

# Preferred Dealer Program Guide

*January 1, 2025 – December 31, 2025*

*Revised 5/14/2025*

## Welcome to Samsung HVAC Preferred Dealer Program!

The Samsung HVAC Preferred Dealer program is tailored to equip HVAC contractors with business, marketing, and sales tools to support your growth and success. As a Samsung HVAC Preferred Dealer, you gain access to an ambitious incentive program with exclusive rates and additional benefits.



\*\*\*Must register systems within 60 days of installation.

\*\*Must meet registration requirements to remain in the respective tier.

All tier statuses reset January 1 based on your previous year's system registration count.

Any new dealers that join in 2025 will receive extra time to advance and maintain your dealer status/tier through Jan 1, 2027.

\*Dealers in the 1st and 2nd levels are applicable on locator in some locations.

## Why become a Samsung HVAC dealer?

Because of our unrivaled commitment to innovative products, incredible customer service and one-of-a-kind dealer support. We're a brave, new kind of HVAC company and seek to partner with like-minded HVAC contractors. Together, we can do the amazing.

Most HVAC companies maintain the status quo, Samsung never will. Located in Roanoke, Texas, Samsung HVAC America is the North American headquarters for Samsung's heating and cooling products with distribution channels throughout the United States and Canada. We're a new kind of HVAC company, one that's dedicated to creating the most incredible heating and cooling systems in existence.

Samsung HVAC America  
776 Henrietta Creek Road, Suite 100  
Roanoke, TX 76262  
(888) 699-6067



Learn more about  
Samsung HVAC  
[SamsungHVAC.com](https://SamsungHVAC.com)

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*Samsung HVAC has a process of ongoing development; portions of the Dealer Program Guide may change without notice.  
Contact your Distributor for current program details.*

## Dealer Program Benefits Summary

Dealer	Preferred Dealer	Preferred Plus Dealer	Benefits
		✓	12/12/1 Enhanced Warranty***
		✓	VIP Technical Support
		✓	Exclusive dealer promotions to earn more money and points
		✓	Dealer Swag & Complimentary vehicle magnet
	✓	✓	Dealer Locator Listing on SamsungHVAC.com*
	✓	✓	Cash Rewards Earn cash back for qualifying registered systems +BONUS cash for year-over-year sales growth
	✓	✓	Branding Points Each 25 points per registered system for branded gear
✓	✓	✓	Extended Warranty Options***
✓	✓	✓	Consumer financing and special promotions
✓	✓	✓	Dealer Mobile App Full Access
✓	✓	✓	Website Development and Digital Services
✓	✓	✓	Leads Generation from ad campaigns
0	5	25	System Registration Requirements** <i>Based on ODU only</i>

\*\*\*Must register systems within 60 days of installation.

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## Dealer Onboarding Checklist

Dealer ✓ *Must complete the following requirements.*

- ☐ Submit and sign the [Dealer Agreement](#) online.
- ☐ Receive welcome email with your Dealer Code and Mobile App login.  
From: [sysadmin@samsunghvac.com](mailto:sysadmin@samsunghvac.com)
- ☐ Receive email to access the Dealer Portal and setup your account.  
From: [samsungsupport@channel-fusion.com](mailto:samsungsupport@channel-fusion.com)
- ☐ Register your systems using the [Product Registration website](#) or Mobile App.  
[Google Play Store](#) OR [App Store](#)
- ☐ Create your SBA account in [Samsung Business Academy](#).

Preferred Dealer ✓ *Requires 5 system registrations.*

- ☐ Earn CASH REWARDS for qualifying registered systems + BONUS cash for year-over-year registered system sales growth. Redeem in [Dealer Portal](#).
- ☐ Earn BRANDING POINTS for qualifying registered systems. 25 branding points accrue for each registered system. Shop branded items from the [Promo Shop](#).

Preferred Plus Dealer ✓ *Requires 25 system registrations.*

- ☐ Receive Samsung Swag & Complimentary Vehicle Magnet  
[Preferred Plus Dealer Bonus Kit](#)

✓ Must meet registration requirements to remain in the respective tier.

All tier statuses reset January 1 based on your previous year's system registration count.  
Any new dealers that join in 2025 will receive extra time to advance and maintain your dealer status/tier through Jan 1, 2027.

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## Dealer Guidelines

### Applicable to Dealers, Preferred Dealers, and Preferred Plus Dealers

Dealers are independent contractors not an agent or employee of Samsung HVAC and shall not be deemed to create a partnership, joint venture, or principal-agent relationship between the parties. A dealer is not authorized to assume or create any obligation or responsibility including, but not limited to, obligations based on warranties, guarantees, or other contractual obligations on behalf or in the name of Samsung HVAC.

#### I. Code of Conduct

- a. Dealers agree to comply with all relevant federal, state, and local: laws, rules, regulations, orders, codes, and ordinances. Dealers also agree to maintain all necessary permits, licenses, and certifications required by local/state/federal and provincial authorities in connection with the responsibilities under this agreement.
- b. Dealers agree to use Samsung HVAC brand name in accordance with the guidelines and will do nothing that will impugn or damage the Samsung HVAC brand name. Dealers will not use the Samsung HVAC name in its legal, trade, or business name nor will the Dealer use the Samsung HVAC name in its website URL without prior permission from Samsung HVAC.
- c. Dealers will conduct business with the highest level of professional behavior when interacting with their customers, fellow dealers, employees, and suppliers.
- d. Dealers will continually strive to uphold the highest level of technical knowledge through continued education, training, and interaction with professionals in the HVAC industry.
- e. Dealers will follow procedures that ensure their safety as well as the safety of their co-workers and customers.
- f. Dealers will meet local codes and adhere to all laws, regulations, and ordinances pertaining to general HVAC business practices and the selling, servicing, and installation of Samsung HVAC products.
- g. Dealer agrees not to share confidential or proprietary information of Samsung HVAC or its affiliates.

