



SALES PLAN #RS-SP403C

EFFECTIVE PERIOD

JAN 1, 2024 – DEC 31, 2024

TRANE COMFORT SPECIALIST™ PROGRAM

2024

PURPOSE:

For the Trane Comfort Specialist™ (TCS) Program, we choose to partner with dealers who share our commitment to providing the best customer experience and offer special program benefits designed to accelerate Trane's leading dealers' growth and overall success. It is this partnership that allows us all to be recognized as America's Most Reliable and Most Trusted HVAC Brand.¹

¹Trane Technologies Marketing Insights. Trane Brand Consumer Survey. September 2023.

TCS PROGRAM SUPPORT, COMMUNICATION NEWSLETTER & MICROSITE

To fully support our TCS dealers, we offer access to the customer support inbox (TCSHelp@tranemax.com). To enhance communication, dealers will receive TCS exclusive newsletter emails. The newsletter is a direct-to-dealer (D2D) communication designed to be a specific and concise message with a call to action (CTA) for the recipients. Dealers also will have access to the TCS microsite, which is dedicated to providing important information and updates for the 2024 TCS Program. It will serve as a "one-stop-shop" for all your questions and needs, including additional details about the benefits below, next steps, links to the vendor's website, and other resources for ensuring your overall success in the program. The microsite can be accessed by going to *ComfortSite >>> Marketing Center>>>2024 TCS Program Microsite*.

GROWTH BENEFIT OPTIONS:

Dealer selections and options are based upon dealer's commitment.

- **TCS Select** dealers have the option to choose up to **2 benefits**
- **TCS Prime** dealers have the option to choose up to **4 benefits**
- **TCS Premier** dealers have the option to choose up to **6 benefits**



#1: Online Reputation Management and Customer Interaction

By: [Podium](#)

Podium is a communication and payments platform that uses the simple power of texting and other messaging channels to help local businesses grow their bottom line. It's the easiest and most effective way to get more online reviews, convert more website traffic, collect payments, and send targeted promotions. The platform has grown to include Webchat, Feedback, Teamchat, Campaigns, and





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Payments—every essential business interaction powered by messaging.

- **1 Growth Benefit:** Trane will provide a 1-year license for Podium's Professional Package for unlimited users at the dealership (~\$7,188 value). This package includes the following features: Reviews, Webchat, Feedback, Inbox Pro, Bulk Messaging Pro (500 Subscribers), AI Review Response, AI Recommended Replies, and payments. This package covers one dealer location (additional fees apply for additional locations). The 1-year period begins when the dealer signs the Podium agreement.

#2: Lead Generation

By: [SearchKings](#) or [Mediagistic](#)

Looking for a home services partner that specializes in marketing and advertising campaigns? The lead generation partners are designed to help elevate your business and generate leads.

- **1 Growth Benefit:** Trane will provide a \$3,500 credit to your SearchKings or Mediagistic account that can be used for digital advertising and any associated management fees for one location.

Or

- **2 Growth Benefits:** Trane will provide a \$6,000 total credit to your SearchKings or Mediagistic account that can be used for digital advertising and any associated management fees for one location.

SearchKings:

SearchKings helps home service businesses get qualified leads for service and installation jobs. We invite you to build a customized plan designed to promote your business and generate leads. With over 100 employees dedicated to search engine marketing, SearchKings is one of North America's largest Google Premier and Microsoft Elite partners.

Available services: Call Intelligence to evaluate leads from any call source, pay-per-click advertising, Local Services Ads, Google Shopping ads, hiring campaigns, video campaigns, and website development.

NEW for 2024: SearchKings Call Intelligence technology scores all incoming calls and identifies the most profitable opportunities. This allows you to accurately measure your return on investment and focus on the leads and opportunities that matter.

NEW for 2024: Leverage the power of Google Shopping and generate leads for equipment sales by targeting qualified buyers at the top of the search engine results page.

Mediagistic: NEW for 2024!

Mediagistic is your premier home services marketing partner, specializing in marketing and advertising campaigns designed to grow your business. With more than 20 years of experience in the industry and 100+ employees to serve you, Mediagistic is one of the top-performing Google Premier Partners serving the HVAC space.

