



Dealer Frequently Asked Questions (FAQs) Amana® Brand Smart Home Bundles

Winter 2019 Amana Brand Smart Home Bundles: October 1, 2019 – December 31, 2019

1. As an Amana brand dealer, what is my cost for participating in the smart home bundles program?

\$0, also known as FREE! You may actually make more money if you sell more **Amana** brand high-efficiency systems under the Winter 2019 Amana brand smart home bundles program. So get started soon!

2. How will the homeowner receive the FREE smart home items as part of this program?

Once the smart home bundles claim (located here: <http://amana.egia.org/finance-promotions/>) is approved, EGIA will send the details to a third party for shipping. The FREE items will be sent directly to the homeowner's address that was provided by the dealer on the claim form.

It is not recommended that dealers ship the FREE smart items to their business address for hand-delivery to the homeowner. This would prolong the process and detract from the customer's experience. Homeowners should expect to receive the smart home items within 2-4 weeks of the claim approval by EGIA. For this reason, dealers should submit the claim form on behalf of the homeowner as soon as the sale and installation of the qualifying **Amana** brand high-efficiency system is complete.

3. Do I have to be an EGIA member to offer this program? Do I have to offer consumer financing?

Dealers are not required to be an EGIA member or user of financing through an EGIA lender to participate in the Winter 2019 **Amana brand smart home bundles program**. The program is administered by EGIA on our behalf.

However, consumer financing helps sell high-efficiency **Amana** brand equipment! Over the last three years, we have studied elite dealers and have found that there is a clear correlation between consumer financing usage and effectiveness in selling **Amana** brand high-efficiency equipment. As such, although not required, it is strongly encouraged that **Amana** brand dealers sign up with EGIA to offer consumer financing as part of the high-efficiency selling process. The **Amana** brand offers buy down rebates on qualifying high-efficiency equipment as part of our Consumer Financing Buy Down Program when dealers use consumer financing through a qualifying EGIA lender; to learn more visit <http://amana.egia.org/>.

Please note - for a qualifying high-efficiency **Amana** brand system and corresponding equipment serial numbers during the program period, dealers may ***EITHER*** claim:


FREE smart home items (on behalf of the homeowner) under the Winter 2019 Amana brand smart home bundles program ***OR***

Consumer financing buy down rebate under the Amana Brand 2019 Consumer Financing Program

Dealer Frequently Asked Questions (FAQs) Amana® Brand Smart Home Bundles

4. What is the perceived value of the smart home bundles to the homeowner?

The perceived value of the smart home bundle can be **from \$280 - \$1,250**. The tables below summarize the FREE smart home items and associated manufacturer's suggested retail price (MSRP) for all FREE items.

Amana system	Smart Home Speaker / Hub	Smart Home item 1	Smart Home item 2	Smart Home item 3	Smart Home item 4
16 SEER Single-Stage System (ASX16 / ASZ16 + Qualifying Indoor Unit)	Google Home Mini (\$49) 	Google Nest Hello Doorbell (\$229) 			
16 SEER Two-Stage System (ASXC16 / ASZC16 + Qualifying Indoor Unit)	Nest Hub (\$129) 	Google Nest Hello Doorbell (\$229) 	Google Wifi 3-pack (\$299) 		
18 SEER Two-Stage / Inverter System (ASXC18/ ASZC18/ AVZC18 + Qual. Indoor Unit)	Nest Hub (\$129) 	Google Nest Hello Doorbell (\$229) 	Google Wifi 3-pack (\$299) 	Google Nest Cam Outdoor (\$199) 	
20 SEER Inverter System (AVXC20, AVZC20 + Qualifying Indoor Unit)	Nest Hub Max (\$229) 	Google Nest Hello Doorbell (\$229) 	Google Wifi 3-pack (\$299) 	Google Nest Cam Outdoor (2) (\$298) 	Google Nest Cam Indoor (\$199) 

Amana system	Smart Home Speaker / Hub	Smart Home item 1	Smart Home item 2	Smart Home item 3	Smart Home item 4
16 SEER Single-Stage System (ASX16 / ASZ16 + Qualifying Indoor Unit)	Google Home Mini (\$49)	Google Nest Hello Doorbell (\$229)	Total Retail Value = ~\$280 (without smart thermostat)		
16 SEER Two-Stage System (ASXC16 / ASZC16 + Qualifying Indoor Unit)	Nest Hub (\$129)	Google Nest Hello Doorbell (\$229)	Google Wifi 3-pack (\$299)	Total Retail Value = ~\$660 (without smart thermostat)	
18 SEER Two-Stage / Inverter System (ASXC18/ ASZC18/ AVZC18 + Qual. Indoor Unit)	Nest Hub (\$129)	Google Nest Hello Doorbell (\$229)	Google Nest Cam Outdoor (\$199)	Google Wifi 3-pack (\$299)	Total Retail Value = ~\$860 (without smart thermostat)
20 SEER Inverter System (AVXC20, AVZC20 + Qualifying Indoor Unit)	Nest Hub Max (\$229)	Google Nest Hello Doorbell (\$229)	Google Nest Cam Outdoor (2) (\$298)	Google Nest Cam Indoor (\$199)	Google Wifi 3-pack (\$299)
	Total Retail Value = ~\$1,250 (without smart thermostat)				

Dealer Frequently Asked Questions (FAQs) **Amana® Brand Smart Home Bundles**

5. Why are the smart home items Nest® and Google® products?

The Amana brand has partnered with some of the largest and most recognized consumer brands, namely Nest and Google. This will enable **Amana** brand dealers to effectively sell smart/connected home solutions to homeowners in need of a high-efficiency **Amana** brand HVAC system, effectively providing a more holistic whole-home solution!

Amana brand dealers should consider the variety of add-on sales that become possible when an **Amana** brand system is sold in the context of a connected home solution, all of which are designed to work optimally with a specific smart thermostat. For a full overview of all connected home products, please visit our partner's websites:

- <https://store.google.com/us/>
- <https://nest.com/>

6. Why is the Amana brand offering a consumer bundle promotion tied to smart home items?

The Amana brand wants to support our dealers in growing their high-efficiency business and draw consumers to **Amana** brand systems. The Winter 2019 Amana brand smart home bundles program is not only designed to compete with consumer-facing programs from key competitors, but it also leverages Amana brand's unique and cutting-edge **ComfortBridge™** technology. **ComfortBridge** technology enables **Amana** brand dealers to offer the highest-efficiency **Amana** brand communicating systems with *any* thermostat; for more information visit <https://www.comfortbridge.com/>.

As a result, **Amana** brand dealers are uniquely able to bundle **Amana** brand high-efficiency systems with the most popular smart thermostats, for example, the Nest Learning Thermostat. These appealing smart thermostats can be controlled via Google Assistant, effectively enabling voice-controlled comfort. Lastly, **Amana** brand dealers should consider how smart home products fit into annual maintenance service agreements, which drive value for a dealership from a business valuation standpoint.

7. What do I do if it has been more than four weeks since the claim submission and my customer (homeowner) has yet to receive their FREE smart home items?

First, contact an EGIA customer service representative at **1-888-691-0387** or send an email to DealerRebates@egia.org to ensure the smart home bundles claim has been reviewed and approved.

If the claim has been approved and communicated to a third party, please contact Susan Tilidetzke at **404-519-3820**, or send an email to stilidetzke@google.com