



Advantage Alliance Authorized Dealer
Operations Manual

Advantage Alliance Pro LLC
1840 N Greenville Avenue, Ste 128
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Get the Advantage Over Your Competition.

Introducing the Advantage Alliance Program

What is the Advantage Alliance Program?

The Advantage Alliance Program provides customers a peace-of-mind solution through an HVAC leasing program – worry-free heating and cooling without the financial hassles of ownership.

For a low monthly fee and no upfront payments, customers enjoy these benefits:

RELIABLE AND EFFICIENT HEATING AND COOLING AND NO ADDITIONAL CHARGES

24/7 EMERGENCY SERVICE	\$0
PRIORITY SERVICE CALLS	\$0
REPAIRS (PARTS & LABOR)	\$0
ANNUAL ROUTINE MAINTENANCE	\$0
ANNUAL FILTER REPLACEMENTS	\$0

“

As a single mom I would have never been able to buy new units or pay an expensive repair bill. But thanks to your worry-free program, I can replace both units and have a low monthly payment. But most of all I never ever have to worry again about my A/C or heat because your program takes care of everything for me. I'll never be out a single penny again for repairs or maintenance. That is such a huge burden off my shoulders. THANK YOU, AGAIN!

– Brandie T.

”

ADVANTAGE
Alliance
PROGRAM



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Onboarding

Welcome to the Advantage Alliance Program! We are excited you are here. As a new dealer you will have access to a support team as well as marketing, sales and training materials. To get you started, your onboarding specialist will walk you through next steps.

A few of the things we will need are:

- Completed "New Dealer Onboarding" Document
- Completed "ACH Form"
- W-9
- Native file of company logo (jpeg & .ai)
- Complete user list for Advantage Application

We will provide you:

- Access to marketing templates
- Your Dealer ID number
- Advantage Application user log in next steps
- Training materials and collateral
- Dealer onboarding meeting times
- Schedule training for the general program, sales, the use of the Advantage Application and program administration



During this process, if you have any questions, please reach out to your onboarding specialist or see our support team contact list for assistance.

Marketing Advantage Alliance

Use of Advantage Alliance Program Preapproved Ads

As a dealer, you have access to an **online platform** that houses on-demand, preapproved marketing templates that can be personalized to fit your business. Log in information and training for the dealer portal will be provided at the time of onboarding. The dealer portal can be found by visiting www.AdvantageAllianceProgram.com.

Templates may include:

- Tech Handouts
- Door Hangers
- Direct Mailers
- Program Specific Forms
- Equipment Stickers
- Radio Scripts
- Online Banner Ads
- Approved Wording for Text Ads
- HTML for Email Blasts

Through this portal you have the ability to **update a template** with your dealer branding and information. You can either receive it as a high resolution file to have printed by your local printer or you can utilize the printing services offered through the portal. There is no cost to you for the template but printing & mailing through the portal service is at the dealer's expense.

Within the dealer portal there are **other value added options** available at an additional cost, such as direct mail campaign management.

How do I order marketing materials: Go to www.AdvantageAllianceProgram.com, visit the dealer link, log in with your provided credentials, and order with Strategic America via the dealer portal.

Use of Advantage Alliance Name and Logos in Dealer Created Marketing

If you are interested in **creating your own** marketing materials, utilizing the Advantage Alliance Program name and logos, promoting the program on your local website or linking your website to the www.AdvantageAllianceProgram.com website or the Advantage App website, pre-approval by our marketing team prior to publishing will be required to assure compliance with **legal disclaimers, consumer law, trademark notices, etc....**

Legal disclaimers are required when making certain claims about the program. For example, when making claims like "equipment maintenance and service are covered" or "no parts or labor

charges for repairs”, the claim should be marked with an asterisk leading to the following legal disclaimer:

**See the Advantage Alliance Program Agreement for full details & exclusions.*

An asterisk and legal disclaimer would be needed in the following example:



NO MONEY DOWN.
NO INSTALLATION FEES.
NO MAINTENANCE COSTS.
NO REPAIR CHARGES*

YES, REALLY.

A yellow circle with an asterisk highlights the asterisk in the text "NO REPAIR CHARGES*".

Consumer laws also prohibit making certain claims or using specific language in conjunction with the Advantage Alliance Program. Here are a few examples of words/language that should **never** be used along with acceptable replacements:

Unacceptable

Rent or rental

Free

No charge

No cost

Acceptable

Lease or Membership

Included or No additional charge

Included or No additional charge

Included or No additional charge

An example of acceptable language would be:



Enjoy all the following, for one low monthly payment:

- NEW equipment
- NO money down
- Installation **INCLUDED**
- Seasonal maintenance **INCLUDED**
- Repairs (parts and labor)* **INCLUDED**
- 24/7 emergency service **INCLUDED**
- Priority scheduling **INCLUDED**



Trademark/Copyright notices are required when using the Advantage Alliance Program name or logos. Our name and logo should never be used without permission and must always be accompanied by our legal tag lines.

© 2020 Advantage Alliance Pro LLC ADVANTAGE ALLIANCE, ADVANTAGE ALLIANCE PROGRAM and the ADVANTAGE ALLIANCE PROGRAM Logo are trademarks of Advantage Alliance Pro LLC.

Your Account Manager can get you started on the approval process. If you have any questions around the **rules and parameters** regarding marketing materials, logos, marketing avenues, the Advantage Alliance Program name or similar items, please refer to your Advantage Alliance contract.

Presenting Advantage Alliance

The Advantage Alliance Program is a unique offering in the Home Services industry. Many customers will be unfamiliar with the concept of leasing HVAC equipment, water products and generators so it is imperative that you properly educate the customer as to how the product works and what differentiates Advantage Alliance from other ownership options. We have developed scripts for your team to help customers understand the Advantage Alliance Program. Additional training can be found in your sales support documents.

Try It: Before going to a customer's home or talking with them on the phone, **practice** with a co-worker, friend, or family member discussing the Advantage Alliance program.

Included Advantage Alliance Equipment

An Advantage Alliance install includes a standard install of any serialized equipment (condenser, furnace, air handler, hot water heater, water softener, generator, etc.). Additional items such as duct work, duct cleaning, toilets/faucets and septic systems do not qualify for lease and should be billed separately. Because all items included in an install are not covered under the Advantage Alliance Program, any non-Advantage Alliance item(s) should be tracked on a separate standard install order and funds for those items should be collected separately following standard dealer processes.