What You Should Know: We specialize in Google Paid Search and GLSA campaigns with conversion-optimized landing pages designed to produce high click-through rates and leads for your business.

Bottom Line: In addition to the Elite Options to help stimulate leads for your business, Mediagistic can support your marketing efforts end-to-end as an extension of your marketing team. Click here to watch a short video on [our consultative approach to HVAC marketing](#).



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#3: Field Service Management/Customer Relationship Management

By: [ServiceTitan](#), [Payzware](#), [Aptora](#), [FieldEdge](#), [ServiceFusion](#), [Jobber](#), [P3](#), [HousecallPro](#)

Want to grow revenue or simply run a more profitable business? Transform your business by partnering with a premier Field Service Management (FSM)/Customer Relationship Management (CRM) company that can help you to more efficiently manage customer relationships, scheduling, dispatch, service, sales, marketing, inventory, payroll, agreements, accounting, and more. The final submission date to claim the FSM/CRM credit is 12/31/24.

- **1 Growth Benefit:** Trane will provide a \$2,000 credit to help offset the costs of one of the eight FSM/CRM providers listed above.

Or

- **2 Growth Benefits:** Trane will provide a \$4,000 credit to help offset the costs of one of the eight FSM/CRM providers listed above.

#4: [High-Efficiency SPIFF – Sales Incentive](#)

Effective Period: January 1, 2024 – December 31, 2024

To align with the growing focus on sustainability and to encourage the sale of energy efficient Trane residential equipment, a registered dealer salesperson will earn **up to \$150*** for each qualifying outdoor or indoor unit sold. Supplemental rebates may be available outside of promotional periods.

- Equipment must be purchased using standard pricing from distributor and for retail replacement applications only; Quoted equipment purchases do not qualify
- Proof of purchase with serial number will be required
- Dealer to submit claim via Trane Dealer Rewards
- Claims must be submitted within 90 days of installation date
- **SPIFF earner must be enrolled in Trane Dealer Rewards prior to receiving any SPIFF incentives. Enrollment includes providing a valid Social Security Number as all SPIFF earnings are taxed as individual incentive income**
- RunTru™ and Trane®-Mitsubishi Electric equipment are not eligible for reward
- SPIFF sales are subject to availability
- SPIFF claims are not retroactive prior to enrolling in the TCS program

*See [2024 TCS Sustainability SPIFF sales plan](#) for full details of qualifying equipment and claims processed

#5: Business Accelerator powered by EGIA Contractor University

By: [EGIA Contractor University](#)

Expert Guidance for HVAC Business Leaders + Turnkey Training Solutions for Employees

The HVAC industry's most powerful training platform is now available through the Business Accelerator program powered by EGIA Contractor University! Select this program as one of your 2024 growth benefits to unlock:

- The largest online database of training tools and resources (videos, downloadable implementation tools, etc.) around every facet of running a successful HVAC business in today's marketplace
- A comprehensive business evaluation with a customized training roadmap for your company
- Monthly one-on-one business coaching sessions
- 24/7 Ask-the-Experts online Q&A support (Your specific questions answered by the industry's most renowned business consultants)
- In-depth online & LIVE training classes for your employees (In-Home Sales, Technician Communication, Customer Service, Mindset, Performance & Productivity and more)



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With the Business Accelerator program powered by EGIA Contractor University, you will be able to tap into decades worth of knowledge and expertise from some of the HVAC industry's most successful business leaders who have walked in your same shoes and found proven solutions to many of the business challenges that are currently keeping you up at night.

Once you select this benefit during enrollment, you will be contacted by EGIA Contractor University for a thorough walk-through and onboarding. Dealer cost as benefit selection: FREE (Standard Rate is \$3,767 annually).

PLEASE NOTE: If Contractor University will be required to work with different points of contacts at separate branches/satellite offices/locations for your company and/or if your employee training data will need to be segmented/grouped by each different branch separately, separate membership payment would be required for each additional branch requiring this level of service.

