

INCREASE YOUR  
SALES, BOOST YOUR  
BOTTOM LINE,  
AND GROW WITH  
MRCOOL®



**SCAN HERE**  
FOR THE CONTRACTOR  
PROGRAM SIGN UP FORM



# Did you know?

MRCOOL® offers some of the highest rated contractor-grade ducted and ductless equipment available, backed by warranties that rival or exceed anyone else in the industry.



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FOR THE LATEST  
MRCOOL® CATALOG



## Central Ducted Hyper Heat

The upgraded, multi-position air handler and hyper-efficient condenser with enhanced heating performance is ideal for any home, especially due to the simplified installation. We also offer a NEW all electric inverter package unit with the same great Central Ducted warranty.



## Traditional Unitary HVAC

We have you covered if your customer prefers more traditional HVAC equipment. Regardless of need or location, MRCOOL® is a one-stop shop offering mix and match solutions.



## Universal® Series



Designed for versatility with multiple installation options, Universal® products can be tailored to suit your needs, no matter your application.



## Olympus Hyper Heat Series

This contractor grade system employs Hyper Heat technology to ensure efficient and effective heating performance even when outdoor temperatures become bitterly cold



## GeoCool® Inverter Series

Up to 70 EER DC Inverter Geothermal Heat Pump

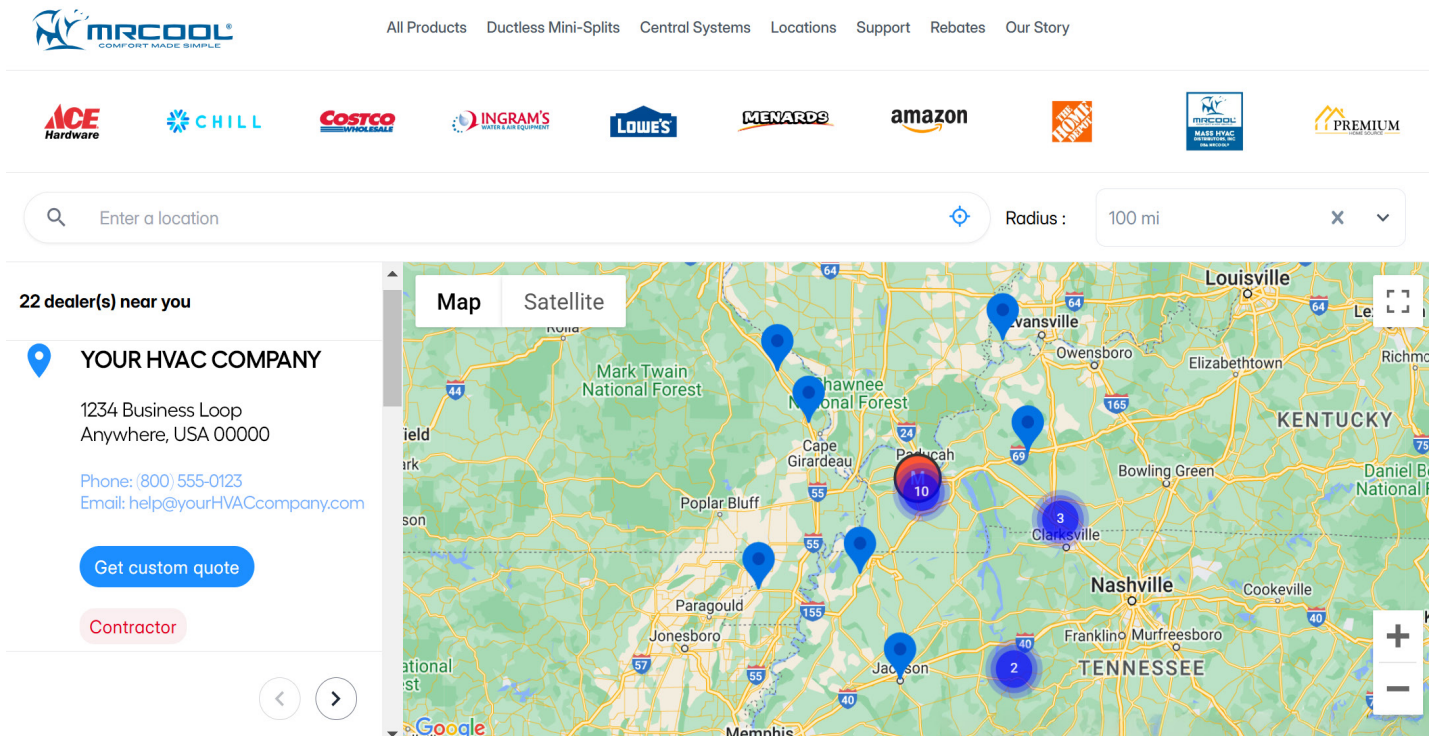
The flexibility of four independent modules makes it easy to meet the installation requirements of different air outlet methods and applications. Space constraints are less of an issue when a custom-built layout is an option.