#### II. Marketing

- a. Dealers should participate in marketing Samsung HVAC products utilizing approved logos to ensure they are distinguishable from others.
- b. Dealer agrees to participate in all Samsung HVAC driven marketing activities.
- c. Dealer agrees to include the Samsung logo and heating and cooling products in advertising, literature, and websites, should said materials include other brands.
  - i. Samsung will grant a non-exclusive license to use the Samsung logo in advertising, literature, and websites solely in connection with the marketing and resale of Samsung branded heating and cooling products.

#### III. Customer Service

- a. Dealers will treat every customer with integrity, competence, and objectivity. Dealers are committed to responding to customer service issues in a timely manner.
- b. Dealers are committed to resolving customer complaints and will work with the customer to see that all problems have been addressed and corrective actions have been taken.
- c. Dealers are committed to responding to callbacks with a minimum of inconvenience to the customer.
- d. Dealer agrees to provide the end-user: relevant product warranties, registration information, literature, and instructions regarding the products.

#### IV. Field Service

- a. Dealer agrees to register all products to receive the enhanced warranty.
- b. Dealers must have, at a minimum, one (1) Samsung trained technician on staff at all times.
- c. Dealers will conduct field service work in a timely, systematic, and well-documented manner.
- d. Dealers will document the service work accurately and professionally to maintain a comprehensive history of work on the system.
- e. Dealers will make no statements or promises concerning Samsung equipment that is not approved and supported by documentation from Samsung HVAC.
- f. Dealer agrees to ensure that warranty claim submissions are valid and proper.
- g. Dealer agrees not to remove or negate any safety device or feature of products.
- h. Dealer agrees not to alter any labels, plates, or tags on products.





## V. Termination


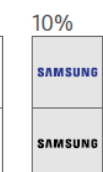
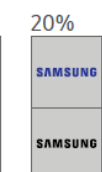

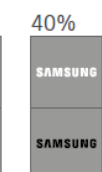
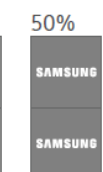





- a. Except as otherwise provided by applicable law, Samsung HVAC may remove a Dealer's contact information from locator upon written notice to Samsung HVAC Wholesale Partner Stocking Distributor upon the occurrence of any of the following events:
  - i. Failure by dealer to comply with Samsung HVAC marketing guidelines and policies.
  - ii. Lack of satisfactory representation of Samsung HVAC.
  - iii. Commencement of proceeding under any bankruptcy or insolvency laws by or against Dealer.
  - iv. Providing false information to Samsung HVAC.
  - v. At the request of the Dealer.
  - vi. At the request of the Wholesale Partner Stocking Distributor.

## Logo Usage Guidelines

Usage of the Samsung lettermark logo is intended to promote Samsung HVAC products. Please adhere to the guidelines as set forth herein.

Samsung Logo Colors - The lettermark is available in Samsung Blue (PMS 286 C), black and white.

			
Samsung Blue PMS 286 C CMYK 100/80/0/0 RGB 20/40/160 HEX 1428A0	Black CMYK 0/0/0/100 RGB 0/0/0 HEX 000000	White CMYK 0/0/0/0 RGB 255/255/255 HEX FFFFFF	White CMYK 0/0/0/0 RGB 255/255/255 HEX FFFFFF

0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
										

### Minimum Clear Space & Size

- Clear space around the lettermark should be protected at all times from other elements.
- At least a minimum required space should be secured when space is limited.
- DO NOT use the lettermark smaller than 3mm in height for prints and 8 pixels in height for digital purpose to ensure the legibility of the lettermark.



## Cash Rewards & Branding Points

Qualified systems (registered within 60 days and verified by Samsung HVAC Warranty Department) are eligible to receive Cash Rewards and Branding Points.

Rewards and points accrued throughout the calendar year will expire and reset January 1. View and redeem your Cash Rewards and Branding Points within the Dealer Portal.

### Cash Rewards

Component 1 – The more qualifying systems you register, the more cash you earn!

Tier Level	Qualifying Registered Systems (ODU)	Earnings Per System
T1	1-5	\$0
T2	6-24	\$20
T3	25-100	\$40
T4	101-300	\$60
T5	301+	\$100

Component 2 – Earn BONUS cash per qualifying registered system for increased year-over-year (YOY) system registration growth.

YOY System Registration Growth	BONUS Earnings Per System
30%	\$30
60%	\$60
90%	\$90

For Component 1, you may cash out your Cash Rewards quarterly. Samsung HVAC will send you reminder emails. For Component 2, your YOY Growth payout will be deposited into your account by March 31, 2026. You may cash out these funds at any time thereafter prior to January 1, 2027. All Cash Rewards and Branding Points expire and reset at year end.

Any liability for federal income tax (or other taxing entity) imposed on any cash or rewards received from participant in the program will be the responsibility of the participant. Samsung HVAC bears no responsibility for tax obligations. Samsung HVAC reserves the right to alter or discontinue the program at any time. In all matters pertaining to the rules of this program, the interpretation and decision of Samsung HVAC shall be final.

### Branding Points

In addition to Cash Rewards, Dealers receive 25 Branding Points per qualifying system registered. Use Branding Points on [SamsungHVAC.com/promo](https://SamsungHVAC.com/promo) for Samsung branded items such as polo shirts, golf bags, backpacks, signage, vehicle decals and more! Preferred and Preferred Plus Dealers can view and redeem points by logging into the Samsung HVAC Dealer Portal.



**Important Notes:** Branding Points are redeemable in the form of a promotional code sent to the dealer master user email address. Points are not currently preloaded on the promo website. All Cash Rewards and Branding Points expire and reset at year end.

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Contact your Distributor for current program details.*



## Preferred Dealer Program - Warranty Benefits

Samsung HVAC requires registration of products within 60 days of installation to secure the enhanced warranty. Without product registration, the systems will default to the standard warranty. Warranty terms vary by product.

RAC, FJM, CAC, and DVM S Eco systems are designed for comfort cooling. RAC, FJM, CAC, and DVM S Eco systems installed in a non-comfort cooling application will be limited to the standard warranty.

You can register your systems via Dealer Portal or Mobile App to receive your preferred dealer benefits.