#6: Consumer Financing – [Year Long Buy-down \(Wells Fargo\)](#)

Effective Period: January 1, 2024 – December 31, 2024

Trane will fund financing for ALL Trane equipment with NO Caps on financed amount. NO CLAIMS NECESSARY. Current Wells Fargo Price sheet can be found within the Financial Center on ComfortSite.

- TCS Select will receive a 1% rate reduction on all Wells Fargo financing plans.
- TCS Prime will receive a 2.5% rate reduction on all Wells Fargo financing plans.
- TCS Premier will receive a 3.5% rate reduction on all Wells Fargo financing plans.

Trane will buy down competitive financing promotional rates for ALL Trane equipment. Take advantage of no caps on financed amounts, a no claim funding process, and no restrictions on systems, components, or models sold through the program.

#7: Do What's Right – [DWR Program Guidelines](#)

The purpose of this benefit is to support the TCS Dealer with additional flexibility and autonomy to "Do What's Right" for the customer. By choosing this benefit, the dealer will have the ability to replace a specified number of units during the year, to be used in the following situations:

- **Warranty Product Exchanges:**

When a warranty product issue cannot be resolved through the existing "First 90 days Major Failure Exchange" policy or a standard repair, a dealer can use this benefit to provide an equipment exchange. Replacement must take place during warranty period and is limited to *Like-for-Like equipment*, including of Trane/RunTru outdoor splits, packaged units, furnaces, and air handlers.

- **Charitable Opportunities:**

When an opportunity exists to serve the local community, a dealer can use this benefit to provide an equipment donation to a charitable organization or person in need.

Additional guidelines:

- The benefit cannot be used for personal use or training purposes.
- Equipment claimed through the DWR process CANNOT be resold to homeowner
- Trane (or IWD Partner) Invoice and end-user customer Invoice will be required for submission
- Claims will be submitted and tracked through the MAX portal and may require distributor approval
- All claims must be submitted within 90 days of Trane invoice date (or IWD Partner invoice date) or by December 15, 2024, whichever comes first
- This program is subject to availability. No substitutions or upgrades
- 3 phase equipment is excluded from the program





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- **This benefit cannot be used for a damage claim**
- DWR claims are shared between branches and headquarters if applicable.
- Ductless product does not qualify
- **NEW for 2024:** All approved DWR claims are eligible for a complimentary 2-year extended labor warranty powered by JB Warranties

#8: Sales Presentation System:

By: [Pricebook Digital](#)

PricebookPlus™ is the premier digital sales/sales presentation system for HVAC Comfort Advisors. PricebookPlus™ handles all aspects of the sales process, from lead management to sales presentation/closing to installation support, and it allows you to configure a complete, customized multi-option equipment/systems presentation for homeowners in minutes. A turnkey solution powered by Pricebook DataSource™, our comprehensive industry database for equipment, system matchups, pricing and more, including *everything* Trane-related - PricebookPlus™ will take your sales to the next level.

NEW for 2024: Integration/linking to Wells Fargo Consumer Financing, and integration with ServiceTitan. Click the Learn More link for more information.

1 Growth Benefit: Dealers Currently Using PricebookPlus - 12-month service subscription (1/1/2024 through 12/31/2024). Retail value \$3300. Includes Trane/Trane-Mitsubishi/RunTru brands and 2 user licenses.

1 Growth Benefit: NEW dealers to PricebookPlus - Onboarding and Setup, plus 6-month service subscription. Retail value \$4200. Includes Trane/Trane-Mitsubishi/RunTru brands and 2 user licenses.

2 Growth Benefits: NEW dealers to PricebookPlus - Alternate Selection - Onboarding and Setup, plus 12-month service subscription (or through 12/31/2024) - Retail value \$5773. Includes Trane/Trane-Mitsubishi/RunTru brands and 2 user licenses.

