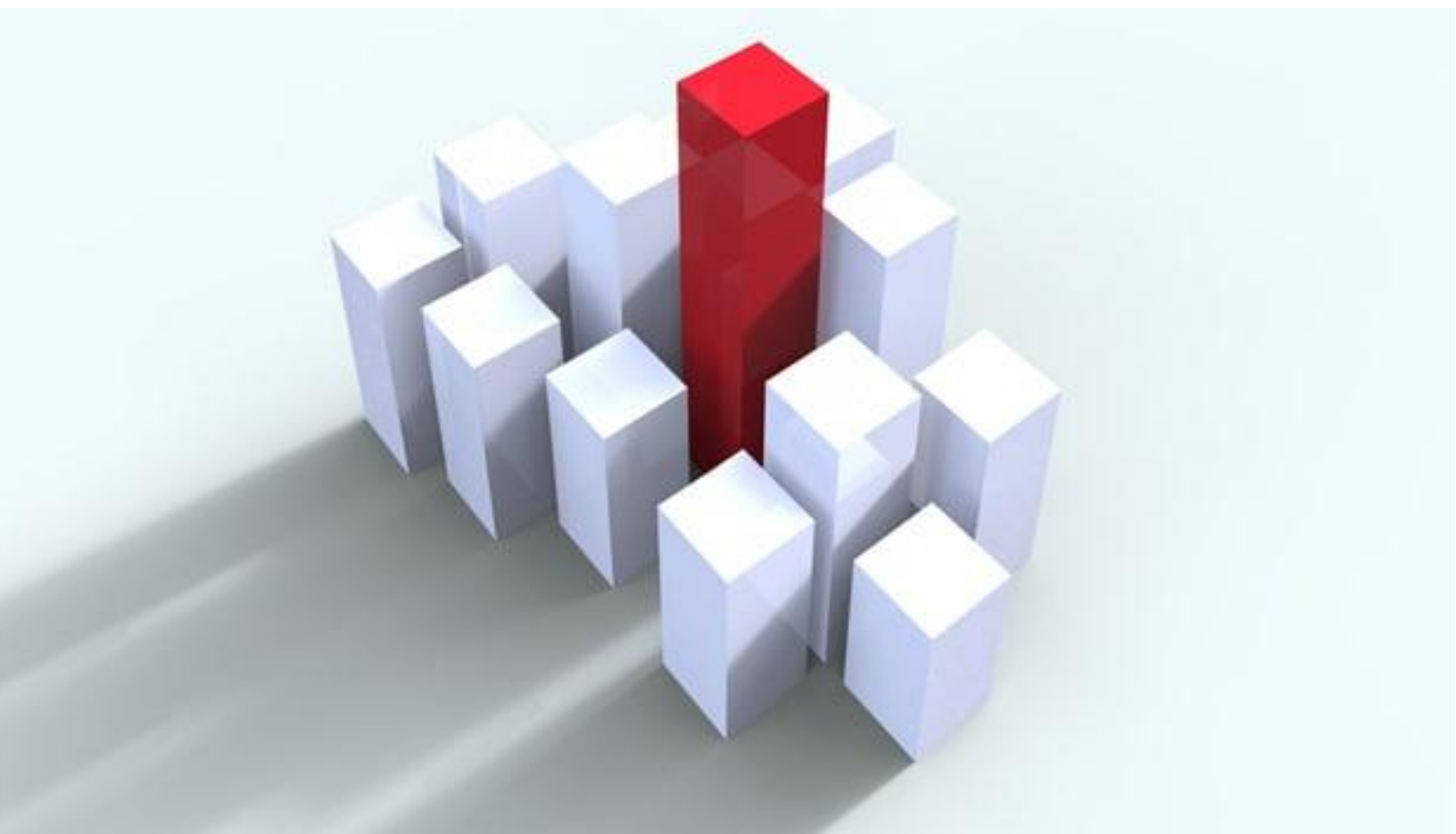


Commercial Contractor Growth Program

Sales and Marketing Programs Operating Letter
United States and Canada



Effective January 1, 2026 to December 31, 2026
PUBL-1178-CO-202601-A
www.colemanac.com/dealers



HEATING AND
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Commercial Growth Program

The Coleman Commercial Growth Program is a year-long program designed for mechanical contractors whose business is largely in the commercial segment. A commercial contractor would not typically participate in the Contractor Success Programs, which are designed for residential-focused contractors. This program will benefit commercial contractors as they continue to grow and expand their business.