Product Family	Product Prefix	Standard Warranty*	Enhanced Warranty**			
			Dealer & Preferred Dealer		Preferred Plus Dealer	
		7 Year Compressor 5 Year Parts	10 Year Compressor & 10 Year Parts	Limited Labor 1 Year	12 Year Compressor & 12 Year Parts	Limited Labor 1 Year
WindFree™ <sup>1</sup> 2.0/2.0e/3.0/3.0e/3.0i	AR	Yes	Yes	Yes	Yes	Yes
RAC R32 Models		Yes	Yes	Yes	Yes	Yes
Max Heat®/Max Heat® 2.0		Yes	Yes	Yes	Yes	Yes
All CAC, including R32 models excluding -40° and Hylex™	AC	Yes	Yes	Yes	Yes	Yes
DVM S/Eco/Chiller, including R32 models	AM/AG	Yes	Yes	No	Yes	No
CAC -40°	AC	Yes	No	No	No	No
Hylex™	AC	Yes	Yes	No	Yes	No
Quantum 2.0	AR	Yes	Yes	Yes	Yes	Yes
All generation Whisper/Pearl <sup>2</sup>	AR	Yes	Yes	Yes	Yes	Yes
Standard Max 3 Ton	AQN/AQX36	Yes	Yes	Yes	Yes	Yes
Free Joint Multi	AJ	Yes	Yes	Yes	Yes	Yes
Quantum	AR	5 Year Compressor 1 Year Parts	7 Year Compressor 5 Year Parts	No	7 Year Compressor 5 Year Parts	No

\* Standard Warranty does not require system registration. Conditions apply.

\*\*Enhanced Warranty requires system registration. Conditions apply.

<sup>1</sup>The WindFree™ unit delivers an air current that is under 0.15 m/s while in WindFree™ mode. Air velocity that is below 0.15 m/s is considered "still air" as defined by ASHRAE 55-2013 (American Society of Heating, Refrigerating, and Air-Conditioning Engineers).

<sup>2</sup>Only Whisper, Whisper Wi-Fi, Max, and Pearl models manufactured after 1/1/2015 qualify for the enhanced warranty (10/10/1).

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## Extended Warranty Program - Dealer

Offer up to 12 years of parts, compressor, and labor!

Learn more about additional warranty programs at [Samsung.JBWarranties.com](http://Samsung.JBWarranties.com) or call JB Warranties at [855-742-5522](tel:855-742-5522).



## Standard Dealer Coverage Options

*All plans are for residential equipment 5 tons and under.*

System Type	Labor Type	5 YEAR PLANS LABOR PLUS		10 YEAR PLANS LABOR PLUS		12 YEAR PLANS LABOR PLUS	
		SKU	PRICE	SKU	PRICE	SKU	PRICE
Indoor Unit	\$90/Hr	DFSIDU1PL0555	\$79	DFSIDU1PL1010	\$124	DFSIDU1PL1212	\$140
Outdoor Unit	\$90/Hr	DFSODU1PL0555	\$146	DFSODU1PL1010	\$185	DFSODU1PL1212	\$208
Indoor Unit	\$125/Hr	DFSIDU1PL0555B	\$106	DFSIDU1PL1010B	\$157	DFSIDU1PL1212B	\$177
Outdoor Unit	\$125/Hr	DFSODU1PL0555B	\$215	DFSODU1PL1010B	\$262	DFSODU1PL1212B	\$270
Indoor Unit	\$150/Hr	DFSIDU1PL0555C	\$111	DFSIDU1PL1010C	\$172	DFSIDU1PL1212C	\$205
Outdoor Unit	\$150/Hr	DFSODU1PL0555C	\$219	DFSODU1PL1010C	\$286	DFSODU1PL1212C	\$304
Indoor Unit	\$175/Hr	DFSIDU1PL0555D	\$129	DFSIDU1PL1010D	\$201	DFSIDU1PL1212D	\$263
Outdoor Unit	\$175/Hr	DFSODU1PL0555D	\$241	DFSODU1PL1010D	\$370	DFSODU1PL1212D	\$434
Indoor Unit	\$200/Hr	DFSIDU1PL0555E	\$146	DFSIDU1PL1010E	\$227	DFSIDU1PL1212E	\$293
Outdoor Unit	\$200/Hr	DFSODU1PL0555E	\$270	DFSODU1PL1010E	\$416	DFSODU1PL1212E	\$488
Indoor Unit	\$250/Hr	DFSIDU1PL0555F	\$175	DFSIDU1PL1010F	\$274	DFSIDU1PL1212F	\$354
Outdoor Unit	\$250/Hr	DFSODU1PL0555F	\$325	DFSODU1PL1010F	\$504	DFSODU1PL1212F	\$589
Indoor Unit	\$300/Hr	DFSIDU1PL0555G	\$207	DFSIDU1PL1010G	\$321	DFSIDU1PL1212G	\$416
Outdoor Unit	\$300/Hr	DFSODU1PL0555G	\$382	DFSODU1PL1010G	\$593	DFSODU1PL1212G	\$692

Labor / Refrigerant Allowance / Reclaim Allowance / Part Allowance – Begins 91 days from purchase.

Includes one wired thermostat per system. Excludes remotes and controls.

Contractors can purchase extended parts and labor warranties for up to two years from the installation date.

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## Extended Warranty Program – Preferred Dealer

Offer up to 12 years of parts, compressor, and labor!

Learn more about additional warranty programs at [Samsung.JBWarranties.com](https://Samsung.JBWarranties.com) or call JB Warranties at [855-742-5522](tel:855-742-5522).