Notes & Exclusions:

**Third-party accessories and equipment integral to the functioning of Trane, Trane-Mitsubishi, and RunTru systems, such as third-party thermostats/controls, third-party coils, etc. are included at no additional cost to the dealer.*

**Equipment brands limited to Trane, Trane-Mitsubishi and RunTru. The addition of a separate major brand of third-party equipment is excluded from the benefit but may be purchased directly from Pricebook Digital at additional cost. Examples - the addition of a line of geothermal equipment, a line of boilers, etc.*

**Note that additional user licenses and other add-on products and services may be purchased directly from Pricebook Digital at an additional cost.*

#9: Extended Labor Warranty: **NEW for 2024!**

By: [JB Warranties](#)

JB Warranties offers one of the best warranty programs in the HVAC/R and Plumbing Industries. For the length of the extended service contract, your customers are protected against unexpected repair costs. The extended warranty plans cover labor costs for mechanical failures. Use this benefit to provide your customers with peace of mind and increase the value of your business. Branch locations are not eligible for this benefit.

• **1 Growth Benefit:** Trane will provide a \$3,500 credit to your JB Warranties' account that can be used towards Trane product purchases for extended labor warranties.

Or

• **2 Growth Benefits:** Trane will provide a \$7,000 total credit to your JB Warranties' account that can be used towards Trane product purchases for extended labor warranties.

Notes & Exclusions:

**Equipment brands limited to Trane. The addition of a separate major brand of third-party equipment is excluded from the benefit.*





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BENEFITS FOR ALL TCS DEALERS

TCS Conference

As a loyal Trane Dealer, you will be invited to Trane's TCS Conference. When invitations are sent, availability will be limited and on a first-come first-serve basis. Branch locations are not eligible for this benefit. For full details of the upcoming conference, please visit the microsite.

- TCS Premier dealers will be allowed 2 attendees (with a guest for each)
- TCS Prime dealers will be allowed 1 attendee (with a guest)
- TCS Select dealers will be allowed 1 attendee (with a guest)

National Consumer Promotion

All TCS dealers will be eligible to participate in specific sales incentives offers throughout the year. These could range from consumer promotions to sweepstakes. Complete information and requirements will be made available throughout the year.

Warranty/Product Exchange – First 90 Days

TCS dealers have the authority to replace outdoor split/package units, furnaces and air handlers when faced with major system leaks, compressor or heat exchanger failures due to manufacturing defects within the first 90 days after installation/startup date.

[Warranty/Product Exchange Process](#)

***3-Phase Equipment, RunTru™, and Trane®-Mitsubishi Electric equipment are not eligible for this benefit Warranty/Product Exchange Process*

Parts Concession

This program benefit will give dealers the ability to concession a Major Component Part (as defined below) that is within certain time periods ("Concession Period") of the registered limited warranty expiring as identified in Section 1.2. below. Trane will concession the Part and the dealer must concession 100% of the labor for the replacement. Contact your local FSR (Field Service Representative) to process. Branch locations are not eligible for this benefit.

[Link to the process](#)

Service Management

By: [Dispatch](#)

Dispatch is a communication platform that connects dealers with the homeowner. Dealers utilize Dispatch to disposition leads from the Trane dealer locator. Dispatch also allows dealers to organize leads, book and schedule appointments, dispatch techs and communicate to customers via text (\$3,000 value).

Support for Dispatch: support@dispatch.me

Local Presence Management

DAC Group's [Local Presence Management](#) will optimize online listings by uploading dealer's business information to core databases that distribute business listings. This benefit also allows access to [TransparenSEE](#), to access online reviews across numerous review sites all in one location. Parent company is eligible for this benefit. Branches are eligible ONLY if they are also a TCS dealer. If the branch is non-elite, they have to pay additional costs.

Note: In order to receive this benefit, you must provide Google Business Profile to DAC Group, so your location appears in search results, and your Google reviews and rating appear on the Dealer Locator. See [this document](#) for instructions. Support for LPM: trane@dacgroup.com



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Vehicle/Fleet Discounts

TCS Dealers have access to vehicle discounts through exclusive purchasing programs and have been established with **Chrysler, GM, and Nissan**. **FORD is not participating in the 2024 Fleet Discount Program**. Plans and associated discounts can be found on the TCS Program microsite. Branch locations are not eligible for this benefit.

***Discounts are subject to change based on the discretion of our fleet partners based on inventory and supply chain disruption.*

***We cannot guarantee vehicle discounts*

Employee Retention – Business Administration and Company Benefits

By: Insperity

As a valued TCS dealer, receive an exclusive discounted rate to Insperity, one of the largest providers of resources for small businesses. Insperity is one of the largest providers of resources for small businesses. They bring a strategic combination of administrative relief, best in class benefits through United Healthcare, and subject matter experts to help you stem the flow of good talent.

