



**2021-22 FAD EXCLUSIVE
MARKET BOOST**

EXCLUSIVE FINANCING FOR

whatever

DEAL YOU ARE CLOSING



Multiple plans with 0.0% Net FAD Cost!

GREAT CONSUMER TERMS PLUS SPECIAL DEALER FEES PROVIDE ATTRACTIVE
FINANCING TO HELP YOU CLOSE THE DEAL!

*Based on 2020 FAD Market Boost financing claims submitted between 9/20/2021 - 05/28/2022

PROGRAM GUIDELINES

PROGRAM OBJECTIVE

Bryant Factory Authorized Dealers (FADs) have a competitive advantage this fall with the FAD Fall Market Boost Financing Program. This program will provide FADs with reimbursements on qualifying financing plans and equipment for the entire year.* It is designed to aid in promoting sales of Bryant® systems in the residential add-on and replacement market and help dealers increase their product sales mix as well as increase their close rate. This program off-sets a portion of the cost associated with providing financing to homeowners.

DEALERS MUST FILE REIMBURSEMENT CLAIMS FOR THIS PROMOTION AT www.BryantPromotions.com. Promotion terms are subject to (1) product availability and (2) change or cancellation without prior notice.

PROGRAM RULES

Promotion Dates

All sales must occur between September 20, 2021 and May 28, 2022. For each eligible financing reimbursement,* FADs have 60 days from the date of the sale to (1) install the qualifying equipment, (2) file the financing promotion claim on BryantPromotions.com, AND (3) process funding for Bryant Consumer Financing through Wells Fargo Retail Credit for the homeowner financing transaction.

This promotion is not retroactive for financed sales of qualifying equipment prior to September 20, 2021. Bryant systems or units sold after May 28, 2022 do not qualify for this promotion.

Dealer Eligibility

To be eligible to participate in this promotion, a Bryant dealer must meet all of the following criteria at the time of sale and during the claiming/reimbursement process.

1. Current with all FAD eligibility requirements.
2. Status must show: "active" in the HVACpartners.com dealer profile for the FAD program at the time of sale and throughout the claiming/reimbursement process.
 - a. If FAD status is not maintained (either 1 or 2 above) at any point in the sale/claiming/reimbursement process, the dealer is not eligible for reimbursement.
3. Dealers working toward the FAD requirement and non-FADs are not eligible for this promotion.
4. Enrolled in the Bryant Consumer Financing Program through Wells Fargo Retail Credit.
5. Bryant FAD must be located and doing business in the United States. Bryant FADs located in Canada are not eligible.

Dealer Program Enrollment

In order for a dealer to have this promotion as an option on the BryantPromotions.com website, a dealer must meet the following enrollment requirements.

Eligible Sales

Enrollment Requirements	Dealer Contact for Questions
"Active" status in HVACpartners.com dealer profile for the FAD program	Distributor HVACpartners.com Administrator
Enrolled in Bryant Consumer Financing through Wells Fargo Bank, N.A.	Wells Fargo Client Processing 1-800-551-5111 Monday - Saturday & Holidays: 8am - 10pm CST Sunday 10am - 10pm CST Closed Easter, Thanksgiving, & Christmas



*Maximum reimbursement per claim is \$1,400.
If one unit is installed per residence, this is considered one claim and the maximum reimbursement is \$1,400.
If one system is installed per residence, this is considered one claim and the maximum reimbursement is \$1,400.
If multiple systems are installed per residence, each is considered one claim and the maximum reimbursement is \$1,400 per system.



PROGRAM GUIDELINES

Eligible sales must be to homeowners in the U.S. Only Bryant systems/units sold as a replacement for the homeowner's existing system units or as an add-on to an existing home qualify.

The following sales are NOT eligible for this promotion:

- Commercial or institutional applications
- Residential new construction applications or upgrades
- Multi-Family applications
- Investors/investment properties

Bryant Flex Rebates

Dealers may not claim the FAD Market Boost Financing Promotion on the same sale that a Bryant Flex rebate is claimed.

IMPORTANT: The FAD must use either the Bryant Flex rebate or a FAD Market Boost Promotion financing plan, the factory authorized dealer can only claim reimbursement for either the rebate OR the financing, not both.

