



Program Overview

Liberty Brand Consumer Financing Program – U.S. & Canada

January - March 2021 Program Overview

Eligible Participants and Timing

This program is eligible for a licensed independent Liberty Heating and Air Conditioning Brand Dealers in the U.S. and Canada. The 3% standard buy down will run year-round, but claims must be submitted by the end of each quarter per the guidelines below.

- U.S. or Canadian Homeowner must purchase eligible equipment and execute a consumer financing contract with an EGIA lender between **January 1, 2021 and March 31, 2021**.
- Licensed independent dealer must **install qualifying equipment between January 1, 2021 and March 31, 2021**.
- All consumer financing contracts **must be funded by EGIA by April 15, 2021**.
- All buy down **rebate claims must be submitted by April 30, 2021**.

Standard Liberty 3% Financing Buy Down - Qualifying Liberty Brand Equipment

- Installation of a complete Liberty Brand HVAC “system” is not required. See eligible product matrix* for full details.
- To qualify for the Liberty Brand 2021 3% financing buy down, the consumer financing contract must include either:
 - An AVXC20, AVZC20, AVZC18, GSXC18, GSZC18, GSXC16, GSZC16, GSX16, GSZ16 Outdoor Unit OR
 - An AMVM97, ACVM97, GMVM97, GCVM97, GMVC96, GCVC96, GMES96-U, GMES80-U, GMVC8/80, GCVC8/80, Indoor Unit OR
 - An AVPTC, AVPVC, AVPEC, MBVC Air Handler OR
 - A GPG16M, GPH16H, GPH16M, GPC15H Packaged Unit

Standard Liberty 3% Financing Buy Down through EGIA

- Consumer financing buy down is fulfilled by a **3% rate rebate to the Liberty Brand Dealer** for eligible equipment* on any approved plan type.
- If the standard dealer discount rate is less than 3%, the rebate will be calculated based on that lower discount rate.
- Example below:
 - Amount Financed: \$12,500
 - Standard Dealer Discount Rate: 7.25% = \$906.25 discount rate amount paid by dealer
 - Liberty Brand Discount Rate participation rebated to dealer: **3.0% = \$375**
 - Net Promotional Dealer Discount Rate: 4.25% or \$531.25 net amount paid by dealer
- **Liberty buy down can be applied across any EGIA plan type with any EGIA lender.**
- Financing offers apply only to Liberty Brand qualifying equipment* financed under the EGIA program.



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Consumer Financing Details

- Liberty 2021 Consumer Financing Plan(s) buy downs are available in the US and Canada through EGIA lenders only. Any other lenders will not qualify for a buy down.
- Liberty Brand Dealer must be approved and in good standing with EGIA prior to offering Liberty brand Financing Offers to Homeowners.
- Finance contracts are subject to a \$15,000 USD / \$15,000 CAD maximum retail sale amount.
- Sales amount used to calculate financing buy down rebate excludes taxes.
- All EGIA plans are subject to applicable origination fees and credit card processing fees.
- Homeowners are subject to credit approval by EGIA or their approved lenders.

EGIA Rebate Claims Process

- Liberty Brand Dealer is “funded” by EGIA for each qualifying job, less appropriate EGIA discount cost plus any applicable credit card processing fee.
- **Liberty Brand Dealer is responsible for submitting the consumer financing rebate claim and all supporting paperwork to EGIA by April 30, 2021.**
- Consumer Finance rebate claims will be **entered online at <https://Liberty.egia.org/promotions/>** and click on “REBATE CLAIM PORTAL”.
- All required consumer financing back-up paperwork must be sent to EGIA via www.egia.org/Liberty by the Liberty Brand Dealer. EGIA or Liberty Brand Heating and Air Conditioning are not responsible for lost/missing paperwork.
- **Please contact EGIA at 888-691-0387 or dealerrebates@egia.org with questions on the dealer enrollment or rebate claims process.**

*Eligible Product Matrix

Finance Contract must include at least one Liberty brand unit from the table below. Installation of a complete “system” is not required.

Outdoor Units		Indoor Units		Packaged Units
Air Conditioners	Heat Pumps	Furnaces	Air Handlers	Models
AVXC20	AVZC20	AMVM97 <i>OR</i> ACVM97	AVPTC	GPG16M
	AVZC18	GMVM97 <i>OR</i> GCVM97	AVPVC	GPH16M
GSXC18	GSZC18	GMVC96 <i>OR</i> GCVC96	AVPEC	GPH16H
GSXC16	GSZC16	GMVC8, GCVC8	MBVC	GPC15H
GSX16	GSZ16	GMES96-U, GMES80-U		



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Advertising Guidelines

If a Liberty Brand Dealer plans to advertise one of the Liberty 2021 Consumer Financing Programs, **the following disclaimer is required PLUS additional disclaimers regarding the specific financing plan.** Plan specific advertising disclaimers are available directly from EGIA and its lenders.

Financing Advertising Disclaimer – Required Language

The consumer finance program is separately administered by EGIA (Electric & Gas Industries Association). This information is only a summary of current terms of the program. Program is subject to change at any time at Goodman Manufacturing or EGIA's decision. Other financing plans and programs are also available. See your independent Liberty Brand Dealer for complete financing eligibility, dates, details and restrictions for all financing programs.

Depending on the installment finance program featured, please include plan specific disclaimers provided by the actual lender. *The consumer finance program is separately administered by the Electric & Gas Industries Association (EGIA). This information is only a summary of current terms of the program. Program is subject to change at any time at Goodman Manufacturing or EGIA's decision. Other financing plans and programs are also available.*