

DealerFirstTM Loyalty Program Summary

This new **DealerFirst** Loyalty Program from **Goodman Distribution, Inc.**[®] allows dealers the opportunity for business growth, instant points allocation, real-time account status and immediate access to an exciting reward marketplace.

TRAIN

- Collaborate with your Goodman Sales Representative to uncover new **Goodman Distribution, Inc., ProPartsTM** and **Clean Comfort[®]** opportunities, promotions and training for equipment, parts, supplies and accessories.
- Participate in promotions and training to increase the value of your relationship with **Goodman Distribution, Inc.**
- Identify new product and business solutions for your customer's needs with 'Learn & Earn' opportunities as ways to increase your revenue.

TRACK

- All-inclusive, comprehensive portal with access to a customized dashboard.
- Enhanced visibility of your activity and opportunities to participate in exclusive promotions.

EARN

- Earn rewards for your loyalty with **Goodman Distribution, Inc.**, as well as **ProParts** and **Clean Comfort**.
- Explore new opportunities to continue to engage and learn.

INDULGE

- Instant access to your **DealerFirst** Loyalty Program Marketplace.
- Redeem and shop for thousands of products ranging from home goods to experiences, to cutting-edge technology, and so much more.
- Localized rewards feature to gain access to concerts, vacations, fine dining, and sporting events.

HOW IT WORKS

It's simple: As a **DealerFirst** Loyalty Program member, you earn 1 point for every \$10 you spend on qualifying purchases. Points can add up quickly. The more products you purchase, the greater your rewards.



REPORTING PURCHASES

We want to ensure that you're able to take advantage of the points you've earned as quickly as possible, so we've made it easy. Your qualifying purchases with **Goodman Distribution, Inc.** stores or through our eCommerce platforms (www.goodman-dealers.com or www.amanahac-dealers.com) will automatically be uploaded to the **DealerFirst** Loyalty Program website (www.dealerfirstrewards.com) once you've enrolled.

ELIGIBLE PRODUCTS

We are continually adding our latest and greatest products to ensure that you are rewarded for purchasing and supporting our entire portfolio of products and solutions.

GET REWARDED. YOUR WAY.

Promote Your Business

- Grow your business by promoting your company and the **Goodman Distribution, Inc.** products that you sell.
- Use your points for items that help build your business, motivate your staff, or simply to treat yourself.
- Choose from thousands of items from office equipment, electronics, sporting goods, and trips to reward yourself, employees, family, or friends.

THE BENEFITS KEEP COMING.

Regular Communications and Account Updates

Participants stay updated on the latest product information, eCommerce opportunities, technical tips, and business ideas with their monthly account statements.

Bonus Activities

Participate in our learning and engagement activities to receive extra rewards. Plus, benefit from our quarterly purchase promotions. Finally, bonuses on the installation of select **Goodman Distribution, Inc.** products are also available and exclusive only to members.

Exclusive Support

No waiting for answers! Connect with us directly through the **DealerFirst** Loyalty Program site with questions related to the program or reach out to our experienced support team with any questions.