Foundation

- Advantage Alliance is a monthly service for the use of new equipment, for a defined timeframe (10 years after which the customer will go month to month)
- The customer never owns the equipment, unless they pay the termination fee, at which point they would lose all of the benefits of the service and would then own the equipment (and all of the potential risks of ownership, i.e. repair and maintenance costs)

- The dealer must **ALWAYS** offer Advantage **And** an ownership option (ownership option can be finance and/or cash purchase)

Customer Benefits

- Fixed payment for the equipment / services for the original term of the membership
- No up-front costs
- No parts or labor charges for ANY repairs*
- HVAC filters, water filters, salt, generator engine oil and filters are included
- Equipment replacement is included during the original membership term if the unit cannot be repaired
- Can be transferred to a new home owner
- Termination option at any time (full details can be found in the Advantage agreement)
- Customer gets to keep all consumer manufacturer and local energy rebates

**See the consumer Advantage Alliance Program Agreement for full details & exclusions*

Potential Dealer Sales Benefits

- **Higher** average tickets
- **Higher** closing rates
- **Higher** gross margins
- The ability to offer a product in your market that **few, if any, competitors** are providing
- The ability to offer your customers parts and labor coverage for the life of the membership (the customer's repairs are covered as long as they maintain their payment-full details stated in the customer's terms and conditions)
- Offering your customers an **all-inclusive** membership at a fixed payment that will never change during the term of the agreement

Keys to Success

- **Always offer** the Advantage Alliance Program **every time** on **every opportunity** (do not pre-judge who is or who is not a good fit for the program). Advantage Alliance is a great fit for both fixed-income and affluent customers.
- Do not use the word rental when describing Advantage Alliance. Our market research has shown this to be an unappealing word to consumers and is not an accurate representation of what the contractual obligation truly is for the customer. It is a lease. Better yet, it is an all-inclusive service or membership.

- Although HVAC, water products and generator leasing may be a new idea to many customers, leasing and other subscribed services are not. Identify **other subscription services** that customers pay for on a recurring monthly basis but do not own. Such as...

-
1. Insurance
 2. TV/Internet Service
 3. Cell Phone Service
 4. Leasing a Car
 5. Netflix/Hulu
 6. Amazon Prime
 7. Energy Bills
-



Additional training decks and materials can be found in the dealer portal.

Monthly Rates

The monthly rates are calculated within the Advantage Application discussed in the next section of this manual. An alternative way to calculate monthly rates when having early conversations with the customer is to use the Advantage Alliance rate cards. The monthly rates are based on the "Total Installed Cost" of all qualifying installed equipment per the customer agreement. The total installed cost is based on the book price of any items that are included in the Advantage Alliance lease agreement using your standard price book.

Depending on whether the customer is getting a single unit (single furnace, single condenser, packaged unit, mini-split, single water heater, single generator) or a full system (furnace & ac, 2 packaged units, 2 condensing units) will determine which rate card the dealer will use. We will define a unit as a single serialized main component and a system as a combination of any two serialized HVAC main components. All water products and generators are leased as single units only and can't be combined. Please reference the appendix for the list of main components. Note that when installing mini-splits, do not count heads as main components. Similarly, serialized Indoor Air Quality (IAQ) products are not considered a main component but are included in "Total Installed Cost" and are listed and covered on the agreement.

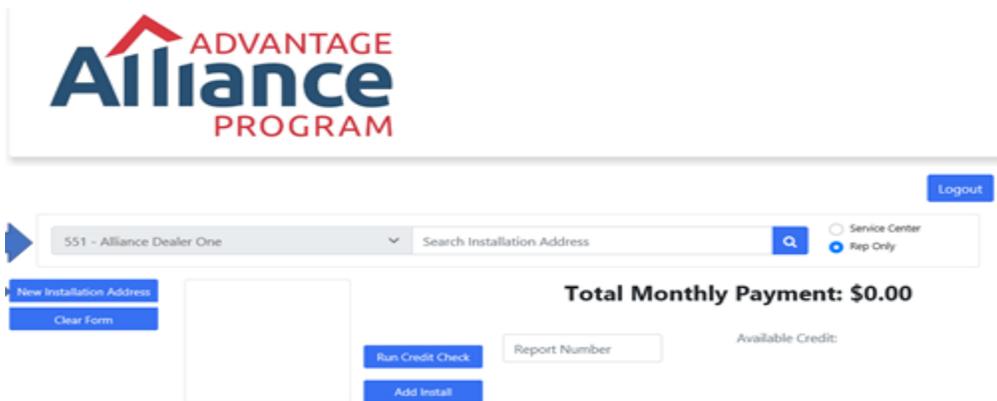
If the customer is interested in more than one HVAC "system", water product or generator, do not combine the two on one agreement. Each should have its own agreement and you would not combine the "total installed costs" of the two agreements when calculating the rate.

Take Note: Take a look at the HVAC rate card and notice the difference in rate between the HVAC “unit rate” and the “system rate” for the same installed cost amount.

Please Note: *If an incorrect amount is presented to a customer when using the paper rate cards, the pricing stated via the Advantage Application when completing the agreement stands.*

Advantage Application

In order to simplify the process for the dealer rep as well as the customer, we have created an online application that will manage the credit check approvals, factor monthly rates, calculate tax, and create pre-populated paperless agreement(s) all in one application. It can be found at: YourAdvantageApp.com.



The screenshot displays the Advantage Alliance Program application interface. At the top left is the logo for the Advantage Alliance Program, featuring a red house icon above the word "Alliance" in blue and "ADVANTAGE PROGRAM" in red. To the right of the logo is a "Logout" button. Below the logo is a navigation bar with a dropdown menu showing "551 - Alliance Dealer One" and a search bar for "Search Installation Address" with a magnifying glass icon. To the right of the search bar are radio buttons for "Service Center" and "Rep Only". Below the navigation bar is a "New Installation Address" section with a "Clear Form" button. In the center, there is a large white box for a report number and a "Run Credit Check" button. To the right of this box is an "Add Install" button. Above the "Run Credit Check" button, the text "Total Monthly Payment: \$0.00" is displayed. To the right of the "Run Credit Check" button, the text "Available Credit:" is visible.

Under the hood: This tool is powered by USAFact, our partner for Credit Checks.

With the Advantage Alliance Program it is **mandatory** to use the Advantage Application on **every** new Advantage Alliance agreement. During any signing portion of the process, it is necessary for the dealer rep to hand the device to the customer to complete digital signing or confirmations as well as confirm the name on the agreement matches the name on the driver’s license of the person used for the credit check.

We will provide training on the process that can be shared with your team. A cheat sheet on how to use the application is provided in your sales training documents. If you have questions regarding the application, please reach out to the Advantage Alliance Team.

Try it: In order to get comfortable with the program we ask that each team member log in and test by making one test account.

