

FUJITSU GENERAL AMERICA, INC

2024

Elite Contractor Program

A TIERED PROGRAM WHERE INSTALLING MORE SYSTEMS EARNS MORE REWARDS



PARTNER

ELITE

ELITE PLUS

AIRSTAGE



TIERED ELITE PROGRAM

Fujitsu's Elite Contractor Program is for AIRSTAGE H, J and V-Series contractors. Fujitsu Elite Contractors are distinguished from other contractors because of the premier level of training they've earned, and the support and service they provide to their customers. Becoming an Elite Contractor earns you access to Fujitsu's top-notch sales support tools.

NEW! Contractors are recognized and rewarded based on the quantity of Fujitsu AIRSTAGE systems they install. The more you install, the more perks you receive!



	12	20	100+
Product Registration Points Minimum (Based on prior calendar year)	12	20	100+
Priority Listing on Contractor Locator	✓	✓	✓
Extended Warranty*	✓	✓	✓
VIP Priority Tech Support	✓	✓	✓
Loyalty Rewards		✓ \$6/Ton Registered	✓ \$12/Ton Registered
FTA In-person Training		✓ 1/year	✓ 4/year
Consumer Leads Powered by Schedule Engine (free)		✓	✓
Ad Builder		✓	✓
Fujitsu Brand Store Access		✓	✓
Digital Marketing Tools		✓	✓
Direct Mail Tools		✓	✓
Promotions		✓	✓
1 Year DOA Unit Replacement		✓	✓
90 Day Labor Policy		✓	✓
1 Year Parts Warranty		✓	✓
Personal Use Program			✓
Contractor Event			✓

*Extended Warranty:

- RESIDENTIAL: Homeowners receive an extra two-year parts and compressor warranty for a total of 12 years on residentially installed systems (Airstage H-Series and J-Series) when registered within 60 days.
- COMMERCIAL: Owners receive an extended parts and compressor warranty for a total of 10 years on commercially installed systems (Airstage H-Series and J-Series) when registered within 60 days.

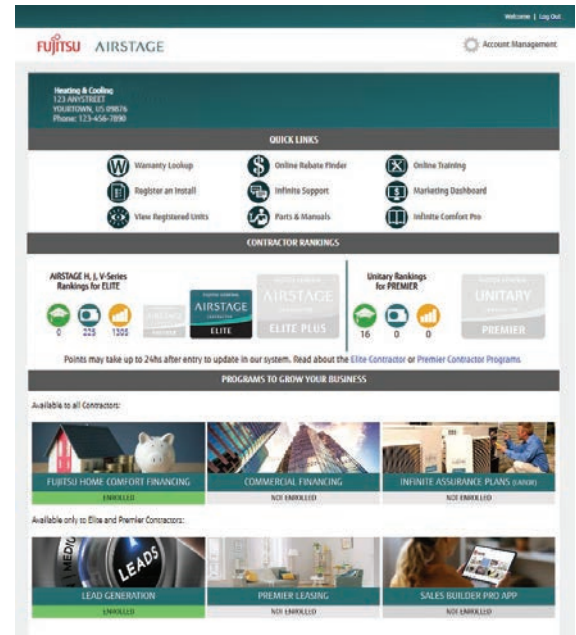


TIERED ELITE PROGRAM, CONT'D

Fujitsu General Airstage Contractor Program Requirements

To participate in the Fujitsu Elite Contractor program, contractors must complete an online application and agree to Fujitsu's Contractor Code of Conduct stating company will conduct business in a professional manner:

- Use their best efforts in resolving all customer complaints
- Be diligent and professional in handling all field service-related issues
- Offer AIRSTAGE systems for all mini-split/VRF opportunities
- Meet state and local compliance and licensing requirements
- Meet and maintain training point and registration point requirements for Elite Contractor levels
- Maintain current contact information on the online CONNECT site to include staff names and cell numbers
- Utilize Lead Management System and follow up on leads in a timely manner (Elite, Elite Plus)



2024 How Points are Earned and Removed

Points are earned based on systems installed and completed training.