### Preferred Dealer Coverage Options

*All plans are for residential equipment 5 tons and under.*

System Type	Labor Type	5 YEAR PLANS LABOR PLUS		10 YEAR PLANS LABOR PLUS		12 YEAR PLANS LABOR PLUS	
		SKU	PRICE	SKU	PRICE	SKU	PRICE
Indoor Unit	\$90/Hr	DFSIDU1PL0555	\$77	DFSIDU1PL1010	\$120	DFSIDU1PL1212	\$136
Outdoor Unit	\$90/Hr	DFSODU1PL0555	\$142	DFSODU1PL1010	\$179	DFSODU1PL1212	\$202
Indoor Unit	\$125/Hr	DFSIDU1PL0555B	\$103	DFSIDU1PL1010B	\$152	DFSIDU1PL1212B	\$172
Outdoor Unit	\$125/Hr	DFSODU1PL0555B	\$209	DFSODU1PL1010B	\$254	DFSODU1PL1212B	\$262
Indoor Unit	\$150/Hr	DFSIDU1PL0555C	\$108	DFSIDU1PL1010C	\$167	DFSIDU1PL1212C	\$199
Outdoor Unit	\$150/Hr	DFSODU1PL0555C	\$212	DFSODU1PL1010C	\$277	DFSODU1PL1212C	\$295
Indoor Unit	\$175/Hr	DFSIDU1PL0555D	\$125	DFSIDU1PL1010D	\$195	DFSIDU1PL1212D	\$255
Outdoor Unit	\$175/Hr	DFSODU1PL0555D	\$234	DFSODU1PL1010D	\$359	DFSODU1PL1212D	\$421
Indoor Unit	\$200/Hr	DFSIDU1PL0555E	\$142	DFSIDU1PL1010E	\$220	DFSIDU1PL1212E	\$284
Outdoor Unit	\$200/Hr	DFSODU1PL0555E	\$262	DFSODU1PL1010E	\$404	DFSODU1PL1212E	\$473
Indoor Unit	\$250/Hr	DFSIDU1PL0555F	\$170	DFSIDU1PL1010F	\$266	DFSIDU1PL1212F	\$343
Outdoor Unit	\$250/Hr	DFSODU1PL0555F	\$315	DFSODU1PL1010F	\$489	DFSODU1PL1212F	\$571
Indoor Unit	\$300/Hr	DFSIDU1PL0555G	\$201	DFSIDU1PL1010G	\$311	DFSIDU1PL1212G	\$404
Outdoor Unit	\$300/Hr	DFSODU1PL0555G	\$371	DFSODU1PL1010G	\$575	DFSODU1PL1212G	\$671

Labor / Refrigerant Allowance / Reclaim Allowance / Part Allowance – Begins 91 days from purchase.

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## Extended Warranty Program – Preferred Plus Dealer

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### Preferred Plus Dealer Coverage Options

*All plans are for residential equipment 5 tons and under.*

System Type	Labor Type	5 YEAR PLANS LABOR PLUS		10 YEAR PLANS LABOR PLUS		12 YEAR PLANS LABOR PLUS	
		SKU	PRICE	SKU	PRICE	SKU	PRICE
Indoor Unit	\$90/Hr	DFSIDU1PL0555	\$75	DFSIDU1PL1010	\$118	DFSIDU1PL1212	\$133
Outdoor Unit	\$90/Hr	DFSODU1PL0555	\$139	DFSODU1PL1010	\$176	DFSODU1PL1212	\$198
Indoor Unit	\$125/Hr	DFSIDU1PL0555B	\$101	DFSIDU1PL1010B	\$149	DFSIDU1PL1212B	\$168
Outdoor Unit	\$125/Hr	DFSODU1PL0555B	\$204	DFSODU1PL1010B	\$249	DFSODU1PL1212B	\$257
Indoor Unit	\$150/Hr	DFSIDU1PL0555C	\$105	DFSIDU1PL1010C	\$163	DFSIDU1PL1212C	\$195
Outdoor Unit	\$150/Hr	DFSODU1PL0555C	\$208	DFSODU1PL1010C	\$272	DFSODU1PL1212C	\$289
Indoor Unit	\$175/Hr	DFSIDU1PL0555D	\$123	DFSIDU1PL1010D	\$191	DFSIDU1PL1212D	\$250
Outdoor Unit	\$175/Hr	DFSODU1PL0555D	\$229	DFSODU1PL1010D	\$352	DFSODU1PL1212D	\$412
Indoor Unit	\$200/Hr	DFSIDU1PL0555E	\$139	DFSIDU1PL1010E	\$216	DFSIDU1PL1212E	\$278
Outdoor Unit	\$200/Hr	DFSODU1PL0555E	\$257	DFSODU1PL1010E	\$395	DFSODU1PL1212E	\$464
Indoor Unit	\$250/Hr	DFSIDU1PL0555F	\$166	DFSIDU1PL1010F	\$260	DFSIDU1PL1212F	\$336
Outdoor Unit	\$250/Hr	DFSODU1PL0555F	\$309	DFSODU1PL1010F	\$479	DFSODU1PL1212F	\$560
Indoor Unit	\$300/Hr	DFSIDU1PL0555G	\$197	DFSIDU1PL1010G	\$305	DFSIDU1PL1212G	\$395
Outdoor Unit	\$300/Hr	DFSODU1PL0555G	\$363	DFSODU1PL1010G	\$563	DFSODU1PL1212G	\$657

Labor / Refrigerant Allowance / Reclaim Allowance / Part Allowance – Begins 91 days from purchase.

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Contractors can purchase extended parts and labor warranties for up to two years from the installation date.

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## Extended Warranty Program – Claims Information

The following claims information applies to Dealers, Preferred Dealers and Preferred Plus Dealers with extended warranty programs through JB Warranties. Learn more about additional warranty programs at [Samsung.JBWarranties.com](http://Samsung.JBWarranties.com) or call JB Warranties at [855-742-5522](tel:855-742-5522).

### Labor Rate and Allowance Schedule

<b>Normal Call Rate (Includes Diagnostics and first 30 minutes at the job site)</b>	<b>\$65</b>
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Normal Hourly Rate / Registered Warranty Rate      \$90 / \$125 / \$150 / \$175 / \$200 / \$250 / \$300

<b>Refrigerant Reclamation Fee (if reclaim is necessary)</b>	<b>\$55</b>
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PART COST (Sum of Total Parts)	ALLOWANCE
\$0.01- \$9.99	\$5
\$10 - \$24.99	\$15
\$25 - \$49.99	\$20
\$50 - \$74.99	\$25

Refrigerant allowance per pound - market price (410-a)\*

PART COST (Sum of Total Parts)	ALLOWANCE
\$75 - \$99.99	\$30
\$100 - \$124.99	\$35
\$125 - \$149.99	\$40
\$150 +	\$45

Excludes coils\*

### REPAIR / REPLACEMENT LABOR SCHEDULE

ELECTRICAL	JOB HOURS UP TO
Capacitor/Circuit Board	1
Heater Element	1
Crank Heater	1
Fan Switch/ Control	1
Fuse Block	1
Motor (Cond Fan / Blower)	1
Hr Box Solenoid	1
Transformer Thermostat (Wired Only)	1

MECHANICAL / GENERAL	JOB HOURS UP TO
Drain Pan - Primary Only	1
Fan / Blower	1
Louver	0.5
Flouwer Motor	1
Motor Mount	1
Misc.	1

REFRIGERANT	JOB HOURS UP TO
Compressor	4
Accumulator	3
Coil	3
Expansion Valve	3
Header/ Dist.	3
Metering Device	3
Reversing Valve	3
Pressure Switch	2
Receiver	2
Internal Ref. Tubing	2
Service Valve	2

SCAN ME!



