Good, Better, Best
with the 13.0 SEER Minimum

As a Carrier Dealer, Giving Your Customers Choices
Gives You a Distinct Competitive Advantage.
GIVE YOUR CUSTOMERS EXACTLY WHAT THEY WANT - CHOICES

In the history of the heating and cooling industry, there’s never been a more exciting time to be a Carrier dealer. Why? As January 6, 2006 has come and gone and the new 13.0 SEER minimum has taken effect, you now have yet another way to differentiate your business from your competitors. You can continue to offer your customers clearly-defined, good, better, best options when selling split-system air conditioner or heat pump systems. While the new minimum efficiency has left many of our competitors to struggle with differentiating between their premium and basic product lines, Carrier continues to provide more comfort, more reliability, more features, more efficiency, and yes, more choices.

WHY GOOD, BETTER, BEST?

Before the 13.0 SEER minimum, most manufacturers of heating and cooling products, as well as many other business experts agreed. Good, better, best selling was the most effective way to drive sales up and away from the least expensive options. Many Carrier dealers embraced this method as an effective way to increase margins, and in the process, increase customer satisfaction by moving homeowners away from budget air conditioning to products with more comfort, more efficiency, and more options. Today is no different:

A 2006 Carrier consumer study showed overwhelmingly that homeowners shopping for HVAC equipment want choices.

We say, give your customers what they want.
THE MORE THINGS CHANGE,
THE MORE CARRIER STAYS THE SAME

With the new 13.0 SEER minimum, many of our competitors simply
don’t have the breadth of product line to offer good, better, best
options without offering their old inventory of 12.0 SEER and below
units. Once these inventories are depleted, they don’t have a lot to
offer. For those manufacturers, their “best” is now equivalent to
Carrier’s “good” options. This situation has prompted at least one
industry consultant to attack good, better, best selling, calling it
“reckless,” because with the 13.0 SEER minimum, “you now sell the
best every day.” While that may be true for many of our competitors,
it simply doesn’t apply to Carrier. Our position is this:

As a Carrier dealer, you DO have clearly defined options.
You CAN continue to sell good, better, best. And you WILL
continue to drive more sales of higher margin products
by simply continuing the same method of selling.

That’s why we honestly believe now is a great time to be a
Carrier dealer.
EFFICIENCY CHOICES

Before January 6, 2006, 13.0 SEER was considered high-efficiency. And, it still is today. However, you now have the options of offering your customers a 21.0 SEER Infinity™ Series air conditioner, a 15.0 SEER Performance™ Series air conditioner and a 14.0 SEER Comfort™ Series air conditioner in addition to 13.0 SEER or better Base models. And the efficiency story doesn’t stop there:

- Energy bills a concern with unpredictable utility costs? Why not offer a Hybrid Heat™ System that allows homeowner flexibility in controlling their energy source?
- Why not sell the efficiency advantages of standard versus programmable thermostats/controls?
- How about additional comfort and efficiency through zoning?
- Why not sell the comfort and efficiency of variable speed Infinity™ Series products?
- And, for continued, higher levels of energy efficiency as the system ages, what about air filtration and UV lights?

There are plenty of choices, and it’s up to you to match those choices with the expressed needs of your customers - just like you’ve been doing already. Good, better, best.
COMFORT CHOICES - TO INFINITY AND BEYOND

When it comes to indoor comfort, Carrier is the original expert. And that’s no different today. With two-stage cooling and the Infinity™ System, you can offer your customers unprecedented command of indoor comfort including temperature control, humidity control with IdealHumidity™, full, seven-day programming, fan speed control, and a wealth of additional features designed for comfort, convenience and peace of mind. And, for even greater control of comfort from room-to-room, don’t forget about using the Infinity™ Zone Control as a part of a zoned comfort system. But the comfort story doesn’t stop there:

- You also have the option of selling the comfort of IdealHumidity™ with our Infinity™ Control and our Thermidistat™ Control

- You can offer several additional thermostat options for varying levels of comfort and efficiency control

- You can offer the Infinity™ Air Purifier, a Carrier exclusive that captures AND kills airborne pathogens, mold spores, and more

- With our comprehensive line of Healthy Home Solutions (IAQ) products, you can offer additional levels of air filtration, fresh air ventilation and whole-home humidification

Again, Carrier’s wealth of offerings across the board allows you to creatively work with your customers to find several distinctly different products and systems from which to choose.
INTANGIBLE CHOICES
Carrier’s full line of indoor comfort products provides additional choices in areas not necessarily related to physical comfort:

- quiet operation
- environmental issues
- aesthetics

QUIET OPERATION
Most customers will agree that sound is a major factor when choosing indoor comfort products. Consider this:

71% of home buyers want noise control options according to a recent study by Owens Corning.

With our Infinity™ and Performance™ Series air conditioners and heat pumps, we offer quiet operation down to 67 dBA. That’s about as quiet as a standard kitchen refrigerator. These products also deliver superior comfort while keeping operating sound to a minimum. Overall, Carrier has four distinct series of air conditioning and heat pump products featuring 10 families of products that are 70 dBA and lower.

ENVIRONMENTAL ISSUES
Many of today’s homeowners are concerned about environmental issues. Green building concepts are gaining a foothold across the country, and consumers are taking notice. As a Carrier dealer you not only have the ability to offer environmentally sound comfort with our Puron®-based air conditioners and heat pumps, you can offer the superior reliability that these products have shown since their introduction in 1996. And, don’t forget, Carrier was the first to offer environmentally sound residential air conditioners and heat pumps and we continue to lead the industry today with more comfort, more features, and again, more choices.

AESTHETICS
Sure, to some this may be a minor point, but consider this: Carrier offers three very distinct looks across our four tiers of split-system products. Your customers can look at the brochures or go online and actually SEE a difference between our deluxe, mid-tier and basic units. While the look of the product may not be the deciding factor, it’s great to know that when you offer a premium product at a premium price, the unit that ends up sitting outside your customer’s home LOOKS like a premium product.
YOU HAVE CHOICES, TOO

In addition to all of the flexibility and options you can offer your customers, the great thing about being a Carrier dealer in the age of the 13.0 SEER minimum is this: you still have choices too. Because we offer so many options in split-system air conditioners and heat pumps, and because we offer so many controls and IAQ options and more, you still have the ability to do what you do best - assess your customers' needs and offer three distinct system choices.

If you're most comfortable selling premium or deluxe models, you're covered. If your market supports lower end systems, you can still offer choices. And because many of your competitors can't - you'll further differentiate yourself as the true expert in your area.