Credit Check Approval Questions

The Advantage Alliance credit check allows us to determine a customer's credit worthiness and minimize risk with the program. Be sure to note that this is **not a hard hit** on the customer's credit unlike a credit check for financing. In order to ensure a positive customer experience, we ask that you advise the customer of this prior to running their credit. If a dealer representative has a question regarding credit approvals, there are multiple resources available for assistance.

1. During core business hours the rep can reach out to the Advantage Alliance Support Team:

833-521-0392 (M-F, 8-5 CST) or salesupport@advantageallianceprogram.com

2. After hours or weekends, reach out to the Advantage Alliance On Call Team:

833-521-0392

3. If a customer has a disagreement regarding something on their credit report or credit score, they would need to call Transunion directly: **(800)-916-8800**

To comply with state requirements, dealer license numbers are auto-populated on the customer lease agreement. Dealer must notify Advantage Alliance of any license number changes so the Advantage App can be updated accordingly.

New Customer Welcome Email

To ensure a **positive customer experience**, the Advantage App will automatically send every customer a welcome email upon signing their Advantage Alliance agreement. The welcome email will remind the customer of the benefits of the program and will include the following attachments:

- Copy of the agreement
- Easy Pay Options

The dealer rep, dealer administrative office and Advantage Alliance Team are copied on this email as well.

Advantage Alliance Install

As you know, the quality of the install is paramount to the performance of the customer's HVAC system, water product or generator. Properly installed equipment can significantly minimize call backs, equipment downtime and negative customer experiences. With the Advantage Alliance program only new equipment can be used for installations.

As a reminder, not all items included in an install can be leased through the Advantage Alliance Program. A standard install with any serialized equipment can be included but items such as duct work, duct cleaning, toilets/faucets and septic systems are not covered items.

Once an install is complete please send the completed signed Completion Certificate and proof of equipment registration from the manufacturer to the Advantage Alliance team via email to contractmanagement@AdvantageAllianceProgram.com.

The email subject line should read: Dealer#, Customer Name on Contract, Customer Address on Contract.

Example: 551, John Brown, 123 Main Street, Las Vegas, NV

The team should already have the executed Advantage Alliance Agreement auto sent via the Advantage Application. The team will reach out to the dealer if for some reason they do not.

Equipment must be installed within 90 days of the execution of the lease agreement; otherwise, a new customer credit application must be processed for decision and a new agreement signed by the customer.

Install Funding To Dealer

Our obligation to pay in accordance with the terms and conditions set forth in the master Advantage Alliance Agreement begins upon receipt of the following:

Required Documents for payment

- 1. Signed Advantage Alliance Agreement.** The agreement should be auto sent to Advantage Alliance by the Advantage Application upon customer execution but we will reach out to the dealer if for some reason it was not received. The agreement must be fully complete and signed by the customer.

- 2. Completion Certificate** signed by all parties with all data fields properly and accurately populated. Manufacturer equipment stickers including model and serial #s of **all** covered equipment should be affixed to the form. An example of this document can be found in the Appendix and is available via the dealer portal for download or printing.
- 3. Proof of Equipment Registration in the Homeowner's name** from the manufacturer for each installed piece of equipment.

The installation funding process will start once all of the required documents as outlined above are **received, reviewed and approved by the Advantage Alliance Support Team** as correct and complete. Subsequently, a member of the Advantage Alliance team will create a payment request on behalf of the dealer. If there are any questions or issues with the documentation, they will reach out to the dealer for clarification or correction.

Payments will be sent via **ACH** to the account provided at the time of onboarding. The amount funded will be paid out as outlined in the signed Advantage Alliance Dealer Agreement.

If you have any questions regarding payments, please reach out to your Success Manager.

Equipment Stickers

With every **new install** an equipment sticker will need to be placed on each covered component. For outdoor units, please place inside the panel for protection from the weather. When performing future service or maintenance visits, if the sticker is missing or damaged, please replace accordingly.

Stickers are available for download or order via the dealer portal.



Property of Advantage Alliance Pro LLC

For repairs or service call:
Contact us 24 hours/day, 7 days/week
[Dealer 000.000.0000]

For account billing information call
Contact us Monday-Friday
8:00 AM-5:00 PM CST
833.521.0392
support@AdvantageAllianceProgram.com

IMPORTANT
You must contact Advantage Alliance Pro directly at 833.521.0392 before disconnecting or removing this equipment. All service & repairs must be performed by an Advantage Alliance authorized service provider.

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Setting up a Customer for Billing

Receipt of the executed customer agreement, signed completion certificate and proof of registration will start the customer creation process within our **billing system**. An Advantage Alliance team member will reach out to the dealer for clarification if there are any questions during this process.

Within the Dealer's internal database, Advantage Alliance customers should be **identified or flagged** as Advantage Alliance Program customers driving awareness for all staff working with the customer/account. This will ensure a positive customer experience during incoming customer inquiries or in home visits.

Warranty Registration

The **dealer is responsible** for registering any and all Advantage Alliance equipment with the appropriate manufacturer(s). The equipment should be registered in the Homeowner's name only and not the Dealer's name or any other name. Proof of registration will be required as previously noted in order to receive funding for the installation.

Advantage Alliance Welcome Call

The Advantage Alliance Team will call each new Advantage Alliance customer to welcome them to the program.

Key Talking Points May Include:

- Getting **feedback** on the install
- Asking if they have any **questions** regarding the program
- **Verifying** how they want to receive their invoices on an ongoing basis and if they would like to enroll in automated payment via our Easy Pay plan.
- **Recap** program benefits and next steps

Customer Payments & Billing

The customer typically receives their first Advantage Alliance invoice within 15-45 days of the install. They will receive their first invoice either via mail or email, depending on the preference noted on the Advantage Alliance Agreement. The customer's due date will be roughly 20 days from the invoice date.

Please note the customer cannot pick their preferred due date at the time of signing up for the Advantage Alliance Program. There is some flexibility after they receive their first invoice, but there are dependencies here as well. The Advantage Alliance team would be able to talk with the customer to find the best option available.

If the customer has any billing questions relating to their covered equipment, please direct them to the Advantage Alliance Team at 833-521-0392 or Support@AdvantageAllianceProgram.com.

Payment Options: For customer convenience, we offer multiple payment options at no additional fee.

- 1. Automated recurring payments** via credit card, bank card or checking account can be made by enrolling in our Easy Pay Plan. Customer can call the Advantage Alliance Support team at 833-521-0392 for assistance with set up or visit our website at www.AdvantageAllianceProgram.com.
- 2. Pay Online** at AdvantageAllianceProgram.com/ebilling with **credit card** or **bank account** 24/7. The customer just needs to know their account number located on their invoice and their installation address zip code.
- 3. Pay by phone** by calling the Advantage Alliance Team at 833-521-0392 **M-F 8-5 CST** with **credit card** or **bank account**.
- 4. Pay by check** by mailing their invoice stub and check to Advantage Alliance Program, PO Box 208010, Dallas, TX 75320-8010.