Qualifying NEW Insperity customers that connect directly through the program will receive national pricing off Insperity service fees. Dealers must click the link through the TCS microsite or email TCS@Insperity.com to activate these offers. Branch locations are not eligible for this benefit.

Access to Fortune 500 benefits (grouped with 10,000 other small businesses to maximize long-term cost protection)

- Optional 401K and administration
- Workers Comp insurance & administration
- Employee development & leadership training
- Organizational strategy & succession planning
- Safety and compliance training & administration
- Payroll and tax administration
- Recruiting & background checks
- HR expertise & administration
- **NEW for 2024:** National Account Partner

Discounts on QuickBooks, HR Basics, and ZoomPhone

By: JB Dealer Services

JB Dealer Services is a Marketplace for HVAC dealers featuring leading business management software solutions QuickBooks, HR Basic, ZoomPhone and other back-office products, and services.

QuickBooks Powered By Baytek - Get tools to help your small and mid-sized business thrive through our partners at Baytek LLC, a top QuickBooks Solution Provider with Intuit. Exclusive savings and rebates for new QuickBooks Enterprise, QuickBooks Online Advanced, and more. Already own a QuickBooks product and wondering about savings? Complete the form at baytek.com/trane-qb to see if there are special discounts available for your existing product.

HR Basic - An affordable, on-demand HR manager service for any HVAC dealer that does not have a professionally trained HR manager on staff. On a monthly basis, you will receive unlimited access to SHRM-certified HR professionals, 3 free background checks and much more! HR Basic helps you maintain peace of mind and mitigate risks, all for just \$50/month or \$540/annual subscription (\$60 savings versus monthly plan). To order HR Basic, visit myhrconciierge.com/trane-hr

NEW for 2024: ZoomPhone – The secure and reliable modern cloud phone system for HVAC companies with staff in the office and comfort advisors and techs in the field. ZoomPhone is the leading, single platform for video, voice, chat and meetings at a very affordable price. To request a demo and special pricing quote, visit jbw.co/zoomphone/trane



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Exclusive Mobile Device & Service Discounts

By: [Verizon Wireless](#)

Verizon Wireless can provide your business with greater access to more innovative technology solutions, which utilize the same great devices they offer you today. Solutions like One Talk give your business a mobile-first, cloud-based phone system that unifies and streamlines communications across your distributed locations. Let Verizon help you transform your business processes, control costs, improve collaboration and deliver a powerful customer experience! Branch locations are not eligible for this benefit. More details and signup are available within the TCS Program microsite.

e-Learning access

By: [Trane Learning Resources](#)

Through the eLearning website, you have the ability to access hundreds of courses specific to HVAC. These courses can help with installation, servicing equipment, sales, business skills, customer service skills and others.

Support for Learning Resources: learningresources@trane.com

Installation Technician Training Program:

Are you struggling to find training for your installation technicians? Trane is offering two learning path opportunities for your technicians.

Courses will include HVAC fundamentals, control wiring, system configuration, brazing, air flow, refrigeration commissioning, furnace commissioning, accessories and communicating systems. Your technician will receive 1-hour of online course with real world interactivities, followed by one hour of a virtual training.

NEW FOR 2024: Employee Recruitment

By: [Talent Acquisition by: Orion Talent](#)

Orion Talent helps you fill 1 or 100,000 roles with the right people and the right solution, so you can build a winning team - today and into the future. Orion Talent powers all your talent needs through our diversity rich network of highly sought-after candidates, including an engaged community of veterans and military personnel. They will connect you with ready-now candidates and design-led recruiting solutions that work for you. With your partnership, we are enriching lives and elevating the recruiting experience. Orion is a proven recruiting partner through our Trade Warriors Program, learn more here [Home - Trade Warriors™ \(trade-warriors.com\)](#)

Qualifying Orion Talent customers that connect directly through the program will get a minimum of 10% off Orion Talent recruitment fees. Dealers must click the link through the TCS microsite to activate these offers.

