



**Growth and satisfaction with  
CLIMATE SHIELD COMPLETE  
LABOR PROTECTION PLANS**



**Climate Shield  
COMPLETE**

**Call: 866-265-9749**

**Email: hvacsupport@aig.com**

# Why Sell Climate Shield Complete Plans<sup>1</sup>?

## Dealer Benefits

- Create long-term interaction with consumers
- Incremental revenue with no inventory costs
- Easy-to-use website for order entry and claims
- Definite servicer on sold contracts
- Reduces billable items and concessionary spend
- Contracts are 100% backed and insured by an "A" rated underwriter
- Locked in reimbursement rates
- Profitable hourly labor reimbursement tiers

## Why Trust AIG

- Unified administrator and insurance provider
- Compliant throughout North America
- Proven HVAC track record
- Professional actuary analysis
- HVAC claims adjudication expertise

## Consumer Benefits

- Peace-of-mind knowing their investment is protected
- Protection from costly repairs
- Service provided by a trusted partner
- Fully transferable with no added cost if they move during the term of their warranty
- Cost of the plan is generally less expensive than one repair
- Enhance and extend manufacturer's warranty
- No deductibles should service be needed



**INCREASE  
PROFIT**






**BUILD  
LOYALTY**



**BRAND  
PROTECTION**

## Value Proposition: HVAC

Product	3-Year Coverage	Average Product Cost	Value Proposition	% Industry Attach Rate
	\$400	\$1,000	40%	30-35%
	\$200	\$800	25%	20-30%
	<b>\$400*</b>	<b>\$8,400*</b>	<b>5%</b>	<b>&lt;10%</b>

\*Based on approximate RETAIL costs. See program pricing for DEALER costs.

<sup>1</sup>Limitations and exclusions apply. See terms and conditions. Extended warranty provided by member companies of American International Group, Inc. If service contract is paid monthly it will be subject to a 30 day wait period. Annual plans are subject to a 90 day wait period. If installing dealer is not available, we will locate nearest partner to handle service needs. For additional information, please visit our website at [www.AIG.com](http://www.AIG.com).

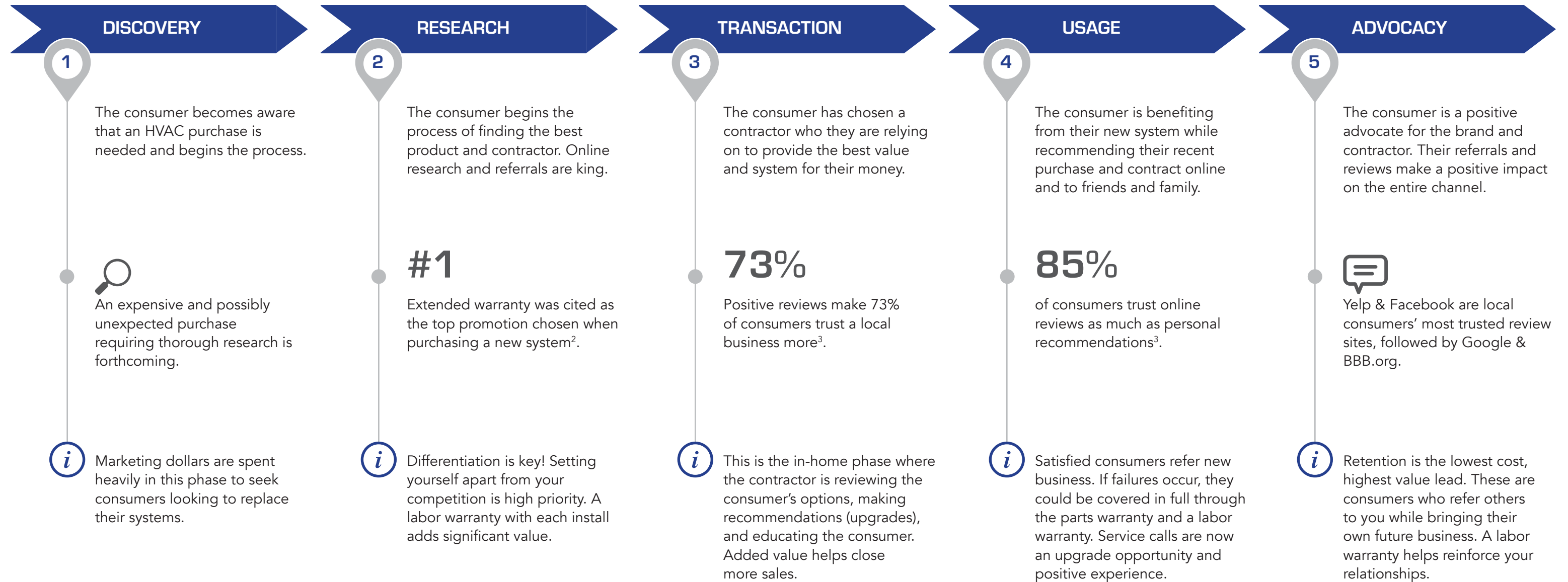
## Example Scenarios for Choosing Your Path