# The MRCOOL® Advantage

Our targeted advertising drives customers to our website, where they can use the Dispatch platform to instantly connect with local MRCOOL® contractors, purchase HVAC equipment, and schedule installation—all in real time.



## What are the Key Benefits?

The MRCOOL® Contractor Fulfillment Program gives you the tools to succeed and grow alongside our established brand, supported by reliable, innovative products and knowledgeable, helpful staff. In addition to this, we also offer:

- **Innovative Products:** We constantly push the boundaries of what is possible in the HVAC world to create the best products for you, your family, and your customers.
- **Quality Construction:** Top-of-the-line manufacturing processes ensure the utmost integrity and excellence to maximize product efficiency, lifespan, and customer satisfaction.
- **Exceptional Warranties:** We offer some of the best warranties in the industry for many of our products. A number of systems now feature built-in labor warranties, as well!
- **Discounted Pricing:** Depending on your Contractor Tier, pricing can be greatly discounted.
- **Quality Marketing:** Our marketing approach leverages targeted advertising (social media sponsored ads, TV commercials, emails, magazine ads, billboards, etc.) to funnel visitors to MRCOOL.com

Additionally, Collaborations with social media trendsetters boost the caliber of our leads, which we then share with you! Our team of videographers, writers, and graphic designers help grow your business so you can focus on what's important - serving your customers

- **Low Risk:** Buy Back Guarantee (minus 15% restocking fee)
- **Installation Opportunities:** Contractors have the option to offer installation services to customers, increasing their earning potential.

# How to Get Started



## Path to Success: Contractor Tiers



- ✓ Dealer Pricing
- ✓ Free Shipping (\$750) minimum order
- ✓ Dispatch Leads



- ✓ Previous Tier +
- ✓ Targeted Digital Marketing Spend
- ✓ Branded CTA on Facebook Graphic



- ✓ Previous Tier +
- ✓ Better Pricing
- ✓ Critical Parts
- ✓ Additional Marketing Spend



- ✓ Previous Tier +
- ✓ Best Pricing
- ✓ Additional Critical Parts
- ✓ Area Distribution Opportunities
- ✓ Future Ownership Opportunities
- ✓ Branded Call To Action Marketing Collateral Including video



- ✓ Previous Tier +
- ✓ Branded Utility Vehicle\*



*\*Vehicle shown for demonstration purposes only. Actual vehicle make and model may vary. No cash alternative in lieu of branded utility vehicle.*

## MRCOOL® Contractor Ownership Program Benefits

### ORDER FULFILLMENT

Contractors will receive orders from our website and earn money for **every** order they ship quickly to the customer.



### EXPAND BUSINESS

MRCOOL® Contractors can fulfill more orders, expanding their operations and revenue.



### FASTER GROWTH

MRCOOL® Contractors benefit in the MRCOOL brand's success and growth.