Dealers should never collect or accept any payments or payment information from customers related to their Advantage Alliance lease.

Servicing & Maintaining the Equipment

All equipment under the Advantage Alliance program includes regular maintenance visits and any needed service visits. All recurring maintenance visits must be created within the dealer's internal system by the dealer at the time of customer setup. Please provide documentation on how maintenance visits are being created and how customers are flagged as Advantage Alliance on an as needed basis to your success manager or other Advantage Alliance representatives.

Advantage Alliance Maintenance:

1. All maintenance calls are created, tracked and scheduled by the dealer
2. A technician performs an in-home maintenance visit at least once a year for all HVAC, water treatment, tankless water heater and generator equipment under the program; and at least once every three years for a water heater tank
3. All covered units in danger of failure must be proactively addressed
4. A full inspection, maintenance, needed repairs and potential future repairs should be addressed during the maintenance visit
5. HVAC: Filter media must be replaced during the annual visit and the technician will leave enough filters to cover a year (one year filter cabinets can be ideal for Advantage Alliance equipment).
6. Water Products: Filter media for water filtration/treatment systems must be replaced during the annual visit. Enough salt for one year should be left during the annual visit for those customers leasing water softeners.
7. Generators: Filter media and oil for generators must be replaced during the annual visit.
8. Three documented contact attempts to reach the customer to schedule a maintenance visit are required (on various days and times over 90 days) and at least one must be via email or mail. If the dealer is unable to reach the customer, notify the Advantage Alliance Team so a customer communication can be sent reminding the customer of their contractual obligation to allow for the required in home maintenance visit.

Service Calls:

1. Service parts and labor are covered for Advantage Alliance equipment at no additional charge per the terms and conditions. Any new sales not covered under the program would follow dealer standard sales process.
2. Advantage Alliance customers are expected to receive high priority.
 - Customer should receive a response from the dealer within 24 hours of customer contact.
 - Non-emergency calls should be scheduled & performed within 48 hours of the customer's request
 - Emergency service calls should be scheduled & completed within 24 hours of customer first notice
3. It is beneficial to continue to show value of the program to the customer during on demand service calls. One way to do this is for the technician to communicate what the cost of the service would have been had they not been covered under the Advantage Alliance Program.
4. If a part is under manufacturer warranty, follow the standard OEM processes within the dealer organization and the dealer keeps credits for parts.
5. If a customer calls the Advantage Alliance team with a service question, they will be directed to the dealer.

Customer Obligations:

1. It is the customer's obligation to change out any required filter media outside of the annual maintenance visit.
2. The customer must not cause damage or allow damage to any Advantage Alliance equipment.
3. The customer is obligated to report any damage to Advantage Alliance equipment. If you feel the customer has damaged the covered equipment, please take pictures of the damage and contact the Advantage Alliance Team.
4. If equipment damage is caused by an insurable risk (such as natural disaster or property is stolen), the customer must file a home insurance claim for the equipment and the Advantage Alliance team would need to be notified.

5. Full details regarding customer obligations are covered under the T&Cs of the customer's Advantage Alliance Agreement.

Reimbursement

Under the Advantage Alliance Program, dealers are reimbursed a set amount for required service and maintenance visits on a quarterly basis. The reimbursement period starts at the one year anniversary of the install for both service and maintenance.

Please Note: Quarterly reports will be provided and customers in an Inactive status will not be considered for payment.

- **Maintenance and Service Reimbursement** will be paid out together as one payment on a quarterly basis at an annual rate as set forth in your agreement.
- The **payment schedule** for maintenance and service reimbursement will be the next month following the end of the quarter and will be based on data at the time of quarter end. Ex. Q1 payment will be sent in April.
- If zero **Service Calls** or multiple service calls are performed, it does not impact the annual service reimbursement amount.
- Payment eligibility will be based on the **install date** and if the customer is considered **Active** at the end of the quarter.
 - Dealers will receive their first payment at the end of the first quarter following the customer hitting their one year anniversary of the install.
 - A customer is considered **Active** unless they have terminated, filed bankruptcy, are at least 120 days past due or have been moved to our outside collections agency.
 - If a customer is in **Inactive** status at the time of the quarter end report, no payment will be made for that customer for that quarter. If the customer regains **Active** status in a future quarter end report, payment will resume and will be made for that quarter.

Filters & Consumables

All filters and consumables are **covered** under the Advantage Alliance Program for the customer. The costs of these items are included in the quarterly maintenance payments made to the Advantage Alliance dealer.

HVAC filter media must be replaced during the **annual maintenance** visit and the technician must leave enough filters to cover a year. Quantity of filters left will be determined by media type. Throughout the year it is the customer's responsibility to change filters.

If the customer is leasing a UV light product or humidifier, please note consumable items related to these are covered as well. Please provide replacement of these items during the annual visit on a basis outlined per the manufacturer.

Filter media for water filtration/treatment systems must be replaced during the **annual maintenance** visit and the technician must leave enough salt to cover a year.

Generator filters and oil must be replaced during the **annual maintenance** visit.

Rebates

Consumer rebates, both manufacturer and local utility, will be given to the **customer** joining the Advantage Alliance program. It is the local dealer's responsibility to handle any processes related to the rebates to ensure the customer receives them. If a customer calls the Advantage Alliance team with questions related to rebates, the call will be forwarded to the dealer for customer assistance.

Warranty Claims

All warranty claims will be handled by the **dealer**. This includes, and is not limited to, parts related to service visits and items that are identified during the maintenance visits as needing replacement. All warranty claim funds paid by the manufacturer are the dealer's to keep during the timeframe that the customer is an active Advantage Alliance customer.

Customer Concerns

Customer **concerns** are not always avoidable and we are here to help. If a customer has an escalated concern or a billing/payment question, we ask that they be directed to the Advantage Alliance Team at 833-521-0392 or email at Support@AdvantageAllianceProgram.com .

Exchanges/Replacing Equipment

If the customer's equipment needs to be replaced during the original term of the Advantage Alliance agreement (10 years), the customer does not start a new Advantage Alliance Agreement. The existing agreement and terms remain in place. Some exceptions to this would be if the replacement was due to fault of the customer or due to a reason covered under the customer's insurance. For more information, please review the customer terms and conditions.

Equipment replacement will be performed by the dealer at the dealer's cost.