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## Dealer Portal

### Getting Started with the Dealer Portal / Master User

Welcome to the Samsung HVAC Dealer Program! You should have received a Dealer Welcome Email from [sysadmin@samsunghvac.com](mailto:sysadmin@samsunghvac.com).

The Dealer Portal will give you access to:

- View account performance and accumulative points.
- Register products.
- View previous system registrations.
- Access dealer marketing library.
- Manage dealer account access.

The Master User cannot be changed within the Dealer Portal. If you wish to change the master user, you must reach out to [DealerQuestions@SamsungHVAC.com](mailto:DealerQuestions@SamsungHVAC.com). By doing so, we will ensure your dealer benefits and payouts are transferred securely and accurately.

## Dealer Mobile App



Easily access Samsung HVAC system information while installing or servicing a unit at the jobsite. Gaining access to the Samsung HVAC Mobile App will allow you to:

- Product registration
- System details\*
- Specification drawings
- Bill of Materials (BOM)
- Error code reference
- Helpful videos
- Pressure and temperature conversion charts
- Service area list and map
- Warranty history\*
- Warranty claims\*

\*Requires Preferred Dealer program enrollment.  
Login using your Samsung HVAC Dealer Portal credentials to gain Preferred Dealer access.

Download the Samsung HVAC Mobile App from the Google™ play store or the App Store®.



*Samsung HVAC has a process of ongoing development; portions of the Dealer Program Guide may change without notice.  
Contact your Distributor for current program details.*

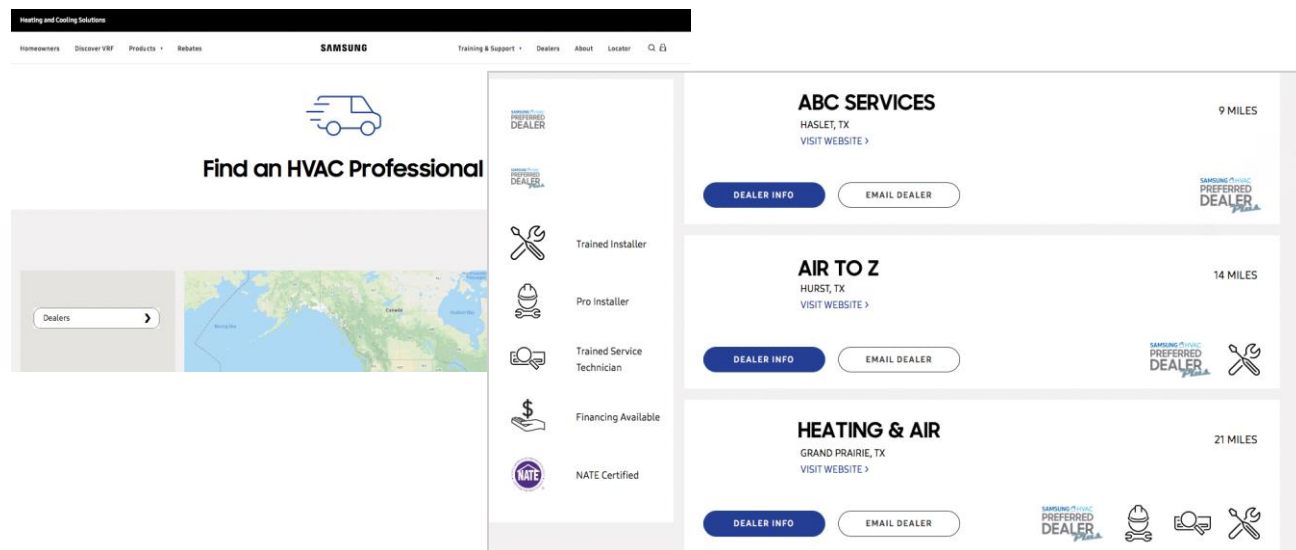


## Dealer Locator Listing – Homeowner Inquiries

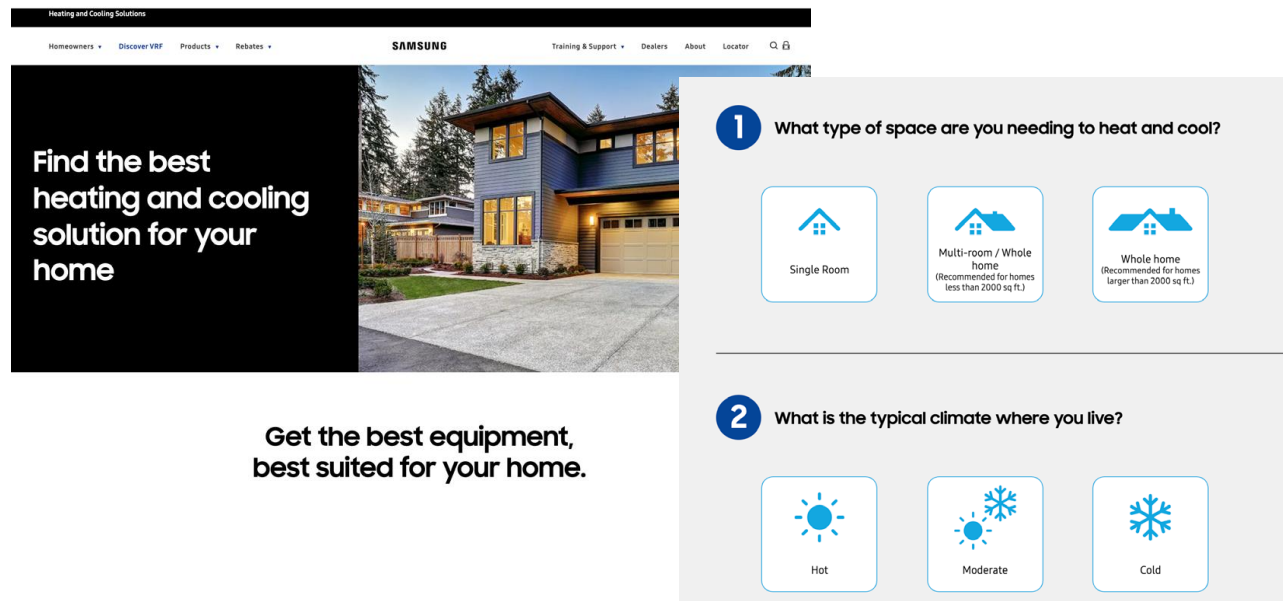
As a Samsung HVAC Dealer, you will receive inquiries from homeowners directly on [SamsungHVAC.com](https://www.samsunghvac.com).