### Scenario/Question Select Response

### ADVANTAGE Response

Where do I go to review contracts created on equipment my company has installed?	Your Climate Shield Complete portal	Your Climate Shield Complete portal <a href="http://www.laborplans.aig">www.laborplans.aig</a> or <a href="http://www.climateshieldcomplete.com">www.climateshieldcomplete.com</a> .
What is the price of the labor coverage?	Select pricing matches the Climate Shield Complete standard pricing. Refer to the price sheet found on the Climate Shield Complete website.	ADVANTAGE pricing is discounted about 25% on average from the Select pricing on shorter term options. Refer to the price sheet found in your Climate Shield Complete portal.
I need to apply labor coverage to my customer's install. How do I do that?	We strongly encourage you complete the equipment registration for your customers. When you do so, towards the end of the product registration a call-to-action box will appear reminding you about labor warranty.	ADVANTAGE labor coverage will systematically be created after registration of the product(s) is complete. We will create the correct labor warranty based on your ADVANTAGE selections. You can manage your ADVANTAGE selections under the 'Manage My Account' in your Climate Shield Complete ADVANTAGE portal.
My customer didn't want labor coverage when we installed and registered their equipment, but now do. Is it too late?	As long as the product is less than 5 years old, it's not too late. Please call us at 866-265-9749 to purchase coverage within the first 15 days after registration. Purchases after 15 days can be done through <a href="http://www.climateshieldcomplete.com">www.climateshieldcomplete.com</a> .	If you were enrolled in ADVANTAGE at the time the equipment was installed, then coverage was, or will be, automatically applied. If the installation occurred before you were enrolled in ADVANTAGE, then follow the Select response found to the left.
How do I, and my customer, know that labor coverage is attached?	Once we process the registration data on our side, we'll mail a Certificate of Coverage to your customer and you. You can also log into your Climate Shield Complete portal and see your registration and even print the contract. It may take up to 14 days to receive the contract by mail.	You're automatically applying coverage to every installation as a part of ADVANTAGE. Once we process the registrations data, we'll mail a complete warranty contract to your customer. You can log into your Climate Shield Complete ADVANTAGE portal to see your labor warranties and even print contracts.
My customer is adamant they don't want labor coverage; what now?	Just click NO on the call-to-action to apply labor coverage during the Carrier/Bryant/Payne product registration process.	Please contact Climate Shield Complete at 866-265-9749 for assistance regarding upgrades and changes to individual registrations.
I don't register my customer's equipment. Is that a problem?	We strongly encourage you register your customer's equipment. Your customer will also see that call-to-action reminding them about labor coverage. If the customer chooses YES, they will be shown an offer at a retail price. If the customer makes a purchase of labor coverage during this process, the transaction is then between your customer and AIG.	You're systematically applying coverage to every installation as a part of ADVANTAGE. Your customer will also see that call-to-action reminding them about labor coverage. If the customer chooses YES, they will be shown a message that explains they are covered and to contact you for more information.
Applying labor coverage to every single install is a bit different than my current business model.	We understand that! You may consider taking a look at your business model or quoting process before committing to ADVANTAGE. We know that the ADVANTAGE discount is attractive, but in some cases the select process might be a better fit. If you're not sure call our Sales Support team for information about how ADVANTAGE may be right for you. 866-265-9749.	
I install new construction and replacement equipment.	Dealers who install new equipment will have the opportunity to purchase labor coverage even without the homeowner details. For Replacement equipment, whoever completes the registration will see the call-to-action.	Through the ADVANTAGE purchase path, labor coverage will be systematically applied to every registration.
I install commercial equipment.	Commercial installations are eligible for coverage through Climate Shield Complete. However, you will need to access the Climate Shield Complete portal to get access to the pricing and coverage options for commercial equipment installations. For assistance, please call 866-265-9749.	

# The HVAC Journey: The Mindset of a Consumer and How You Can Influence Action



One of the top questions asked by consumers is clarification of their warranty coverage<sup>1</sup>.



1 out of 3 homeowners purchase an extended warranty<sup>2</sup>, making it a growing trend.



Respond to reviews and communicate with consumers - 30% name this as a key when judging local businesses<sup>3</sup>.