DEALER COMMITMENT:

TCS – Premier

- 10% Growth Commitment
- Trane exclusive as determined at Trane's sole discretion
- 4.8 Star Google Star Rating
- 30 New Google Reviews during 2024

TCS – Prime

- 10% Growth Commitment
- Commitment to exclusively advertising Trane (and no other HVAC Brand)
- 4.7 Star Google Star Rating
- 30 New Google Reviews during 2024

TCS – Select

- 10% Growth Commitment
- 51% Share of Wallet (% of your industry purchases that are Trane)
- 4.6 Star Google Star Rating
- 30 New Google Reviews during 2024



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DEALER INVESTMENT:

2024 Trane Comfort Specialist™ Program national fee:

- Premier - \$16,500 (includes selection of up to 6 growth benefits)
- Prime - \$11,000 (includes selection of up to 4 growth benefits)
- Select - \$5,500 (includes selection of up to 2 growth benefits)



Dealer Enrollment and Administration:

In Q4 of 2023, the dealer portal on MAX will be open for distributors to select the dealers that qualify for the TCS Program. When dealers have been selected, they will receive an email invitation to opt into the program, determine their investment level and choose their program benefits options. Please note the email is not needed in order to register into the program.

1. Dealers that enroll in the program will be invoiced quarterly in four equal installments starting in early Q1
2. Enrollments will NOT be prorated, the dealer will be required to pay the full fee, regardless of their time in the program.
3. Requests to change benefits must be made within 30 days of enrollment finalization or before the benefit has been utilized, whichever occurs first.
4. Dealers will be allowed to upgrade their TCS level one time during the year, however it must be requested before June 30th. The upgraded benefits are not prorated. Requested downgrades must take place within the first 30 days of enrolling in the program.
5. Enrollment in the 2024 TCS Program ends June 30, 2024, and dealers will not be able to enroll after that date.
6. All TCS fees are non-refundable and not eligible for co-op. The TCS Program is an annual Program, and partial refunds will not be issued to dealers who leave the Program early. This includes dealers who merge, consolidate, acquire, and/or sell their business during the program period.
7. TCS Dealers will be liable for the cost of the duration of their signed 12-month agreements for those who select Podium, EGIA, and/or Price Book Digital.
8. The distributor will regularly (at least quarterly) review if the TCS Dealer meets minimum requirements as outline above. If dealer falls below



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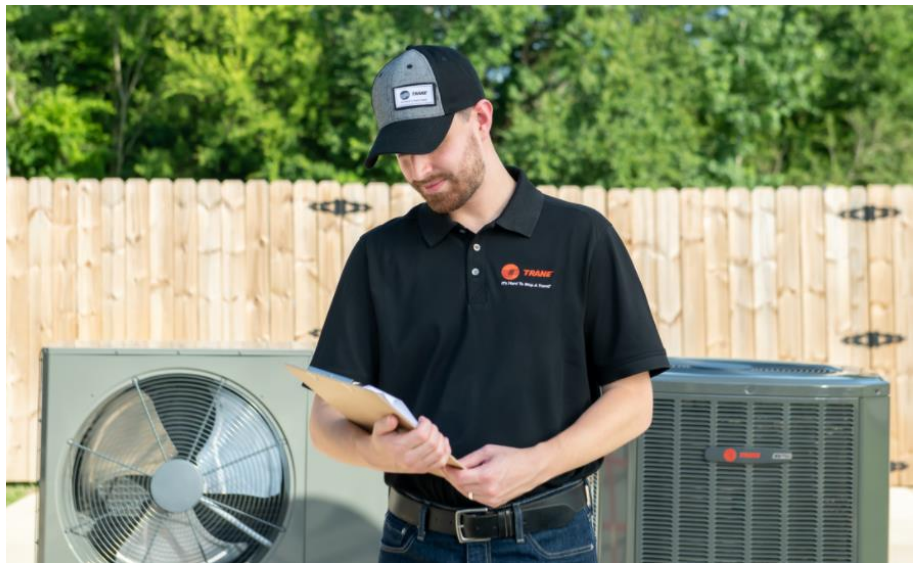
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program requirements, Account/Territory Manager will implement development plan and schedule to improve dealer results for the following quarter.