Level up to Preferred or Preferred Plus Dealer for priority listing and consumer-friendly icons.

NOTE: In some areas, Dealers will be listed due to limited availability.



Visitors can also find the best heating and cooling system for their home by answering brief questions and requesting a Samsung HVAC dealer contact them to quote or schedule an installation.



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## Consumer Financing – U.S.

### Special Rates & Promotions ([view rates](#))

Choose a menu of special financing options that's best for your business. Sales and marketing tools are customized to your specific menu of special financing options. Cardholders select the promotion that best fits their needs—it's that easy!



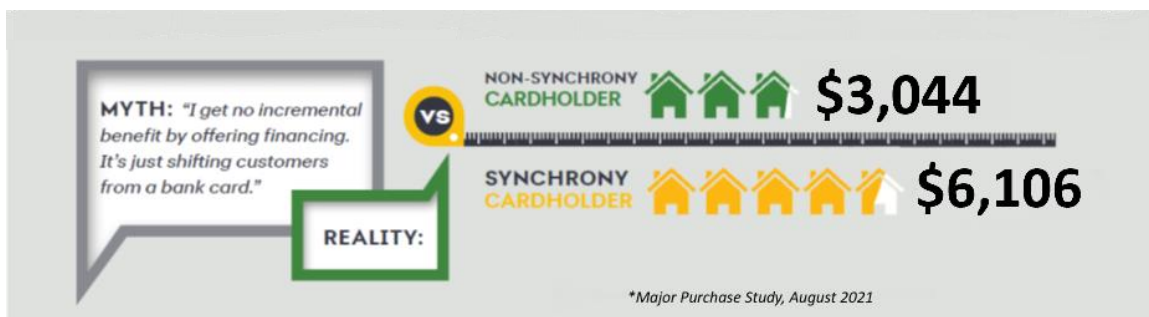
*"66% of Synchrony Financing cardholders feel promotional financing makes their large purchases more affordable." \**

*"78% of consumers start research for their large purchases online." \**

*\*Synchrony 9<sup>th</sup> Major Purchase Consumer Study, Home Improvement 2023.*

### Synchrony cardholders spent 2X more than non-cardholders

Home Improvement Cardholders surveyed spent \$3,062 more on their most recent category transaction than general home improvement shoppers did on their purchase.



### Why Synchrony Financial?

- Over 80 years of deep expertise in consumer financing.
- Private-label credit card with merchant's name.
- Simple, paperless process.
- Quick credit decisions.
- Funding generally within 24-48 hours of completion.

### Synchrony's Commitment

- A Simple streamlined application-to-funding process.
- A completely paperless, digital platform – Synchrony Transact.
- Direct support from field sales and inside sales representatives.
- Ongoing training support for your team.
- Advertising resources to enhance your marketing efforts.
- In-depth merchant reporting with benchmarks to measure program performance.

### Toolbox.mysynchrony.com

The Synchrony Toolbox website is a one-stop shop for merchant financing training that helps our partners maximize efficiency, increase sales, and better integrate financing into their business. \*Not applicable in Canada.

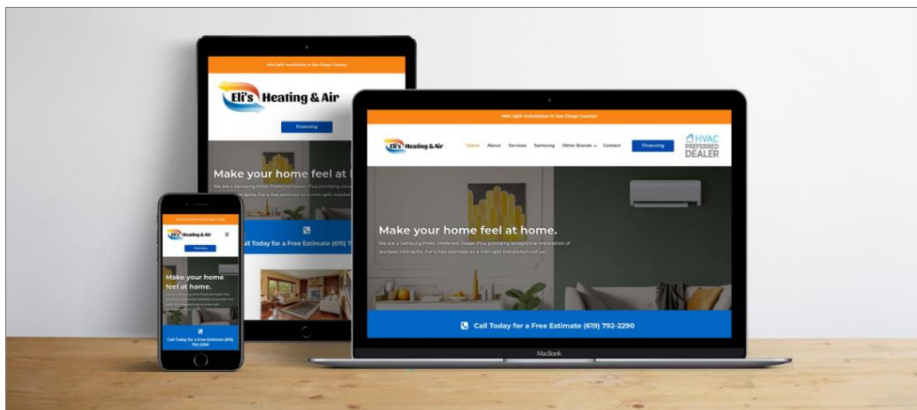
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## Digital Marketing Services

Stuck in the brainstorming stages of your marketing plan? Developing a digital marketing plan can be daunting, but it's one of the most important aspects of a business plan – a great plan can help attract quality leads.

With website hosting, social media planning, digital ad development and more, trying to figure out where to start can be overwhelming. Let our digital marketing partner help you with the planning and execution, so you can focus on what matters – growing your business.



### Digital Marketing Packages

Pre-bundled marketing packages, to quickly select what fits best with your needs.