Registration

- AIRSTAGE H-Series Single-Zone Outdoor Units = 1 Point Each
- **NEW!** AIRSTAGE H-Series Multi-Zone Outdoor Units = 2 Points Each
- AIRSTAGE J-Series Outdoor Units = 2 Points Each
- AIRSTAGE V-Series Outdoor Units = 4 Points Each
- Registration points expire 12 months from the time they are awarded

Training (must earn 20 training points towards 2025 status)

- In-person classes are worth 1 point per course hour and are graded on a pass/fail (70%+ is passing)
- Online Lessons are worth 1 point each or 1 point per hour (based on course) and graded with passing set at 70%
- Training points expire after 24 months from the time they are awarded

Note: Training points are not a requirement of the 2024 Elite Contractor Program. However, a minimum of 20 training points earned in 2024 will be required to earn Partner, Elite or Elite Plus status for 2025.

Earning and Expiring of Status – **NEW!**

Partner, Elite and Elite Plus status will be earned based on the number of product registration points earned the prior calendar year (Jan 1 – Dec 31), and training points earned over the past two calendar years. Beginning in 2025, the minimum required points for both Product Registration and Training must be achieved to reach each level.

- Status can increase throughout the program year if the minimum points of a tier are reached. For example, a contracting company can go from Partner to Elite or Elite Plus within the same program year.
- Status won't be lowered once it is set on January 1 of the program year.
- On January 1 of each year, status will be evaluated and adjusted accordingly, depending on product registration and training points on 12/31 of the prior year.

For example, if a contracting company earned Elite status for 2023 but ended 2023 with 13 Product Registration points, their status would be lowered to Partner in 2024.





Fujitsu gives you resources for success!

Priority Ranking on the Contractor Locator

Simply put, the more status you have, the higher ranked your company will be on the online Contractor Locator at fujitsugeneral.com.

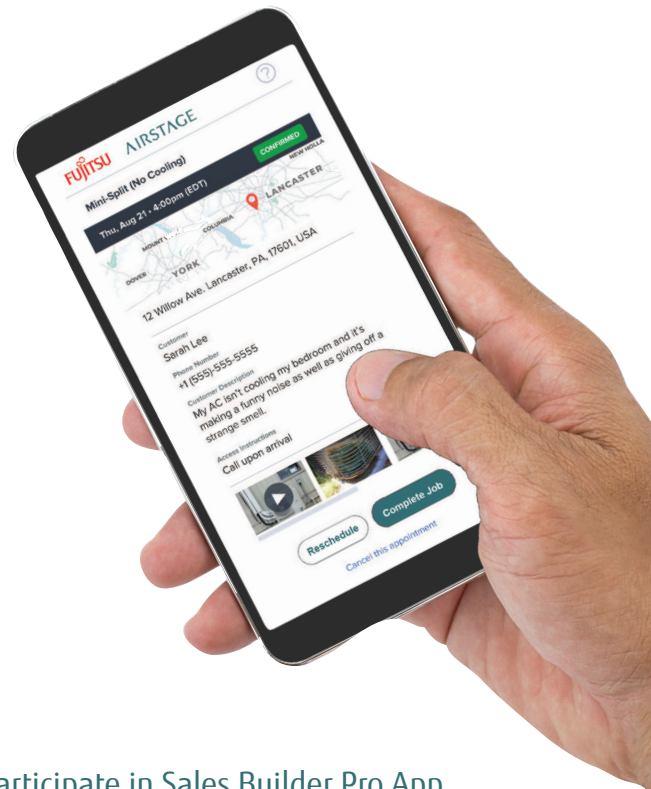
Order of Rankings	
Elite Plus	
Elite	
Partner	
Contractor	



Consumer Leads, Powered by Schedule Engine

Qualified leads are sent to Elite and Elite Plus Contractors. Homeowners visiting Fujitsu General's website can request service from contracting companies, triggering an email or text message to be sent to the contractor when a new lead comes in. The contractor reviews the lead, including time requested, issue type, customer description, and even photos and videos, then decides to accept the job or not.