9. To be eligible for the 2024 TCS Program, TCS dealers must have a signed 2024 Dealer Sales Agreement or other current, active and signed dealer agreement on file with the distributor and meet the program guidelines.

Distributor Administration Notes:

- Distribute local Sales Plan
 - » The legal page of this document must be included in all local plans, along with the Regulatory and Disclaimer Information above.
 - » Edit local contact information/etc. as required.
- The electronic Terms and Conditions contain all legal requirements and content of the traditional Dealer Participation Agreement. Distributors, at their discretion, may choose to collect and retain a signed Dealer Participation Agreement.
- Agree to assist Trane in any/all audits of claims.
 - » Upon termination/expiration of a Dealer Agreement, funds will be forfeited. Trane reserves the right to suspend a Dealer from participation in the program, or to terminate any Dealer's participation in the program, including but not limited to, the following circumstances: The Dealer violates the rules of the program; A Dealer engages in conduct that is deceptive or fraudulent, or not in compliance with any federal or state law or regulation; or the Dealer violates the terms of the Dealer Agreement. Trane's decision shall be final in all matters relating to the interpretation of program rules and guidelines. In such cases, Trane also reserves the right to require forfeiture of Trane funds and debit applicable accounts and/or invoice the Dealer directly.
- Dealer Participation Agreements must be managed locally. The electronic Terms and Conditions, accepted by the homeowner during the claim, contain all legal requirements.



LEGAL REQUIREMENTS:

THIS DOCUMENT CONTAINS CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION OF TRANE U.S., INC. IT MAY NOT BE DISCLOSED TO ANY THIRD PARTY WITHOUT PRIOR WRITTEN CONSENT FROM TRANE U.S., INC. OR ITS AFFILIATES. DISTRIBUTOR/DEALER MAY BE LIABLE FOR ANY UNAUTHORIZED DISTRIBUTION.

The information provided herein is considered confidential and proprietary information of Trane U.S., Inc., and its affiliates ("Trane"). It is provided for the sole purpose of permitting the recipient to promote Trane products and services. Recipient agrees to maintain the confidentiality of all proprietary, trade secret information, including confidential pricing data provided in this document. The Recipient hereby agrees that it will not at any time disclose this confidential information or material, in whole or in part, to any person or entity for any reason or purpose whatsoever, unless Trane gives its consent, in writing, to such





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disclosure, except as required by law. The agreement to maintain the confidentiality of this information extends to any employees, pre or future, involved in the work desired and who will have access to the information. These employees will hold the information in confidence in accordance with this agreement and use the information only in the performance of their employment. Recipient agrees to review this agreement and its terms with employees and will obtain their agreement with the terms of this agreement before providing them with any Trane confidential information. Amendments, Modifications, or Exceptions

Trane reserves the right to amend, modify, or cancel the program, or any portion at any time. Amendments are not effective unless they are published by Trane in formal Guidelines or are signed by an authorized Trane representative. Any exceptions to the program guidelines must be approved in writing by an authorized Trane representative.

No Other Obligation

Trane shall have no fiduciary duties or other special duties of any kind to any distributor/dealer under the program other than as expressly set forth in these guidelines.

Legal Liability

By participating in this program, each participating distributor/dealer warrants that its marketing programs and initiatives are in compliance with all antitrust pricing laws and federal/state/local regulations. Trane does not undertake any legal responsibility for the local management and execution of their marketing programs.

Document Retention

It is the distributors/dealer's responsibility to maintain copies of supporting documentation and claim reimbursement paperwork for a minimum of 24 months after reimbursement. Prior to implementing any change in your record retention policies, please consult with your accountant and attorney to determine whether you need to retain these records for other business or legal purposes.

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 either be debited or invoiced in the amount of the ineligible claim plus reasonable and customary expenses incurred for conducting the audit.

Program Violation

Violation of these guidelines may result in termination of the applicable Distributor Agreement or Dealer Sales Agreement or any portion thereof, including but not limited to an immediate revocation of any and all rights to use or display Trane intellectual property (logo's, trademarks, creative).