Packages include:

- ✓ Done for You Package – 8-page website, SEO, social media management.
- ✓ Get Found Package – 15-page website, SEO, social media management, Google Ads campaign.
- ✓ Dominate Package – 24-page website, advanced website and lead tools, SEO, social media management, Google Ads campaign.

### A-la-carte Options

Need one specific digital marketing service? Choose from our list of a la carte digital marketing services that include:

- ✓ Search engine optimization (SEO)
- ✓ Google ads for lead generation
- ✓ Social media management
- ✓ Managed website program
- ✓ Website tool add-ons (review builder/management, webchat, live chat, online appointment scheduling)

### Custom Packages

Select any of our offerings to build a customized package designed to specifically fit your digital marketing needs at any stage in the planning process.

### Unmatched ROI

Together, with our experienced third-party digital marketing partner, we develop a well-tailored plan to boost your leads and grow your business, keeping you one step ahead of your competitors.

### Contact Our Third-Party Partners

Thrive [www.thrivehvac.com/samsung](http://www.thrivehvac.com/samsung) | 866-500-2033 | [sales@thrivesearch.com](mailto:sales@thrivesearch.com)

Channel Fusion [www.channelfusion.com/samsung](http://www.channelfusion.com/samsung) | 866-615-7267 | [coopsupport@channel-fusion.com](mailto:coopsupport@channel-fusion.com)

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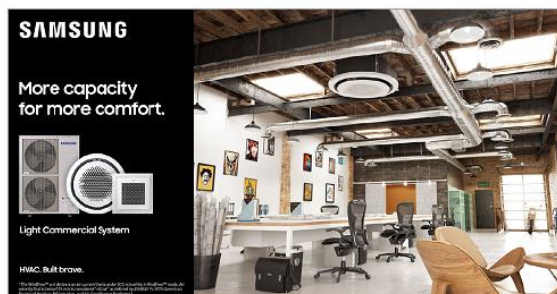
## Dealer Marketing Asset Library

Access the Dealer Portal to get premade Samsung HVAC marketing assets to make advertising your business more fun and less time consuming. Free to all registered Dealers!

### Print Ad Example



### Social Media Ad Example



### Programmatic Ad Example



### Billboard Ad Example



### Literature

Dealers can access the [Samsung HVAC Literature Marketplace](#) to order and print Samsung HVAC product guides. You can also partner with your distributor to utilize Co-op Funds to cover cost.

New users can create an account by clicking "Sign up here," inputting their contact information and utilizing Access Code: Samsung2017.

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## Samsung Business Academy (SBA)

We're proud to offer several comprehensive training courses designed to enrich technicians and contractors with the knowledge to properly install, service and maintain Samsung HVAC products. Several NATE® recognized classes are available, covering a wide range of topics from DVM S commissioning to residential installation.

Our NATE® recognized courses offer 8-16 hours of continuing education in the following specialties:

- ✓ Air conditioning service
- ✓ Air distribution installation
- ✓ Air distribution service
- ✓ Air-to-air heat pump installation
- ✓ Air-to-air heat pump service
- ✓ Efficiency analyst senior
- ✓ HVAC performance verifier
- ✓ Light commercial refrigeration installation
- ✓ Light commercial refrigeration service





Recommended course for dealers enrolled in Samsung HVAC Preferred Dealer Program:

### RLC Installation and Basic Service Online (2 hours and 30 minutes)

*The duration of training courses are subject to change. Check [samsunghvac.com/training](https://samsunghvac.com/training) for the latest course information and to register as a contractor.*


The RLC Installation and Basic Service Online training course is segmented into eleven modules. The training is designed to provide fundamental knowledge to install, start up, test and service Samsung's line of residential and light commercial (RAC, CAC, FJM) systems. Available online and in person. See Residential Light Commercial Installation and Basic Service for in person course description.


[Homeowners](#)
[Discover VRF](#)
[Products](#)
[Rebates](#)
[Training & Support](#)
[Dealers](#)
[About](#)
[Locator](#)



Samsung HVAC is proud to offer comprehensive HVAC courses that are designed to enrich technicians and contractors with the knowledge to properly install, service, and maintain Samsung HVAC products. Earn HVAC NATE® certification credits with several NATE® Certified courses available that cover a wide range of topics on our residential, light commercial, and commercial products. Samsung Business Academy (SBA) is the portal to our extensive course offering. With live classes, online HVAC courses, and webinars, attendees can choose the training option that best fits their schedule. And if hands-on HVAC training is something you're after, you can visit our state-of-the-art training centers near Dallas, Texas, and in Santa Fe Springs, California, that house a wide range of operational Samsung HVAC products.

Earning HVAC NATE® certification credits can help technicians and contractors become HVAC experts. Register below to get started!




