

THE DEALER STAR

A NEWSLETTER PUBLISHED FOR DEALERS WHO SELL TEMPSTAR® PRODUCTS

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ICP EXPANDS POPULAR NO HASSLE REPLACEMENT WARRANTIES ACROSS ALL PRODUCT LINES FOR UP TO 10 YEARS COVERAGE

International Comfort Products, LLC ("ICP") now offers No Hassle Replacement limited warranties across all new Tempstar® brand product lines for up to 10 years of coverage.

ICP expands the popular No Hassle warranties just in time for the enormous release of nearly 100 new heating and cooling product groups for 2006.

Lisa Townley, ICP Director of Marketing, said that dealers agree warranty is the #1 way to increase value in mainline products, and four out of five homeowners prefer products with a strong warranty over a well-known brand name.

"We're giving dealers a powerful advantage as we extend our No Hassle replacement option across all mainline products," Townley said. "Rather than have the same warranty across all products, we've developed a good, better, best tiered warranty offering that provides an increase in value that homeowners want. In 2006, dealers will have the products and warranties to successfully offer homeowners a range of choices."

NO HASSLE REPLACEMENT WARRANTIES

Mainline models installed on or after January 1, 2006, feature new No Hassle Replacement limited warranties, which provide a new



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equivalent replacement unit if the compressor, covered coil or heat exchanger fails during the no-hassle period. Split-system units must be matched with an ICP indoor coil or fan coil. Prior to replacing any unit, written authorization is required from your ICP distributor. This warranty is supplemental to the standard product

limited warranty and includes a labor allowance during the entire no-hassle period.

OTHER IMPROVED WARRANTIES

These new products also come with a number of other improved warranties on compressors, parts, coils and heat exchangers,

including:

- **Compressor Warranties:** Compressors are covered up to 10 years on select models.
- **Heat Exchanger Warranties:** Select furnaces are protected with lifetime-limited heat exchanger warranties.
- **Coil Warranties:** ICP now offers limited warranties on outdoor coils up to 10 years on select models.
- **Parts Limited Warranties:** ICP covers replacement parts for five years on all of its heating and cooling products and up to seven years on selected models.

For details on new warranties, contact your local Tempstar distributor.

QUALITY YOU CAN FEEL

TEMPSTAR®
Heating and Cooling Products

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SOUTH CAROLINA DEALER CELEBRATES 50TH ANNIVERSARY IN BUSINESS

Moorhead Heating & Air held an Open House recently to celebrate the company's 50th anniversary in business. Founded by James M. Moorhead, the company serves the Anderson, South Carolina, area. Greg Moorhead took the helm after his father's retirement.

The Moorheads have seen a lot of changes in the industry over the past half-century, and they anticipate a smooth transition into the coming 13 SEER minimum efficiency arena.

"We have always pushed products that are at least 12 SEER, and sell some 14 SEER equipment," he said. "We're also probably going to shift toward the R410A when it becomes available in the Tempstar package equipment."

Greg points out that South Carolina is a "horizontal market"—an area with a large percentage of heating and cooling applications that call for package equipment since crawl spaces in local houses usually do not permit gas furnace installation.

Moorhead Heating & Air buys Tempstar products from Epting Distributors, and Greg and his staff have already taken classes for the new R410A refrigerant at an Epting location.

"We receive excellent service from Epting," Greg said. "We attribute a lot of our success to our distributor and the outstanding support they provide."

EXCLUSIVELY TEMPSTAR

Moorhead Heating & Air sells Tempstar heating and air conditioning equipment exclusively and has been selling the line since the brand was introduced in the late 1980s.

Greg said his father had been selling Tempstar's predecessor brand because of its quality and durability. He felt that with this line of equipment he could offer his customers more for their money.

"One of the attractions of this product line is the extended warranties available with it," Greg said. "I'm very big on the extended warranties. Except for our new construction work, we automatically include the 10-year HELP® contract in every bid we give."



Greg said at first they included the 5-year extended service agreement, but switched to the 10-year contract when it was introduced. He said 98% of what the company sells has a 10-year HELP contract on it.

He said Moorhead Heating & Air does residential and light commercial work, both replacement and retrofit. The company does new construction work for several builders of custom homes.