Financial Status

Eligibility for program and reimbursements are contingent upon Distributor/Dealer having an executing Distributor Agreement or Dealer Sales Agreement on file and their account being active and in good standing/current as determined solely by Trane.

Privacy Policy Disclosure Statement

As part of this program and within Trane's sole discretion, Trane collects various information to support its development and delivery of quality products, services, and programs to its consumers. In order to ensure that Trane programs are provided and that proper quality in service is achieved, Trane may from time to time directly contact homeowners who purchase Trane products or services to survey customer satisfaction, to evaluate homeowner's reactions to an interest in Trane products and services, and to conduct research activities. These surveys are a result of such things as independent dealer programs, product registrations, extended warranties, etc. and may be provided to you for the homeowner's future purchase of Trane products and services. Any information received or obtained by Trane will be held in accordance with Trane's privacy policy, which may be obtained at www.trane.com. Trane may from time to time also directly contact homeowners when requested by the homeowner, when required by contract or law, or when a registered homeowner has not received all available coverage for its Trane products.

Termination

This sales plan is subject to termination or modification at any time by Trane.

INDEPENDENT DEALER – AGREEMENT AND ENDORSEMENT

This Trane Comfort Specialist™ Agreement ("Agreement") is made and entered into by and between Trane U.S. Inc. (hereinafter referred to as "Trane") and you as a dealer of Trane and/or RunTru products (hereinafter referred to as "Dealer"). This Agreement sets forth the terms, conditions, and expectations, under which the Dealer will be permitted on a non-exclusive basis to purchase, sell, apply, install and service certain products associated with the Trane and/or RunTru brands and sold by Trane to the Dealer ("Products"). NOW THEREFORE, in consideration of the foregoing and of the mutual promises herein contained, the parties hereto agree as follows statement of facts:

Dealership Size (Total gross revenue of the business):	\$ _____
Purchases Volume of All HVAC Equipment & Parts	\$ _____
Purchases of Trane* Branded Equipment and/or Parts	\$ _____
Dealer Selected Status Level (TCS Select, TCS Prime or TCS Premier)	_____





TRANE COMFORT SPECIALIST™ PROGRAM 2024

SALES PLAN #RS-SP403C

EFFECTIVE PERIOD

JAN 1, 2024 – DEC 31, 2024

- Dealer Agrees for TCS Select Status they must purchase 51%+ Share of Wallet in 2024
- Dealer Agrees for TCS Prime Status to not promote another manufacturer of HVAC products
- Dealer Agrees for TCS Premier Status to maintain exclusivity as determined solely by the below mentioned Distributor or Regional Sales Office
- Dealer Agrees TCS Fee will be non-refundable and billed in full upon termination by either party Dealer Agreement must remain in full force and effect throughout the program
- Dealer agreement must remain in full force and effect throughout the program
- Should dealer fail to meet these obligations, Trane may, in the amount(s) of any unearned benefits provided to Dealer, debit Dealer's account(s), offset or setoff any monies owed to Dealer and/or require a check to be paid by Dealer to Trane
- Dealer agrees it will provide access to Trane customer data that is received, processed and/or stored on behalf of Dealer by third party vendors, including, but not limited to, field service management providers, lead generation companies, and reputation management platforms pursuant to Dealers Privacy Policy and in compliance with applicable data privacy regulations. Trane will use this data for the sole purposes of improving Trane's programs and services, and in compliance with its Privacy Policy (<https://www.tranetechnologies.com/en/index/privacy-policy.html>)

IN WITNESS WHEREOF, the Dealer has caused this Agreement to be electronically signed by its authorized representative.

Dealer Name _____

Address _____

Signature _____

Print Name _____

Trane Account No. / TCS Number (Renewal Only) _____

Date _____

IN WITNESS WHEREOF, the Distributor or Company Owned office has caused this Agreement to be electronically signed by its authorized representative.

Distributor / Regional OFFICE Name _____

Signature _____

Print Name _____

Title _____

Date _____

Status Awarded for above mentioned Dealer _____

*Trane Branded includes Trane and RunTru and any other brand of HVAC products owned by Trane U.S. Inc.