**Register**


Partner or Contractor

HVAC Partner


HVAC Contractor



**Samsung Business Academy**



**Technical Videos**



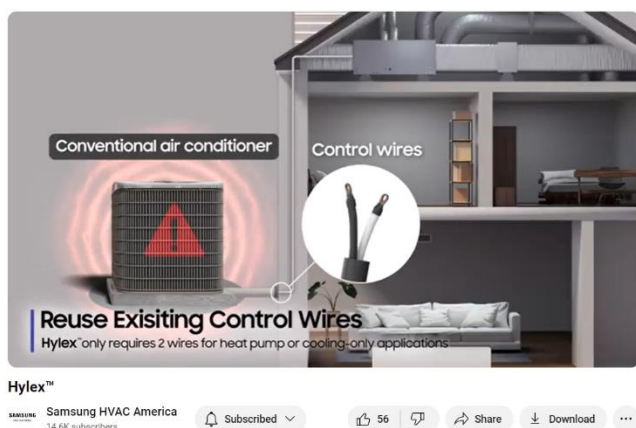
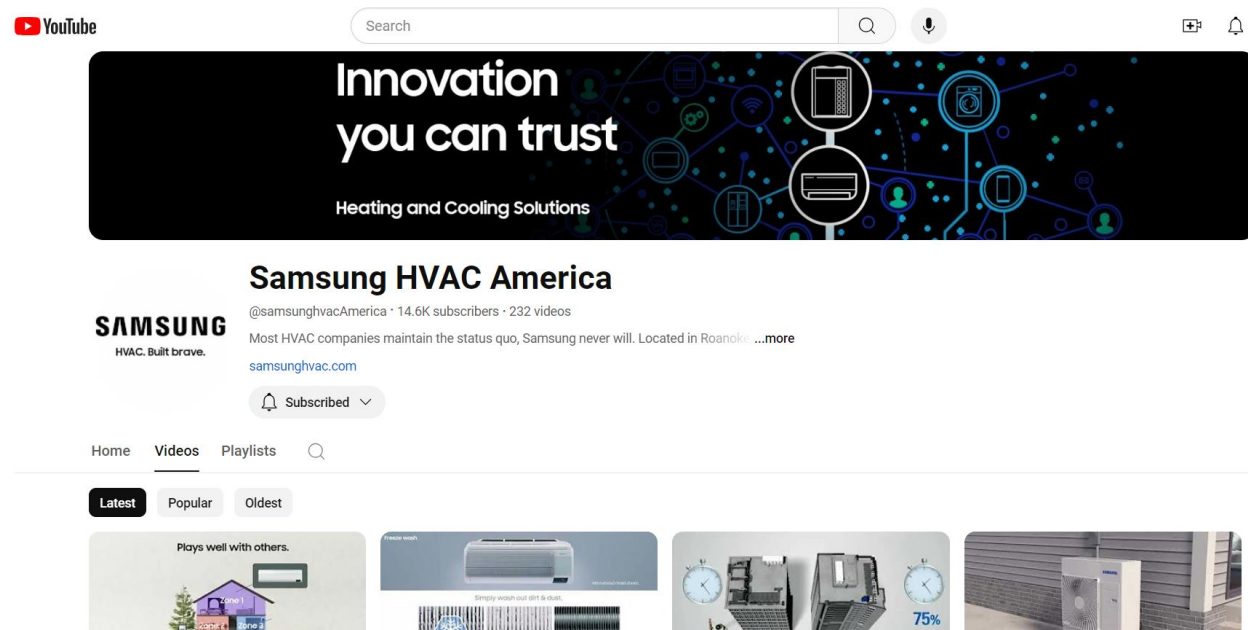
**Visitor's Guide**

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## YouTube – Samsung HVAC Training and Tutorials

Have you checked our YouTube channel recently? We have a library of technical training videos uploaded to assist you with installation and troubleshooting on residential, light commercial and commercial systems.

Subscribe now for when you need it later! [youtube.com/@samsunghvacamerica](https://youtube.com/@samsunghvacamerica)



### YouTube Videos for Dealers

- ✓ [Learn about the highly-compatible Hylex™](#)
- ✓ [WindFree™ Eliminating Cold Drafts](#)
- ✓ [View Residential Max Heat® Models](#)
- ✓ [Residential & Light Commercial Unit Sharing](#)

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## Rebate Education & Tools



The market for energy efficient HVAC systems is growing, driven in large part by strong demand for ductless mini split systems. To offset the higher costs, rebates are available through the Inflation Reduction Act, local utilities, and federal tax credits.

### Inflation Reduction Act:

In 2022 the federal government approved the Inflation Reduction Act (IRA) allocating \$4.2B for single family housing and multifamily buildings to lower the cost of clean energy technologies. Rebates are available through two paths: 1) Home Electrification Appliance Rebate (HEAR) and 2) Home Efficiency Rebates (HER). For more information on the IRA and these programs, visit <https://www.samsunghvac.com/inflation-reduction-act>.

### What is the Status of my State?

Visit the DOE's Rebate Tracker for your state's status at <https://www.energy.gov/save/rebates>.

### Local Utility Rebates:

Hundreds of rebate programs for ductless systems are offered by utility companies and other entities across the United States and Canada, with savings ranging from \$150 to over \$1,000. These programs are a vital component to help consumers purchase an efficient system that offers a rebate solution.

With an easy-to-use interface, consumers can easily access rebates by the Samsung product in the United States by entering the zip code of their residence. Rebates in Canada are also listed.

Our partnership with EcoRebates is designed to make rebate offers easy and convenient for consumers to access. We encourage you to [browse the available rebates](#) in your area.

### Federal Tax Credits:

In addition to the rebates mentioned above, homeowners may qualify for the Energy Efficient Home Improvement Credit (25C) which covers 30% of cost up to \$2,000 for heat pumps meeting highest CEE Tier.

### Amplify Partnership:

Samsung has partnered with Amplify, a sales tool that creates a faster and more accurate process for comfort advisors. With one app, you can instantly collect the data, run the calculations, and generate a heat pump design with accurate load calculations. Learn more about Amplify: [www.amply.energy](http://www.amply.energy).

Ask your distributors about utilizing Samsung HVAC Co-op Fund program to offset a portion of your Amplify cost.

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## Dealer Technical Support

Technical Support for Samsung HVAC dealers can be reached via phone at [888-699-6067](tel:888-699-6067).

### VIP Technical Support

A benefit for Preferred Plus Dealers that includes priority call response, call scheduling in advance in DR-Link desktop program and dealers receive additional support tools in the Dealer Mobile App.

## Useful Links

- Dealers Enrollment Page: <https://samsunghvac.com/dealers>
- Dealer Portal: <https://portal.samsunghvac.com/>
- Mobile App: <https://samsunghvac.com/mobile-app>
- Samsung Business Academy (SBA): <https://samsung.csod.com/client/samsung/samsunghvac.aspx>
- Training: <https://samsunghvac.com/training>
- Product Registration: <https://www.samsunghvac.com/product-registration>
- Extended Warranty Options: <https://samsung.jbwarranties.com/>
- Dealer Locator: <https://samsunghvac.com/locator>
- Become A Synchrony Merchant (US only):  
<https://www.synchronybusiness.com/toolbox/become-a-merchant.html>
- Synchrony Business Center: <https://businesscenter.synchronybusiness.com/>
- Website Development & Digital Services: <https://thrivehvac.com/samsung/>
- Literature Marketplace: <https://marketplace.mimeo.com/productliterature>
- YouTube Channel: <https://youtube.com/@samsunghvacamerica>

We look forward to partnering with you and supporting the growth of your business!

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