Notification of Exchange is required if the Advantage Alliance equipment must be replaced for whatever reason and must be provided to the Advantage Alliance team within 24-48 hours.

- Once an equipment exchange install is complete, please send the completed signed Completion Certificate and proof of OEM equipment registration to the Advantage Alliance team via email to contractmanagement@AdvantageAllianceProgram.com.

The email subject line should read: Dealer#, Customer Name on contract, Customer Address on contract.

Example: 551, John Brown, 123 Main Street, Las Vegas, NV

- Be sure to note in your email the make, model and serial number of the equipment that was removed/replaced.

Customer Collections

If a customer is unable or unwilling to make payments on the program, the Advantage Alliance team will take lead in attempting to remedy the situation and get the customer back on track.

If the Advantage Alliance team has difficulty reaching the customer or has questions that may be related to why the customer is not paying, the team may reach out to the dealer for assistance.

The customer will be deemed **inactive** if past due payments are 120 days in arrears. An outside collections agency will be engaged at this point to manage payment collection. If the customer terminates or never pays their balance, they will remain in inactive status. If the customer clears past due balances and resumes payments, they will regain **active** status.

Customer Termination & Right of Rescission

Customers may choose to terminate their agreement for several reasons... exercise 3 day right of rescission, selling their home, want to own the equipment, change their mind, or other various reasons.

Please Note: *If a customer communicates the desire to terminate for any reason, immediately direct them to the Advantage Alliance Team at 833-521-0392.*

Right of Rescission: By law, all customers have a **3 day right to cancel/3 day right of rescission**. Notice of this right is given within the Terms and Conditions of the Advantage Alliance agreement. If the dealer chooses to install the equipment before the rescission period has expired and the customer exercises their right to rescind, the dealer will not be paid for the equipment installation. If monies for the installation have already been funded to the dealer, Advantage Alliance would have the right to reclaim those monies. If a customer chooses to execute their right of rescission, the customer must give proper notice of rescission directly to Advantage Alliance Pro, LLC and not to the dealer.

Other Terminations: Customer terminations for any reason other than right of rescission will follow the termination schedule based on the T&C of their signed agreement. The **Advantage Alliance Support** team will need to be notified of all terminations and will manage the entire process with the customer.

Please Note: *If the customer chooses to terminate during the onboarding period for billing, the termination process and final termination letter can be delayed as the account must be set up in the billing system first. During this time the customer will not be charged the monthly rates.*

If the customer is **moving**, they have the option to either terminate or transfer the current Advantage Alliance agreement to the new home owner. If they are transferring the agreement to the new owner, all parties must agree on the transfer. Some exclusions may apply. The Advantage Alliance support team will manage the process for both of these scenarios.

There may be instances where the Advantage Alliance Support team requests assistance from the dealer in order to **save** a customer from termination but this may not always be the case. Dealers will be notified of all terminations so their records can be updated accordingly.

Ongoing Support

Our goal is to provide the dealer with the necessary support to ensure success. Along with marketing and training materials, every dealer will have access to our Advantage Alliance Support team as well as a designated Success Manager.

Advantage Alliance Support Team

The Advantage Alliance Support Team is here to help both your team and the customer.

Items The Team Handles:

1. Customer Support for billing or program inquiries
2. Customer Complaint Resolution
3. Terminations, Moves, Exchanges
4. Customer Collections
5. Dealer Support
6. Dealer Funding
7. Advantage App Support

Alliance Success Management Team

The Alliance Success Manager (ASM) assigned to the dealer will operate as the lead point of contact for any and all matters specific to the dealer. The ASM will assist with review of processes, answer program questions, conduct sales training, assist in scheduling any additional ongoing training needs, troubleshoot issues and identify areas of improvement to drive success.

The ASM will serve as a liaison between Advantage Alliance teams and the dealer's internal teams. They will also be your point of contact during semi-annual reviews and may perform tasks related to audits.

Your Success Manager will visit your business **biannually** or as needed. During these visits, the ASM will assist in reviewing program statistics, Advantage Alliance sales processes, back-end

processes and other areas in order to help maintain a successful partnership. Some of these items may include:

Sales Targets

Termination Rates

Customer Satisfaction

Advantage Customer Response Time

Completion of Maintenance

Other key indicators may be reviewed during the biannual visits and are not limited to the above items.

Success Managers will not be able to answer specific questions regarding the billing of any active Advantage Alliance customer. These inquiries will need to be handled by the Advantage Alliance Support Team.



Did you know that your ASM is a great resource for additional training?

Policy & Procedure Documents

In order to create a solid foundation for the program, specific policies and procedures must be followed.

Safety

Advantage Alliance cares about the welfare of the team members that support any and all of our programs. We want each team member going home to their family safely each and every day. We require all dealers to execute and maintain strong safety practices based on industry best practices.

License

All required local and state licenses must be current and maintained in accordance with prevailing authorities. Copies of local and state licenses are required at the time of enrollment. It is then the dealer’s responsibility to renew the required licenses as they expire.

Certificate of Insurance

COIs must be provided at the time of on-boarding and annually at the time of COI renewals. It must list additional insured as set out in the Advantage Alliance Dealer Agreement.

Background checks

Employee background checks are required and guidelines are provided in the Advantage Alliance Dealer Agreement.

Dealer Termination from the Program

If an Advantage Alliance Dealer terminates the program for whatever reason, Advantage Alliance Pro, LLC will communicate the change to current Advantage Alliance customers and dealers are expected to operate in good faith as customers are transitioned to another dealer.

Timeframe Expectations

Established response times will allow both parties to have clear expectations, improve customer service, set standards, and define procedures. Below we have outlined a few expectations for both the dealer as well as the Advantage Alliance team.

Dealer Expectations:

- **Customer service call (non-emergency)** is expected to be scheduled and performed within 2 days of the customer request
- **Customer service call (emergency)** is expected to be scheduled and completed within 24 hours of the customer request. This includes but is not limited to no cool, no heat, water leaks, smoke, gas leaks, etc...
- **Notification of Exchange** of Advantage Alliance equipment replacement for whatever reason must be provided to the Advantage Alliance team within 24-48 hours and be pre-authorized prior to exchange. Once the exchange has been completed, we will require notice of: the equipment that was removed, a new Completion Certificate signed by all parties containing the detail of the new equipment installed and any additional documentation that may be required.

Let us know what you think

Please give us feedback on the program as well as any of the supporting materials so that we can provide content that's truly useful and helpful. Thanks!