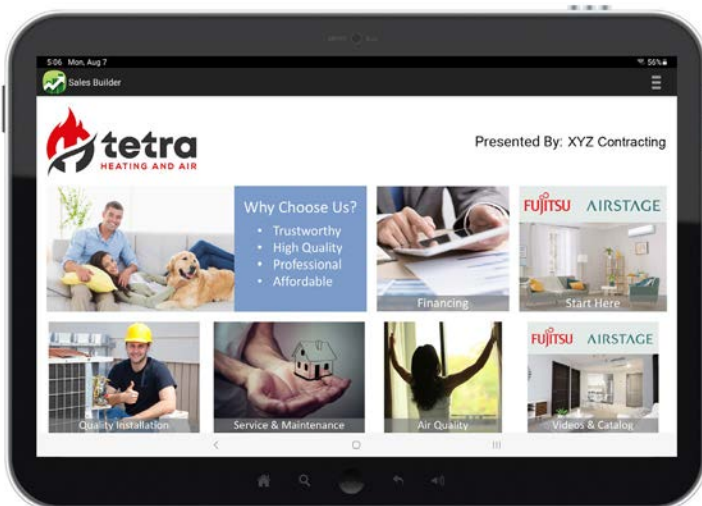
This video explains more:



Access to Participate in Sales Builder Pro App

Sales Builder Pro is an in-home sales app that allows HVAC salespeople to provide customers with a professional presentation, including company background, available products and a proposal with good-better-best options, integrating payment option programs. Ductless design tools within the app streamline the design process. Instantly-generated proposals include all accessories for the job and provide product brochures and videos, all presented on a custom-branded layout. No Wi-Fi needed and integrates with many FSM systems.

See for yourself! Set up a demo at mobilesupport.com/schedule-a-demo.





ADVERTISING AND BRAND BUILDING

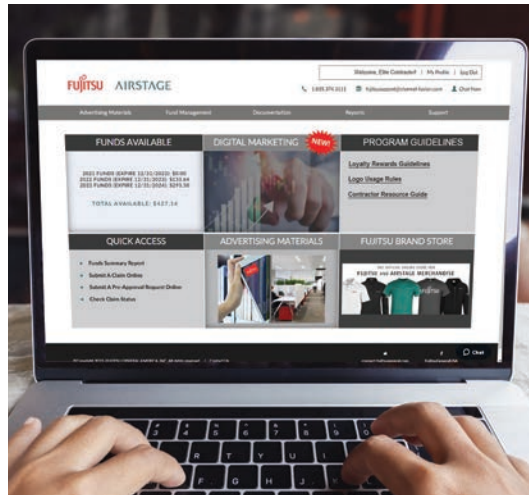
The Marketing Dashboard is the place to manage the Fujitsu branding efforts of Elite and Elite Plus Contractors.

Manage Loyalty Rewards

View and manage Loyalty Rewards and submit claims for reimbursement.

Digital Marketing Campaigns

Digital marketing packages include Google Search Advertising, a dedicated landing page funnel to send digital leads, Call Rail to track phone leads, optimizations to campaigns, landing pages and monthly reporting. The best part? Use Loyalty Rewards to pay for it!



AdBuilder Tool

Your source for all AIRSTAGE images and logos, videos and customizable templates to create high resolution print ads, billboards, web banners and direct mail pieces.

Shop the Fujitsu Brand Store

Order literature, sales tools and just about anything you can think of with the AIRSTAGE logo on it. Even better, order co-branded items to include your company logo! Funds are automatically deducted from Loyalty Rewards, covered at 100%.