<sup>1</sup>Call center statistics

<sup>2</sup>2016 American Home Comfort study

<sup>3</sup>BrightLocal 2017 Local Consumer Review Survey

## Which Purchase Path is Right for Me?

For your convenience Climate Shield Complete now offers two new streamlined ways to purchase labor coverage. These purchase paths are integrated into the Carrier/Bryant/Payne product registration site to reduce burdensome administration work for you.

### What is the Select Purchase Path?

The Select purchase path is a quick and simple way to add labor coverage through a call-to-action button immediately following the product registration process. By clicking 'YES', you'll be prompted to log into your Climate Shield Complete portal. All of the customer's contact and product information entered during the product registration process will carry forward to the Climate Shield Complete website - no need to duplicate any data entry. Just select your reimbursement tier and the labor warranty term, and you're finished! The Select process pricing is the same as the standard Climate Shield Complete program pricing.

1. Click 'YES' at the call-to-action from the equipment registration process.
2. Climate Shield Complete portal will launch. Click 'Dealer Login'. Enter your Dealer Number and Zip Code.
3. You'll be taken to the 'Select a Plan' section. You'll pick which reimbursement tier and coverage term to apply and click 'Continue'.
4. Confirm product and consumer information. (You can add/make changes here.) It should appear just as you entered it during the product registration. Enter your email address and click 'Continue'.
5. Invoiced dealers will be billed through Carrier/Bryant/Payne while COD dealers will setup their payment here.
6. Accept the terms and conditions and click 'Continue'.

### What is the ADVANTAGE Purchase Path?

The ADVANTAGE purchase path is Climate Shield Complete's newest and most innovative way of creating labor coverages. Enrolling in ADVANTAGE will nearly eliminate all of the administration work you may be doing to apply labor coverages. During enrollment in the ADVANTAGE program, you pre-select the desired reimbursement tier and labor warranty term to offer your consumers. Labor warranties will then be systematically applied to all Carrier/Bryant/Payne equipment installed by your company following product registration. Regardless of it being only one component, or complete system, the appropriate labor coverage will be applied automatically. With ADVANTAGE, you'll receive up to a 25% discount on the standard Climate Shield Complete pricing for the 3-year term. When you reach the call-to-action, you'll choose 'NO'; being enrolled in ADVANTAGE, labor warranties will be automatically applied upon registration. You can log into your Climate Shield Complete portal anytime to see that labor coverage is being applied to your installations.

1. Enroll in ADVANTAGE at [www.laborplans.aig](http://www.laborplans.aig)
2. Click 'Create Account' and complete the required fields.
3. Once logged in click 'Manage My Account'
4. Click 'Edit' next to Current Program Selection and complete all required fields.
5. Accept the terms and conditions if required, and click 'Save Changes'.

You can edit these preferences every 30 days.

Note: We encourage you to try ADVANTAGE; however you must stay enrolled in the program for a minimum of 30 days at a time.

**We've integrated - making it easier than ever! Climate Shield Complete labor coverage can now be added during the product registration process.**

## Program Options

### OPTION 1: SELECT

For individual registrations each time by purchasing through our seamless options integrated with your Manufacturer.

### OPTION 2: ADVANTAGE

For all registrations by enrolling in ADVANTAGE and enjoy significant discounts while eliminating all upfront order processing.

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All product information automatically populates within the path, saving you time.

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— INTRODUCING —  
**ADVANTAGE**

## The new way to process labor protection



### ADVANTAGE Program Benefits

- Deeply discounted pricing
- Pre-selected coverage options
- Administrative expenses eliminated
- One-time setup
- Manufacturer provides registration data
- AIG creates contracts
- Profit margin opportunity on all sales
- Reimbursement rate options
- Automated processing



**AUTOMATIC  
COVERAGE**



**ADDED  
VALUE**



**COMPETITIVE  
EDGE**



**EFFICIENCY**



**SIMPLICITY**



**PROFIT**

Sign up today at:  
[www.laborplans.aig](http://www.laborplans.aig)

## Frequently Asked Questions

### Why should I offer my consumers Climate Shield Complete extended warranties?

Offering Climate Shield Complete warranties gives you the opportunity to clarify the manufacturer's limited warranty and also gives your consumers the choice to be protected from costly out of pocket expenses, should failures occur. Your company too deserves protection from costly expenses related to consumer concessions, as well as to be reimbursed for your services when unexpected failures occur in the early months or years following installations.

### If I sell brands other than Carrier, will Climate Shield Complete cover that equipment too?

No, Climate Shield Complete covers Carrier, Bryant, and Payne equipment only.

### What do Climate Shield Complete extended warranties cover?

Climate Shield Complete warranties cover repairs needed as a result of mechanical and electrical failures.