Qualifying Plans Rates effective 3/1/2021.

Plan Code	Consumer Credit Terms ¹	FAD Cost (Wells Fargo Rate Sheet ²)	Promotion Rebate	Final FAD Cost* (after claiming)
3671	NEW! Special rate of 9.99% APR with 120 equal monthly payments (1.32% payment factor \$10,000 minimum)	3.00%	3.00%	0.0%
1019	No interest if paid in full ³ within 12 months with regular monthly payments ⁴	3.64%	3.64%	
1066	No interest if paid in full ³ within 18 months with regular monthly payments ⁴	4.16%	3.16%	1.00%
4079	Special rate of 0% APR with 24 equal monthly payments	9.51%	5.51%	4.00%
4091	Special rate of 0% APR with 36 equal monthly payments	11.19%	6.19%	5.00%
4103	Special rate of 0% APR with 48 equal monthly payments	12.58%	6.58%	6.00%
4115	Special rate of 0% APR with 60 equal monthly payments	13.83%	6.83%	7.00%
3442	Special rate of 0% APR with 72 equal monthly payments	15.18%	7.18%	8.00%

¹ Please refer to the Credit Card Agreement for details about credit costs and terms for consumers. See program grid for qualifying equipment.

Additional disclosures are required when advertising and promoting these credit terms for consumers. Please refer to the Advertising Guides by visiting the Online Resource Center at wells Fargo.com/retailservices and selecting "Advertising Resources" from the left navigation. Please refer customers to the Credit Card Agreement for details about credit costs and terms.

² The discount rate is the fee charged to you for regular or special terms; it will be deducted from the amount funded to you. Wells Fargo may change the discount structure in any way at any time by advising you in advance in writing.

³ This is a deferred interest promotion. This means that if the purchase balance is not paid in full within the special terms promotional period, interest will be charged to the account from the purchase date at the regular APR for purchases. Making only regular monthly payments will not pay off the purchase balance within the promotional period.

⁴ Regular monthly payments are generally 3.5% of the amount financed, or \$40, whichever is greater. See credit card agreement for details.

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Eligible Products

- Eligibility is based on having one of the eligible models below. A Complete system not required.
- Bryant® (SYSTXBB, T6, T2), or ecobee® branded control, Air Purifier (DGAPA) or Humidifer (STM, LFP, LBP, SBP, WBP) required for all claims except Ductless.
- TEMPORARY CHANGE: Through May 28, 2022, Evolution System purchases will not require the purchase of a controller.

OUTDOOR UNIT				+	INDOOR UNIT				+	REQUIRED CONTROL	=	REBATE AMOUNT
EVOLUTION					EVOLUTION					Bryant branded control: Powered by Bryant, ecobee or DGAPA, RGAPA, RGAPB or STM, LFP, LBP, SBP, WBP or SYSTXBB	=	3.00 - 7.18% <i>Depending on Finance Plan selected</i>
186CNV	180BNA	284ANV	286B	987MB	FE4A	830CA						
180CNV	187BNA	280A	286BNC	986TC	FV4C	935CA						
189BNV	187BNC	288BNV	285BNH	880(1)TA								
	186BNA											
PREFERRED					PREFERRED							
127ANA	126BNA	124ANS	225B	926TB	926SA	FZ						
126CNA	123ANA	226A	226C	820(1)TA	820(1)SA	OVL						
			224ANS			OVM						
LEGACY					LEGACY							
106ANA	114CNC	215B		915SB	810(1)SA	FX4D	OBL					
116BNA	114CNA	214DNC		912SD	800(1)SA	FB4C	OBM					
105ANA	113ANA	214DNA		935SA	830SA							
PACKAGED PRODUCTS									+	REQUIRED CONTROL	=	REBATE AMOUNT
707E-A		577E	607E	677	707				Powered by Bryant ecobee control or Air Purifiers or Humidifiers	=	3.00 - 7.18% <i>Depending on Finance Plan selected</i>	
577C		607C	677C	PA4Z	PH4Z							
GEOTHERMAL									+			
GC		GZ	GP	GW	GB							
DUCTLESS									+		=	
38MPRA	38MBR	38MBRB	38MGR	38MARB	38MHR				Control Not Required			

* Models followed by an asterisk are Last Call models. These models will not be available in 2021 promotions.