Cash in on Loyalty Rewards

AIRSTAGE Elite and Elite Plus Contractors earn dollars from product registrations called Loyalty Rewards, which can be redeemed for sales literature, branded items and wearables, advertising, home shows, van signage and more. When you have achieved the Elite Contractor tier a link to "Marketing Dashboard" will appear on an admin's Toolbox page, taking you to shop the Fujitsu Brand Store or submit a claim for reimbursement.

How It Works

- Dollars are based on outdoor units.
- Elite: \$1.00 is earned for every 2,000 BTU_h installed.
- Elite Plus: \$2.00 is earned for every 2,000 BTU_h installed.
- Funds accrued in one calendar year last until 12/31 of the following calendar year.
- If a contractor's status drops below Elite, Loyalty Rewards are frozen and the Marketing Dashboard link on the contractor's Toolbox no longer shows until Elite Contractor status is regained.

Fujitsu reserves the right to exclude projects that include special price adjustments.





ADVANCED EDUCATION

Comprehensive Training

In-Person

Elite Contractors earn free tuition for one employee and Elite Plus earn free tuition for four employees per year to attend one of the following in-person courses at a AIRSTAGE Training Academy location:

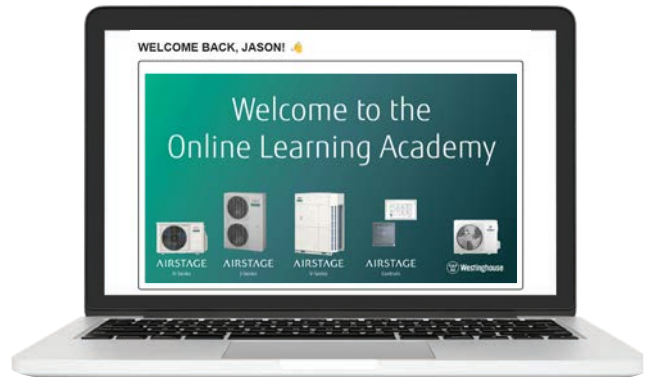
- H-Series: Application, Service, and Diagnostics 2 day course valued at \$399.
- J/V Series: VRF Technician Course (3 days) valued at \$499.

To redeem free training, please reach out to traininghvac@fujitsugeneral.com.



Online

Fujitsu's Online Training Academy has more courses, new content and a great user interface. Course completion earns a Training Certificate as well as points for improved ranking and Elite status in our Contractor Locator and warranty programs.



SERVICE AND SUPPORT

Extended Warranty

Fujitsu offers one of the most comprehensive warranties in the industry.



12/12 ONLY FOR SYSTEMS INSTALLED BY PARTNER, ELITE or ELITE PLUS CONTRACTORS

AIRSTAGE H and J-Series* that have been installed by a licensed Elite or Elite Plus tier contractor in a residential application and the online Product Registration has been submitted within 60 days of installation have a 12-Year Parts and Compressor warranty.



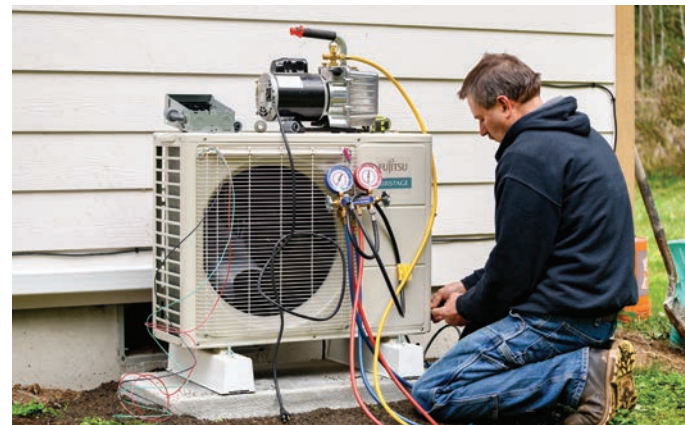
10/10 RESIDENTIAL APPLICATIONS

AIRSTAGE H and J-Series* that have been installed by a licensed contractor in a residential application and the online Product Registration^ has been submitted within 60 days of installation have a 10-Year Parts and Compressor warranty.



