

Offer \$500 instant savings discount to homeowner with purchase of a multi-zone system (50/50 co-op distributor & Mitsubishi Electric)

- PLUS -

Diamond Contractor Incentive of \$100 per qualifying multi-zone system (MXZ-B, MXZ-C, MXZ-C*HZ—100% Mitsubishi funded)

- PLUS -

Additional Diamond Contractor BONUS of \$250 per MVZ Air Handler sold with above qualifying multi-zone system

- OR -

Offer the \$500 instant savings discount on a matched P-Series system that includes a PVA Air Handler. PLUS receive a flat total SPIFF of \$350 per P-Series/PVA system sold, redeemed through same process on ductlessrewards.com

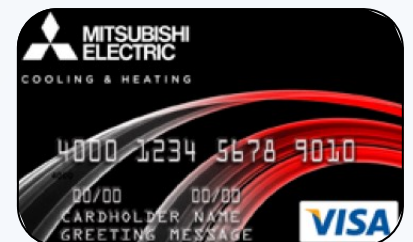
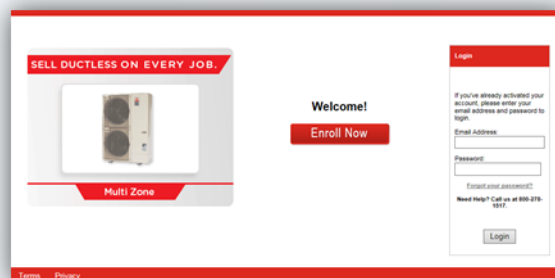
SELL



CLAIM



REWARD



www.ductlessrewards.com

See page 2 for promotion rules & guidelines

Zoned Comfort Solutions

2018 Spring Promotion

Effective 3/1/18 through 5/31/18

Key Guidelines (applicable to both the homeowner offer & contractor incentives)

- ◆ Only Diamond Contractors in the Central Business Unit are eligible
- ◆ Invoice/proof of purchase must be dated within the promotional period of 3/1-5/31/18
- ◆ Internet sales, special quotes and multi-family projects do not qualify
- ◆ Sale must be residential
- ◆ Limited to purchases and installations in IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI, WV
- ◆ Spring Incentive Claiming Deadline = 6/15/18

Homeowner Offer

- ◆ Flat discount of \$500 per multi-zone system shown on homeowner invoice
 - ◆ Per system can include multiple on the same household. i.e. 2 MXZ systems sold to same homeowner = \$1000 discount
- ◆ Handled through standard co-op process between your distributor and MEHVAC
 - ◆ Simply submit a copy of the signed homeowner invoice/proof of purchase to your distributor with a line showing the discount(s)
- ◆ All co-op claiming will follow standard deadlines for 2018

Contractor Incentives

- ◆ \$100 incentive per qualifying multi-zone system sale during promotional period
 - ◆ MXZ-B, MXZ-C or MXZ-C*HZ
- ◆ Additional \$250 incentive per MVZ included with qualifying MXZ system sale during promotional period
 - ◆ All MVZ Series Air Handlers
- ◆ Flat total incentive of \$350 per matched P-Series system sold residentially that includes a PVA Air Handler
 - ◆ PVA-A12, 18, 24, 30, 36, 42
- ◆ Submit claim on ductlessrewards.com and attach distributor invoice. Incentives will be loaded to Ductless Rewards Card

Below are recommendations for invoice language around homeowner offer. After full quote has been written (and tax applied to the full value of the sale):

1. "Mitsubishi Promotion Discount—\$500"
2. "Spring Promotion Discount—\$500 "
3. "\$500 Homeowner Discount"
4. "Zoned Comfort Solutions Discount—\$500"