

## Program Overview

### Goodman Brand Consumer Financing Program

#### July – September 2020 Program Overview

#### Eligible Participants and Timing

This program is eligible for a licensed independent Goodman Heating and Air Conditioning Brand Dealer in the U.S. The 3% standard buy down will run for the quarter and the claims must be submitted by the end of the quarter per the guidelines below.

- U.S. Homeowner must purchase eligible equipment and execute a consumer financing contract with an EGIA lender between **July 1, 2020 and September 30, 2020**.
- Licensed independent dealer must **install qualifying equipment between July 1, 2020 and September 30, 2020**.
- All consumer financing contracts **must be funded by EGIA by October 15, 2020**.
- All buy down **rebate claims must be submitted by October 15, 2020**.
  - Late claims will be paid out at 50% of the dealer rebate amount only for a short period after the initial deadline. Any late claims will be paid at Goodman Manufacturing's discretion.

#### Standard Goodman 3% Financing Buy Down - Qualifying Goodman Brand Equipment

- Installation of a complete Goodman Brand HVAC “system” is not required. See eligible product matrix\* for full details.
- To qualify for the Goodman Brand 2020 3% financing buy down, the consumer financing contract must include either:
  - **A GSXC18, GSZC18, GSXC16, GSZC16, GSX16, GSZ16 Outdoor Unit OR**
  - **A GMVM97, GCV97, 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 Goodman 3% Financing Buy Down through EGIA

- Consumer financing buy down is fulfilled by a **3% rate rebate to the Goodman 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
  - Goodman 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



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- **Goodman buy down can be applied across any EGIA plan type with any EGIA lender.**
- Financing offers apply only to Goodman Brand qualifying equipment\* financed under the EGIA program.

### Consumer Financing Details

- Goodman 2020 Consumer Financing Plan(s) buy downs are available in the US through EGIA lenders only. Any other lenders will not qualify for a buy down.
- Goodman Brand Dealer must be approved and in good standing with EGIA prior to offering Goodman brand Financing Offers to Homeowners.
- Finance contracts are subject to a \$15,000 USD 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

- Goodman Brand Dealer is “funded” by EGIA for each qualifying job, less appropriate EGIA discount cost plus any applicable credit card processing fee.
- **Goodman Brand Dealer is responsible for submitting the consumer financing rebate claim and all supporting paperwork to EGIA by October 15, 2020.**
- Consumer Finance rebate claims will be **entered online at <https://goodman.egia.org/>** and click on “REBATE CLAIM PORTAL”.
- All required consumer financing back-up paperwork must be sent to EGIA via <https://goodman.egia.org/> by the Goodman Brand Dealer. EGIA or Goodman Brand Heating and Air Conditioning are not responsible for lost/missing paperwork.
- **Please contact EGIA at 888-691-0387 or [dealerrebates@egia.org](mailto:dealerrebates@egia.org) with questions on the dealer enrollment or rebate claims process.**

### \*Eligible Product Matrix

Finance Contract must include at least one Goodman 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
GSXC18	GSZC18	GMVM97 <i>OR</i> GCVM97	AVPTC	GPG16M
GSXC16	GSZC16	GMVC96 <i>OR</i> GCVC96	AVPVC	GPH16M
GSX16	GSZ16	GMVC8, GCVC8	AVPEC	GPH16H
		GMES96-U, GMES80-U	MBVC	GPC15H



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### Important Notes

- PLP Franklin dealers are **not eligible** for a standard 3% Financing buy-down as a part of their Dealer Loyalty program.
- Special PAP Financing Buy-Down options are still available for exceptions and require the normal PAP approvals.

### Advertising Guidelines

If a Goodman Brand Dealer plans to advertise one of the Goodman 2020 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 Goodman 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.***