is the preferred browser; Internet Explorer is unsupported, Enrollment application must be submitted on a computer or tablet.
- JPG, PDF, or PNG images may be taken with your mobile phone.
- Dealers must be in business for at least 1-year to be considered for enrollment.
- Approval process may take up to 5 business days after all documentation has been sent to the Service Finance enrollment department.

STEP #1

During this step you will submit the following information.

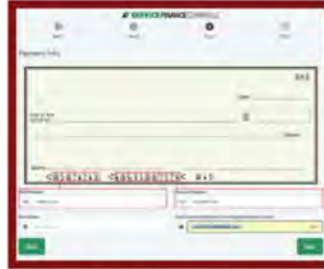
Begin enrollment process: On your application form, enter five 1's when asked for your Member ID-Preferred Contractor # (i.e. 11111)



Company Information
Background on the company



Owner Information
Contact info about company owner



Funding Information *How*
Service Finance pays dealer



One Trade Reference*



Information Review
Confirm all information is correct

STEP #2

After completing step #1 you will receive an email from Service Finance requesting you to submit the following information. If no email is received please submit the following information to enroll@svcfinc.com

- Voided company check (jpg, pdf or png)

STEP #3

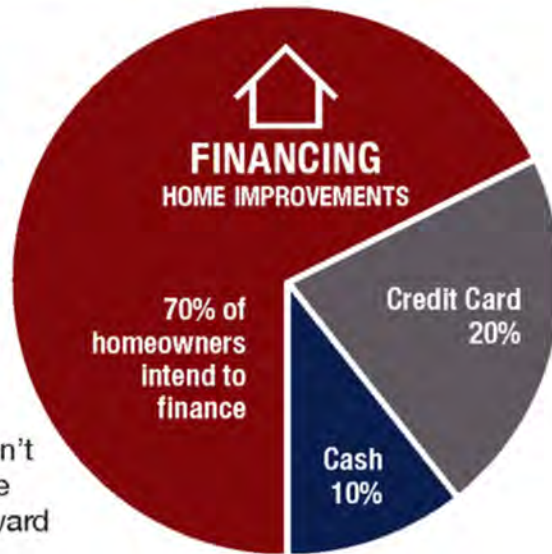
If all information is correctly entered and submitted you will receive an approval email from Service Finance. In the event that information was submitted incorrectly Service Finance will reach out to you requesting the information to be re-submitted.

* A Trade Reference is defined as suppliers, vendors, etc that the dealer has a credit business/buying relationship with. An example of this would be the distributor you currently purchase from or another supplier where you have a line a credit.

Consumer Financing

Give your customers the system they want while earning up to \$4,100 more on each job.

With the rising cost of equipment, it's vital that you have an answer for your customer when they ask how they are going to afford their new system. For many, financing is their only option. We certainly don't expect you to be an expert but adding a few simple steps to your selling process can go a long way toward closing a happy customer.



1 Offer financing on every job.

2 Always build your dealer fee into your pricing. This prevents your from having to add it in later, when it may feel like a price hike.

3 Prepare and present your customer with three payment paths on every job: cash, credit card, and financing. Select a financing program you're comfortable presenting and talk to the customer upfront about how they plan to pay. *"Will you be using cash or card? We also have a financing option if you're interested."*

4 Sell by monthly payment. Build the monthly payment into your proposal to take the sticker shock out of the conversation. Plus- don't forget to apply available tax credits and any potential local incentive on high-efficiency equipment. Help your customers afford their new system by helping them to qualify for financing.

DEALER BENEFITS

- ☑ Average dealers can add up to \$20K to their yearly bottom line.
- ☑ Receive direct deposit payment for job after completion.
- ☑ Free local training from Service Finance.

HOMEOWNER BENEFITS

- ☑ Low or no interest payment plans.
- ☑ Flexibility to create the system they truly want today.
- ☑ Fast online credit application — decision with little to no wait.
- ☑ Financing options for most credit levels with no hidden fees.

80%

Homeowners who qualify for financing

58%

People who don't have \$1000 in an emergency savings account

VENDOR  **SERVICE FINANCE COMPANY, LLC**
CONTACT 877.661.6793 | info@svcfinc.com