Dealer Reimbursement

For each eligible financing reimbursement,* FADs have 60 days from the date of the sale to (1) install the qualifying equipment, (2) file the financing promotion claim on BryantPromotions.com, AND (3) process funding through Wells Fargo Retail Credit for the homeowner financing transaction.

Dealer Claim Process

1. Homeowner selects a qualifying financing plan with Bryant Consumer Financing through Wells Fargo to purchase and finance eligible products listed in the program grid.
2. FAD pays full financing fee due to Wells Fargo at time of financing transaction
3. To claim financing reimbursement, FAD goes to www.BryantPromotions.com and enters sale date and selects FAD Full-Year Financing Promotion
 - a. FAD enters eligible products, purchase date, installation date, and includes salesperson's MyHVACpin #
 - b. FAD enters last 4 digits of Homeowner's Wells Fargo Account # (provided when financing was approved), and selects the promotion financing plan number used, validates and confirms accuracy of information entered, completes claim and documents claim confirmation number.
 - c. Maximum reimbursement per system is \$1,400.*
4. Promotion Administrator:
 - a. Audits claim with Wells Fargo data, confirming accuracy of homeowner / dealer information, promotion financing plan #
 - b. Calculates dealer financing reimbursement and processes transaction
 - c. Processes funding file to distributor for dealer reimbursement
5. Distributor reimburses dealer account, per Distributor's standard reimbursement practices

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IMPORTANT! In order to receive eligible financing reimbursement, dealers **MUST** submit a claim at BryantPromotions.com.
No Claim = No Reimbursement.

KEY CONTACTS FOR PROMOTION SUPPORT

Dealer Resources

- General promotion inquiries: Bryant Solutions Center 1-888-994-7237
- Specific claim inquiries, claim submission process: Promotion Processing Team 1-877-390-3640 or customersupport@biworldwide.com
- Bryant Distributor/Territory Manager
- Wells Fargo Retail Services – Client Processing 1-800-551-5111

Distributor Resources

- General promotion inquiries: Bryant Solutions Center 1-888-994-7237
- Specific claim inquiries, claim submission process: Promotion Processing Team 1-877-390-3640 or customersupport@biworldwide.com
- Bryant Regional Sales Manager

Promotion Deadlines

Accounting guidelines and regulations will not permit claim exceptions to be funded beyond the published deadlines.

ADVERTISING SUPPORT

To help advertise financing, Bryant provides pre-written advertising materials available in the Ad Kit on HVACpartners.com. Available materials include: print ads, direct mail, and promotional aids.

Creating your own advertisements featuring a financing offer?

Dealers must comply with all Wells Fargo advertising requirements, including any and all regulatory information and disclaimer information, contained on the Wells Fargo Online Resource Center.

Please review the Wells Fargo advertising requirements on the Wells Fargo Online Resource Center that can be found by visiting: https://retailservices.wellsfargo.com/programs/df3080921/en_US/pdfs/advertising_requirements.pdf

Co-Op Funds

Co-op dollars from the “end-user media communications” portion of marketing funds may be used to advertise and promote the FAD Full-Year Financing Promotion.

DISCLAIMERS

This document contains confidential, proprietary or trade secret information of Bryant Heating & Cooling. It may not be disclosed to any third party without prior written consent from Bryant Heating & Cooling.

Amendments, Modifications, or Exceptions

This promotion is subject to termination at any time, with a 30 day notice, by Bryant. Bryant reserves the right to amend or modify any portion of the promotion at any time with reasonable communication. All amendments are not effective unless published by Bryant in formal Guidelines. Any exceptions to the program guidelines must be approved in writing by the promotion manager or authorized Bryant personnel.

Claims Auditing

All reimbursements under the program are subject to audit. If reimbursement is received on any claim that is later determined to be ineligible, the Distributors/Dealers account will be debited in the amount of the ineligible claim. It is the Distributor's/Dealer's responsibility to maintain copies of supporting documentation and claim reimbursement paperwork for a minimum of 12 months after reimbursement.



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