Appendix

The details

New Dealer Onboarding

Onboarding Checklist

- New Dealer Information Sheet
- New Vendor Setup Form – For Payment
- W-9 (signed)
- Completed “ACH Form”
- Certificate of Insurance
- Copy of State and Local License(s)
- File of Company Logo (jpeg & .ai)
- List of all users including name, email, and role for the Advantage Application

New Dealer Information



New Dealer Information

Legal Entity: _____

D/B/A: _____

Address: _____

City: _____ State: _____ Zip: _____

Advertised Service Phone #: (_____) _____

Website Address: _____

States Serviced: _____

Administrative Offices Phone #: (_____) _____

Business Email: _____

Fax: (_____) _____

Owner/General Manager

Name: _____

Email: _____ Phone: (_____) _____

Accounting/Billing Contact

Name: _____ Phone: (____) _____

Email: _____

Fax: (____) _____

Other Contacts

Name: _____ Phone: (____) _____

Email: _____

Title: _____

Name: _____ Phone: (____) _____

Email: _____

Title: _____

Comments: _____

Advantage Alliance ACH Form

Vendor/Customer Information

Which of our centers do you normally do business with? _____

Vendor /Customer Name: _____

Address: _____

City: _____ State/Province: _____ Zip Code: _____

Contact name: _____ Phone: _____

Email Address (required): _____

^Email address the detailed remittance will be sent to. ^

Bank Address:

Bank Name: _____

Bank Address: _____

City: _____ State/Province: _____ Zip Code: _____

US Bank Details:

ABA Routing #: _____ Account #: _____

Account Type: (Please check only one) Checking Savings

This authorization will remain in effect until written notification of termination has been provided by customer or vendor.

HVAC Definitions

HVAC Definitions

✓ Designates that the HVAC category is counted as an HVAC unit

Not to be counted as an HVAC Big Box unit as an Ancillary

Unit	Other
------	-------

HVAC Units

Furnace	✓	
AC	✓	
Boiler	✓	
Package Unit	✓	
AC Coil		✓
Air Handler/ Fan Coil	✓	
Ductless AC	✓	
Head unit (ductless)		✓
Electric Air Cleaner		✓
Heat Pump	✓	
Humidifier		✓
Others		✓
The Others are counted as part of an HVAC unit not in a Big Box, this is in addition to the units we currently have counted in Ancillary (Fireplaces, T-stats, etc.)		

Advantage Alliance Program FAQs

The Advantage Alliance Program provides customers a unique option to upgrade their home comfort system, water heater, water treatment systems or add a generator with no up-front costs and a low monthly investment. To learn more about the Advantage Alliance Program please review the following Frequently Asked Questions.

ABOUT THE PROGRAM

Who do I contact with questions or suggestions about the Advantage Alliance Program?

Email questions to your Success Manager for any comments or suggestions on the program. *(This email address is for dealer use only and should not be provided to customers.)*

What's the difference between an Advantage Alliance Program transaction and buying a new unit or system?

Equipment sold becomes property of the customer, whereas equipment secured via an Advantage Alliance Program transaction remains property of Advantage Alliance Pro LLC. Advantage Alliance customers pay a monthly fee for the use of the equipment provided via the Advantage Alliance Program.

Additionally, when equipment owned by Advantage Alliance is provided to a customer via an Advantage Alliance transaction, Advantage Alliance and dealers are obligated to maintain and repair the Advantage Alliance Program equipment. Please note, there are exceptions to the preceding and the customer has certain responsibilities they must fulfill under the terms and conditions of the agreement.

When a customer buys a system/unit, the Customer (as the owner) is responsible to maintain and repair their own equipment (as they see fit) and assumes all costs associated.

Can customers secure the same equipment we sell via the Advantage Alliance Program?

Yes, all water heaters, water softeners, water filtration systems, generators and HVAC equipment currently for sale may be provided via the Advantage Alliance Program, with the exception of solar and geothermal systems.

Are consumables for system maintenance, such as filters and humidifier pads included?

Yes. Disposable media are included in the Advantage Alliance Program if the corresponding equipment was part of the Advantage Alliance agreement and are delivered during annual HVAC system maintenance. Generator engine oil and salt for water treatment systems are also included.

Is a package unit considered a single unit or system?

A package unit is considered a single unit.

When IAQ serialized equipment is added to an Advantage Alliance Program transaction, does the preceding IAQ equipment have the same repair and maintenance coverage as the major equipment?

Yes, as long as it is listed on the front page of the agreement.

When/how is the Advantage Alliance Program completed and when does the Advantage Alliance Program end?

All Advantage Alliance Program equipment is for an initial term of 10 years from the date of installation, and then is automatically converted to a month-to-month basis from the 10th year anniversary date of installation. Advantage Alliance Pro or the Customer may terminate the Advantage Alliance Program agreement during the monthly term with a written 30 day notice.

If the customer is frustrated from frequent repairs and wants a new piece of equipment, what happens?

Ultimately the company's best interest is to maintain the equipment. The default decision should be to act as a "Prudent Servicer." The Advantage Alliance Program Agreement includes replacement of the equipment during the original term (10 years) as deemed necessary by Advantage Alliance Pro LLC based on feedback provided by the dealer.

Is buying more expensive than the Advantage Alliance Program?

Buying is not the same as an Advantage Alliance Program transaction, since we are comparing a purchase cost to a service cost. There are also services included in the Advantage Alliance Program that are not included in a purchase. Therefore, it is not correct to correlate the cost of the Advantage Alliance Program with the cost of buying.

How do we sell an Advantage Alliance Program Agreement when the total long-term cost is potentially more expensive than buying?

It is not accurate to correlate the cost of the Advantage Alliance Program with the cost of a product purchase since the Advantage Alliance Program is a usage and service monthly cost whereas a product purchase is a purchase cost (financed or up-front).

Ultimately, if the customer is concerned about the long-term total cost more than the lowest possible monthly cost and the benefits of the Advantage Alliance Program, they may more likely be a candidate to purchase or finance a system rather than the Advantage Alliance Program.

What happens when the customer wants to change the scope of the job during installation?

If the customer changes the job at any time following the signing of their Advantage Alliance Program Agreement, please consult your Advantage Alliance Pro Success Manager and the Advantage Alliance Team. All parties can determine next steps.

It is strongly recommended we refrain from changing the scope of work on an Advantage Alliance Program Agreement, due to the complex federal regulations required on these types of agreements.

Does Advantage Alliance Pro put a mechanics lien on the home?

As standard practice, a UCC1 notice may be put into place; however, we reserve the right to protect our interests with other measures when required.

If I provide via the Advantage Alliance Program one piece of equipment or a full system and add duct cleaning, how do I charge the customer?