10/10 COMMERCIAL APPLICATIONS** - ONLY FOR SYSTEMS INSTALLED BY PARTNER, ELITE or ELITE PLUS CONTRACTORS

AIRSTAGE H and J-Series that have been installed by a licensed Elite or Elite Plus Contractor in a commercial application and the online Product Registration^ has been submitted within 60 days of installation have a 10-Year Parts and Compressor warranty. See Warranty Statements and Ec-10 Bulletin for full details.



* Commissioning is not required on installations of up to 4 J-Series Systems (J-III included).

**Certain conditions apply. Please email warranty@fujitsugeneral.com for details.

^ Residents of California and Quebec are not required to register the system in order to obtain all of the rights and remedies applicable to this Limited Warranty.



Additional Service and Support for Residential Applications



VIP Tech Support – Elite Contractors jump ahead of standard contractors when waiting for Fujitsu Tech Support.

Valid on all AIRSTAGE H and J-Series systems:

One Year Unit Replacement

If any major component fails, within the first 12 months from date of purchase from distributor, Fujitsu will replace the entire defective unit. Major component = compressor failure, condenser or evaporator coil leak. We inspect all faulty models – if the unit shows no sign of failure Fujitsu reserves the right to bill the contractor for the unit.

OR

90-Day DOA Labor Policy

If any component fails in a system that was installed by an Elite or an Elite Plus Contractor in the first 90 days from date of purchase from distributor, Fujitsu will pay a labor allowance to repair the unit. Labor rates are determined by Fujitsu General America. There is no labor awarded on unit replacements.

Full Year Parts Replacement Warranty

Elite and Elite Plus Contractors receive 1-year warranty on any part that is replaced on a system that is out of warranty.

For more details please contact the Warranty Department at: warranty@fujitsugeneral.com.

So You've Earned AIRSTAGE Status, Now What?!

Congratulations! You've reached AIRSTAGE status of either Partner, Elite or Elite Plus, but how do you show it off and learn about all of the perks that comes with it?



Annual Status Recognition - At the beginning of each year we will send out status notifications: Partner (Digital Certificate), Elite (Printed Certificate), Elite Plus (Plaque)



Monthly Onboarding Webinar – We offer an online 'learn about all-things Elite' webinar on a monthly basis to onboard new Elites or provide a refresher for those already in the program.



Elite Welcome Kit – New Elites and Elite Plus contractors can keep an eye out for their Elite Welcome Kit.

Differentiate Yourself. Be Elite.



- Extended warranty program
- Priority ranking on the [fujitsugeneral.com](https://www.fujitsugeneral.com) Contractor Locator
- Consumer leads direct to your inbox or cell
- Loyalty Rewards Program
- Access to online Advertising Builder and digital marketing platform
- Free in-person training for 1-4 employees per year
- VIP priority Tech Support
- Additional service and support tools including priority status in our tech support phone queues, 1-year unit replacement or 90-day DOA labor policy (AIRSTAGE H, J-Series)
- End-user earns an extra two years parts and compressor warranty for a total of 12 years on residentially installed systems (AIRSTAGE H, J-Series)
- End-user earns an extended parts and compressor warranty for a total of 10 years on commercially installed systems (AIRSTAGE H, J-Series)



Fujitsu Elite Contractors will not receive any preferential pricing. Fujitsu General America, Inc. reserves the right to withdraw a contractor's Elite status at any time at our sole discretion including, without limitation, if it is determined that the Fujitsu Elite Contractor is not performing in a manner that reflects positively on Fujitsu General America and our brand or if the above requirements are not met.

