

[Insert Dealer Logo]

Enhanced Trane Thermostat Labeling Program

We are rolling out an enhanced Trane Thermostat Dealer Labeling program that can help DSO dealers distinguish their brand from the competition. Having a Trane dealer's logo and contact info imprinted on a homeowner's thermostat will help them always remember which dealer to call when they need service and maintenance.

How this program benefits dealers:

- **Direct-to-Consumer Marketing:** Trane dealer logo and contact info on thermostats will increase customer engagement and future business as they need service and maintenance.
- **Increased Trust:** Consistent and recognizable brand image helps build trust, leading to long-term relationships and positive service reviews.
- **Lifetime Customers:** Strong brand identity will help build customer loyalty and word-of-mouth testimonials, especially when the service they receive is exceptional.
- **Help your dealers differentiate themselves in the competitive HVAC market and share more details about the Thermostat Dealer Labeling Program today.** For more details, download the Trane Thermostat Dealer Labeling Program order form on the MRC - search 62-7362-01.