"ONE OF THE ATTRACTIONS OF THE TEMPSTAR PRODUCT LINE IS THE EXTENDED WARRANTIES AVAILABLE WITH IT." PUSHING THE TEMPSTAR NAME

Over the years, Moorhead Heating & Air has taken advantage of advertising opportunities to push the Tempstar name, watching for special package deals to get

more exposure for an affordable price.

"We also have the Tempstar name on all of our trucks, our business cards, envelopes, and billing heads," he said. "We take advantage of the opportunity for additional exposure by displaying Tempstar equipment in the showroom of the local natural gas distributor."

Moorhead Heating & Air takes Tempstar product literature on sales calls.

Recently, in an effort to pick up another market niche, Moorhead Heating & Air added an entire showroom of vented and vent-free gas heaters, gas logs, gas grills, gas fireplaces and gas water heaters—with over 35 burning models in their showroom.

"I went out to sell a customer a gas grill, and while I was there, I sold him a Tempstar furnace and air conditioner," Greg said. "This new niche has opened new doors to provide us other avenues of sales."



To offer your customers additional peace of mind, tell them about HELP®. Use this helpful tool to increase your sales! Ask your distributor for details.

THE TEMPSTAR PRODUCT LINE: AT-A-GLANCE

"What's Coming From Tempstar?" has been prominently displayed on the Tempstar dealer Pathfinder website at www.tempstardlr.com in anticipation of the new 2006 product lines. Each month, feature-by-feature updates have been added, providing details of the new split-system products.

Now you can also go the Pathfinder site and click on "What's Coming..?" to view a production video of the new product line running on the assembly line in the Collierville manufacturing facility.

For a look at the entire Tempstar product line, ask your distributor for the **At-A-Glance** product brochure *Part No. 401-22-6007-00 (pictured below)*.



REWARD YOUR CUSTOMERS



Use financing promotional plans to reward customers based on sale amounts or product lines. Offer increased

deferred payments based upon incremental sales amounts or **Good, Better, Best** product lines.

For example, you can offer:

- **3 Month No Payment/No Interest on an entry level unit**
- **6 Month No Payment/No Interest for higher efficiency unit**
- **12 Month No Payment/No Interest on the highest efficiency R410A Unit**

Give your best customers more time to pay and a reason to upgrade equipment.

You must be approved by CitiFinancial Retail Services before you can use this exciting financing program. To learn more about financing, contact CitiFinancial Retail Services at 1-800-722-5465.



KARAN'S HELP® DESK

Here are some helpful tips from the desk of Karan Tidwell in ICP's HELP® department:

- Prices for HELP® changed as of 01/01/06.
- Claims must be submitted within 60 days of the service.
- Claims that exceeds the cost of \$800.00 must be called in for approval.
- Don't forget to fill out all of the information when filling out for a claim: *(for example NO failed dates & reason for failure).*

AHR EXPO: ICP UNVEILS 97 NEW PRODUCT GROUPS

This month International Comfort Products, LLC ("ICP") unveils the largest new product launch in the company's history with nearly 100 new heating and cooling product groups at the AHR Expo in Chicago.

Lisa Townley, ICP Director of Marketing, said ICP is taking advantage of the world's largest HVAC&R trade show event by introducing the enormous new line of Tempstar heating and cooling products at the event.

"This is the largest new product introduction in the history of ICP, and we're working hard to let dealers and contractors know that they have more choices in products and marketing tools than ever before," Townley said. "These new products are more efficient, tougher, quieter, easier to install and service and easier



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for dealers to sell, too."

New Tempstar product groups include:

- 13 to 18 SEER air conditioners and heat pumps available in R22 & R410A models
- 13 and 14 SEER small package products, also available in R22 & R410A models
- 13 SEER mini-splits
- 80% and 90%+ AFUE gas furnaces
- Oil furnaces
- Indoor and outdoor coils
- Indoor air quality products

These new products also come with improved warranties (*see article on page 1*).

Watch your mail for the **2006 Special All-Product Edition** Tempstar dealer newsletter with details on the new product lines. See your Tempstar distributor for more information.

ICPPATHFINDER
DEALER RESOURCES

Visit our World Wide Web site on the Internet at www.tempstar.com
or visit the Pathfinder dealer web site at www.tempstardlr.com

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