### When will the Climate Shield Complete warranty take effect?

The labor portion of warranties can begin as early as thirty-one (31) days from installation date. If parts are included in the warranty sold then coverage begins upon expiration of the factory parts warranty. For all labor coverage, effective dates will be thirty-one (31) days after the contract is received by Climate Shield Complete.

### How do I pay for Climate Shield Complete warranties that my consumers purchase?

Our user-friendly websites allow you to pay at purchase for each policy. Payment methods accepted include credit card, debit card, checking account, American Express Checkout, and Paypal.

### Will my consumer be required to pay a deductible if they need to set up service?

No, consumers that purchase Climate Shield Complete extended warranties will not be required to pay a deductible when setting up a service call.

### Will I be the preferred servicer for consumers that purchase a Climate Shield Complete warranty from my company?

Yes, if your company sells Climate Shield Complete warranties to consumers then you will have first right of refusal for all service calls that may be needed. Your company information will also print on the certificate of coverage that consumers will receive once the warranty is purchased.

### Is annual maintenance required on equipment covered by Climate Shield Complete?

Yes, annual maintenance is a requirement of the Climate Shield Complete program and must be completed per the manufacturer's specifications. The annual maintenance requirement prints on the front page of the Certificate of Coverage and in the Terms & Conditions that consumers receive. If selected during claims processing, proof of annual maintenance of the covered equipment may be required.

### Are Climate Shield Complete extended warranties only offered on new installations?

New equipment and previously installed equipment are eligible for coverage. Previously installed equipment must be in good working condition and coverage must be sold within sixty (60) months of installation. If purchased after twelve (12) months from installation, wait period is increased to ninety (90) days versus thirty (30) days if purchased within the first twelve (12) months from installation.

### What trip and/or labor rates will I be paid for completed repairs?

Climate Shield Complete warranties have multiple reimbursement tiers so trip and labor rates will vary depending on the warranty sold. Reimbursement Tiers are as follows:

Tier	Trip Amount	Labor Rate	Part Allowance
Plan 1	\$40	\$70	\$35
Plan 2	\$65	\$85	\$35
Plan 3	\$85	\$100	\$35
Plan 4	\$95	\$125	\$35

**Sign up today at: [www.laborplans.aig](http://www.laborplans.aig)**

Limitations and exclusions apply. See terms and conditions. Extended warranty provided by member companies of American International Group, Inc. If service contract is paid monthly it will be subject to a 30 day wait period. Annual plans are subject to a 90 day wait period. If installing dealer is not available, we will locate nearest partner to handle service needs. For additional information, please visit our website at [www.AIG.com](http://www.AIG.com).

# HOW ABOUT \$1,000 ON US



Climate Shield

COMPLETE

Enroll in the Climate Shield Complete  
ADVANTAGE program today and your first \$1000  
worth of ADVANTAGE contracts is on us!

Please see promotion rules for full details.

Contact your Climate Shield support team with  
any questions.



Get YOUR  
\$1,000  
rebate today!

— INTRODUCING —  
**ADVANTAGE**

866-538-8922

[hvacsupport@aig.com](mailto:hvacsupport@aig.com)



## **PROMOTION RULES**

1. Void where prohibited by law
2. Rebate eligibility contingent upon dealers pre-enrolling with Service Net in the ADVANTAGE program during this event. A Service Net representative may need to contact you to complete the enrollment process.
3. A rebate of \$1,000 in the form of a check will be issued by Service Net within 90 days after processing \$1,000 (dealer price value) of ADVANTAGE labor warranties, on the condition that the following requirements have been met:
  - a. Participating dealer stays continuously enrolled in the ADVANTAGE program for a minimum of 90 days.
  - b. Participating dealer sells labor warranties on newly installed Carrier or Bryant equipment.
  - c. New Carrier or Bryant equipment is registered with Carrier or Bryant via the standard product registration process within OEM guidelines.
  - d. After labor warranties are created, participating dealer remits payment for qualifying ADVANTAGE labor warranties.
  - e. Once participating dealer remits payments for a minimum of \$1,000 (dealer price value) worth of ADVANTAGE labor warranties, Service Net will issue a \$1,000 rebate in the form of a check to the enrolled dealer.
  - f. Participating dealer is in good standing with Service Net and Carrier or Bryant.
4. If participating dealer cancels their ADVANTAGE enrollment prior to a minimum of 90 days and/or before selling \$1,000 (dealer price value) of qualifying new labor warranties, this rebate offer is forfeited.
5. Canceled contracts not eligible and will not count toward the minimum \$1,000 (dealer price value) in labor warranties.