The Customer should be charged for anything not included with an Advantage Alliance Program Agreement (duct cleaning or other services) following standard dealer practices with cash, credit card, financing, etc.

PAYMENTS

How do customers sign up for Easy Pay automated payments?

The customer signs up based on the most current version of the “How to Pay” document.

Why doesn't the local dealer collect the payment information?

Due to government regulations and the need to minimize risk regarding customer payment information, information must be recorded only by the Advantage Alliance team that has access to enter the information directly into the billing system.

How do we determine how much the payment will be?

Determine the monthly service rate by using the Advantage Application, or the provided rate cards on an as needed basis. Find the price range that the regular price falls into on the Rate Card to determine the payment.

EG: The Advantage Alliance Program rate for a \$9,550 furnace (unit) in the example below is \$155.50. For a \$9,550 furnace, coil and condensing unit (system), the rate would be \$182.50.

Total Installed Cost		Advantage Rate	
From	To	Unit	System
\$5,000.01	\$5,200.00	\$96.25	\$122.50
\$5,200.01	\$5,400.00	\$99.25	\$128.00
\$5,400.01	\$5,600.00	\$101.50	\$128.00
\$5,600.01	\$5,800.00	\$104.25	\$133.00
\$5,800.01	\$6,000.00	\$107.25	\$133.00
\$6,000.01	\$6,200.00	\$110.00	\$138.50
\$6,200.01	\$6,400.00	\$112.75	\$138.50
\$6,400.01	\$6,600.00	\$115.00	\$144.00
\$6,600.01	\$6,800.00	\$118.25	\$144.00
\$6,800.01	\$7,000.00	\$120.75	\$150.00
\$7,000.01	\$7,200.00	\$123.75	\$150.00
\$7,200.01	\$7,400.00	\$126.75	\$155.00
\$7,400.01	\$7,600.00	\$129.00	\$155.00
\$7,600.01	\$7,800.00	\$131.25	\$160.00
\$7,800.01	\$8,000.00	\$134.50	\$160.00
\$8,000.01	\$8,200.00	\$136.75	\$166.00
\$8,200.01	\$8,400.00	\$139.25	\$166.00
\$8,400.01	\$8,600.00	\$142.00	\$171.50
\$8,600.01	\$8,800.00	\$145.00	\$171.50
\$8,800.01	\$9,000.00	\$148.25	\$176.00
\$9,000.01	\$9,200.00	\$150.50	\$176.00
\$9,200.01	\$9,400.00	\$152.75	\$182.50
\$9,400.01	\$9,600.00	\$155.50	\$182.50

Note: There are different Advantage Alliance Program Rate schedules when providing a single serialized unit (one HVAC unit, one water product or one generator) and a complete system (two serialized HVAC units). System rates apply to HVAC only as water products and generators are leased individually.

Are taxes included in the payment amount?

Taxes are not included in the monthly rates shown on the rate cards. Taxes will be calculated in the Advantage App and displayed separately on the customer agreement.

Do we collect any money before installing the equipment?

There is no money collected for the Advantage Alliance Program equipment; the approved credit check and signed Advantage Alliance Program Agreement are all that is needed to schedule the installation. The customer makes their first payment upon receipt of their first bill.

Any non-Advantage Alliance Program products or services would be purchased and paid for separately, as per the normal purchase process for such items.

What is the interest rate/buy-down for Advantage Alliance Program equipment?

There is no interest rate or buy-down on Advantage Alliance Program equipment since there is no purchase transaction and no financed loan.

Do we need to tell the customer the total Advantage Alliance Program amount at the end of the Term?

Yes. U.S. federal regulations require the dealer representative to show the customer what the total amount paid will be at the end of the 10th year Advantage Alliance Program term in the Federal Consumer Leasing Act Disclosure section of the Advantage Alliance Program Agreement.

Does the customer make the 1st payment when they sign the Advantage Alliance Program Agreement?

No. The customer will receive an invoice for their first month's payment within a few weeks.

How are payments made?

If the customer makes a manual (check) payment, the payment will go to the Advantage Alliance Team. If the customer signs up for auto pay monthly payments, the payments are automatically made. If they want a one-time credit card charge they can call the Advantage Alliance Team or go online. More details can be found in the "Ways To Pay" document attached to the customer's welcome email.

Is there a centralized number for people to call if they have questions?

All routine maintenance or service calls for Advantage Alliance Program customer questions should be handled by the dealer. If they have a billing question they can call our Advantage Alliance Team at 833-521-0392 or email Support@AdvantageAllianceProgram.com .

WARRANTY AND REBATES

Who registers the equipment warranty?

The dealer is responsible for registering the equipment warranty with the manufacturer.

Who receives applicable manufacturer rebates?

Whenever possible, the customer must receive any rebates due for the installation of the equipment even though Advantage Alliance Pro is the equipment's purchaser/owner. Local Advantage Alliance dealers should direct rebates to the homeowner, and handle any needed items to ensure they receive said rebates.

Who receives applicable utility rebates?

Whenever possible, the customer should receive any rebates from local utilities. To ensure the customer's utility rebates are applied, centers should contact local utilities to advise them of the Advantage Alliance Program and facilitate utility or local government rebates on behalf of the customer.

When a service call is run, who submits a warranty claim?

The dealer submits and processes any warranty claims related to active Advantage Alliance customers.

Can the customer purchase Advantage Alliance Program equipment?

Yes. The customer may purchase (Early Termination Fee) the equipment at any time at their convenience. The Early Termination Fee Chart provides the price based on the age of the equipment as of the installation date in relation to the "Total Installed Cost". The full Early Termination Fee Chart schedule is located on the Advantage Alliance Program Agreement.

CONTRACT TERMINATION GUIDANCE

Original Contract Term – 10-Year Term

- If a customer elects to terminate early during the original term
 - 1) Call the Advantage Alliance Support Team
 - 2) The customer will pay the applicable fee found in the Early Termination Fee Chart

- If a customer breaches the contract:
 - 1) Call the Advantage Alliance Support Team
 - 2) The Advantage Alliance Program may terminate the contract and the customer may be subject to the Advantage Alliance Program remedies outlined in the Advantage Alliance Program contract. The preceding can include the removal fee and applicable Early Termination Fee Chart percentages.

Extension Month Term (Month to Month)

- During the Extension Month Term (Month to Month) the customer can provide a 30-day notice for the contract to expire.
 - a) If the contract expires per the above notice:
 - 1) Contact the Advantage Alliance Support Team
 - 2) Customer pays no Early Termination Fee
 - 3) Customer pays no removal fee

- During the Extension Term (Month to Month) if the customer wants to terminate without a 30-day notice
 - 1) Contact the Advantage Alliance Support Team
 - 2) The customer is subject to Early Termination Fee Chart
 - 3) There is no removal fee

How much does it cost for a customer to terminate their agreement and secure the equipment?

To determine the Early Termination Fee, consult the termination schedule found on the customer's agreement. Choose the year range based on the age of the equipment, and then multiply the original install price of the equipment by the year's percentage. EG \$10,000 system in year 10.5: $\$10,000 \times 61\% = \$6,100$

Please note the Advantage Alliance Team will handle communications with the customer regarding termination once the agreement is signed.

How is the customer's right to cancel handled? This could be when the customer doesn't want the system at all (and it may or may not have been installed) or they want the system but just don't want to lease it.

1. The local dealer should notify the Advantage Alliance team immediately of the customer's request to cancel. When applicable, all executed notice of rescission forms should be directed to Advantage Alliance Pro, LLC and not the dealer. The Advantage Alliance team will determine next steps regarding each request to cancel, and will determine what is required to execute the cancellation.
2. The local dealer should never commit any sort of outcome to the customer.

The local dealer will need to provide the Advantage Alliance team with:

1. The name of the person (customer or customer representative) requesting the cancellation/termination, the date the request was made (exact date), how did the

customer make the request to cancel/terminate, copy of any written notification to cancel or terminate

2. Installation date
3. What is it that the customer wants to do? – Cancel the lease & just pay for it, finance it, cancel the entire transaction to include pulling out equipment, etc...

ADVANTAGE ALLIANCE PROGRAM CREDIT CHECK

Where is the Credit Check done?

The link to the Credit Check portal is posted within the Advantage Application.

What information is necessary for the Credit Check to be run?

Address, social security number, stated household income, and date of birth are the key information pieces required to run the Credit Check.

Should the Dealer Rep perform the Credit Check for the customer?

No. Only the customer should process their Credit Check. It is very important that no dealer employees perform the Credit Check on behalf of the customer.

How do you know the result of the Credit Check?

The customer and the rep will receive an email. Also, when the transaction code that is provided at the end of the credit check is placed in the Advantage Application it states the results. Finally, the dealer rep can call the credit check line, **1-800-547-0263 x2500**, to receive the approval status of the Credit Check during business hours or can contact the Advantage Alliance Team at 833-521-0392 to find out status.

How do we verify whether the customer owns the house when doing a credit check?

Currently there is no ownership check required; only the Credit Check is necessary for approval to proceed with an Advantage Alliance Agreement. We may check once the agreement is signed during the UCC filing process to confirm. The person we are running the credit check on for the Advantage Alliance Program must be on the deed of the property as well as a signer on the Advantage Alliance agreement. Please verify the name signed on the agreement matches exactly with the name on his/her driver's license.

What should be the email address used in the “Your Email” field in the Credit Report process?

The customer’s email address is only used in this portion of the form completion.

What if the customer doesn’t have an email address to enter into the Credit Check field?

A valid customer email address is required to transact with Advantage Alliance Pro and join the Advantage Alliance Program.

SERVICE AND MAINTENANCE

When are tune-ups scheduled for Advantage Alliance Program equipment?

Tune-ups/maintenance appointments for all equipment at a single physical address are made once per year. Tune-ups should generally be scheduled during a time that all covered equipment can be serviced, and for HVAC, water treatment and tankless water heaters around the one year anniversary of the installation date, then annually as of the first maintenance visit date; for water heater tanks it would be around the three year anniversary of the installation date, then every three years as of the first maintenance visit date

Can Advantage Program Agreement maintenance appointments be changed based on dealer’s capacity?

Once set, local dealers should minimize changing the maintenance date in order to keep the appropriate maintenance interval. If the maintenance interval is too short or too long from the last visit, it is more likely a second visit will be needed for a repair which may have been prevented during the proper maintenance interval.

Why are heating and cooling tune-ups and repair services proactively performed during one visit?

It is the best experience for the customer if all required maintenance and repair service are performed at one time, which limits interruption to the customer’s household. Therefore a complete inspection should be provided, and any proactive repairs that can be performed to keep the system in optimal working condition should be made during the maintenance visit.

Are any repairs paid by the customer during a maintenance visit?

No payments are required for any repairs related to Advantage Alliance equipment. If non-Advantage Alliance related repairs are needed, such as duct sealing, the items should be charged by the dealer per the normal business practices.

Who sets up the appointments for Maintenance visits?

The dealer will schedule all appointments with the customers for service or maintenance visits. With maintenance appointments there must be at least three attempts on various days and times to schedule the maintenance visit with each Advantage Alliance customer and at least one must be in written form (email/mail). If the three attempts are unsuccessful please alert your Success Manager.

Revision Tracker

	Date	Editor	Changes
	3-6-20	Advantage Alliance Pro LLC	New
	3-25-20	Advantage Alliance Pro LLC	Updated "New Dealer Info Form"
	5-19-20	Advantage Alliance Pro LLC	Updated Marketing Section
	7-23-20	Advantage Alliance Pro LLC	Added Content for Water Products & Generators
	8-20-20	Advantage Alliance Pro LLC	Revised maintenance interval for water heater tanks to once every three years
	1-14-21	Advantage Alliance Pro LLC	Updated AAP address & contact information
	2-11-21	Advantage Alliance Pro LLC	Updated warranty registration section & team contact information
	4-19-21	Advantage Alliance Pro LLC	Updated equipment registration policy & contacts
	5-3-21	Advantage Alliance Pro LLC	Easy Pay Language
	5-17-21	Advantage Alliance Pro LLC	Dealer Support Phone #
	6-28-21	Advantage Alliance Pro LLC	Updated language in marketing section to include links to the Advantage App website
	7-8-21	Advantage Alliance Pro LLC	Update contacts
	8-6-21	Advantage Alliance Pro LLC	Update language on uninstalled lease agreements after 90 days
	8-31-21	Advantage Alliance Pro LLC	Soft credit pull vs hard hit on consumer credit

Contact List

Customer Support

Advantage Alliance Support Team	Support@AdvantageAllianceProgram.com	833-521-0392
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Dealer Support

Operations Support:	SalesSupport@AdvantageAllianceProgram.com	833-549-2457
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Will Green (Vice President)	Will.Green@AdvantageAllianceProgram.com	816-564-1004
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Kelly McMillan (Senior Director)	Kelly.McMillan@AdvantageAllianceProgram.com	601-559-2850
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John Casillas (Sr Training Manager)	John.Casillas@AdvantageAllianceProgram.com	214-208-6766
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Marketing Support

Dealer Portal

www.AdvantageAllianceProgram.com

Advantage App Access

User Access

www.YourAdvantageApp.com

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