Program Summary

Eligible Levels: Coleman Gold (Base-level) only

Duration: Rolling 12-months with ability to renew

Requirement:

- Year 1: Minimum total eligible purchases of \$50,000
- Year 2 onwards: Total eligible purchases of \$50,000 or more and a minimum 10% YOY growth

Rebates:

- Rebates of 3% paid once per rolling 12-month period
- Distributor share of 0.5%

Equipment Eligibility:

- All commercial Coleman-branded roof-top units, 3-phase packaged equipment
- Hitachi 3-Phase VRF 6 tons or greater

Terms & Conditions:

- Contractors must be enrolled in a Coleman Gold level to receive a rebate
- Distributors must submit contractor purchases monthly and within 60 days of the end of the month
- Incentives are only paid when the minimum eligible purchase and/or growth requirement is met
- Distributor is responsible for re-enrolling the contractor every year

Contractor Incentives

Rebates are available on purchases from dollar one at 3% across all eligible product categories to be shared by Coleman and the distributor at a rate of 2.50% Coleman / 0.50% distributor as outlined in the incentive table.

Duration of program: Rolling 12-months with ability to renew

Requirements to earn financial incentive:

- Year 1: Minimum total eligible purchases of at least \$50,000
- Year 2 onwards: Total eligible purchases of \$50,000 or more and a minimum 10% growth compared to prior year, regardless of whether a rebate was earned in prior year

Product Category	Factory Share	Distributor Share	Total
Commercial Splits (7.5-50 Tons)	2.5%	0.5%	3.0%
Core (3-12.5 Tons)			
Pro (3-12.5 Tons)			
Apex (3-6 Tons)			
Choice (15-27.5 Tons)			
Select* (27.5-50 Tons)			
Three-Phase Residential Packaged Equipment			
Hitachi 3-Phase VRF (6 tons or greater)			

**For the Select product category, Fraser-Johnston branded equipment for 27.5 - 50 tons are included in this program.*

- Incentives may be paid in one of three ways for the entirety of a 12-month period:
 1. Coleman Heating & Air Conditioning can issue a check directly to the contractor company and mail it to the mailing address on file.
 2. Coleman Heating & Air Conditioning can issue a check directly to the contractor company and mail it to distributor to deliver to the contractor.
 3. Distributor can issue check or credit to the contractor company and submit a claim for audit and reimbursement by Coleman Heating & Air Conditioning.
 - Choose the co-op option during registration for this method.
 - Evidence of payout is required prior to reimbursement.
- The rebate is paid annually.
- Incentives are paid within 45 days of distributor's reporting of eligible sales, in accordance with the elected payout cadence.

How to Enroll a Contractor

1. Create a Tier 2 or sub-account in Solution Navigator.
 - a. Include Territory Manager or Account Manager information.
 - b. Assign the dealer's eligible brands.
 - c. Add Marketing.
2. In Marketing Dashboard, select the Commercial Growth Program.
3. Each month, report the previous month's eligible Contractor purchases in Marketing Dashboard within Solution Navigator. Purchases must be reported within 60 days of the end of the month.

Program Terms and Conditions

Contractor Eligibility

- To participate in the Commercial Contractor Growth Program, contractors are prohibited from enrolling in a Coleman Premier or Certified Comfort Expert level of Contractor Success Programs
- Contractors are not eligible for concurrent enrollment in this program and the Contractor Conversion Program or Contractor Engagement Program
 - a. If a contractor chooses to grow the residential side of their business and wishes to take advantage of a residential growth program offered by Coleman, they may allow for this program to lapse and enroll in the residential growth program at the time of renewal.
- To be eligible for participation after year one, contractors must achieve incremental growth of 10% over prior year, regardless of whether a rebate was awarded.
 - a. Rebate back to dollar one once the growth requirement has been met.

Eligible Equipment

- Qualifying equipment consists of all Coleman branded product categories featured in the table on page 3.
- For the Select product category, Fraser-Johnston branded equipment for 27.5 - 50 tons are included in this program.
- Hitachi 3-phase VRF products are eligible and will be reported and paid separately.
- Manufactured housing, single-phase residential packaged units, commercial accessories, new construction, and multi-family are excluded from this promotional program.

Distributor Requirements

- Distributors must submit Contractor purchases **monthly** to maintain eligibility in this program.
- Contractor's purchases must be reported within 60 days of the end of the month. Retroactive entries are prohibited. Failure to input purchases within the 60-day window will negatively impact incentive payouts to your contractor.
- **Re-enrollment after year one is not automatic.** The distributor is responsible for re-enrolling contractor once their 12 months have expired, if participation beyond year one is desired.

Claims

- Submissions or claims that are flagged for audit will require additional information from the submitter.
 - This may include, but is not limited to: serial numbers, models/SKUs, quantities, or evidence of sale.
 - Payments may be put on hold or the affected participant may be suspended from the program if an audited submission is found to be invalid.
 - Audits may occur before or after payment is issued.
 - If a submission value is determined to be invalid, that value or the factory contribution to the value may be invoiced to the distributor.
- If no claims are filed for the co-op portion of this program during a particular enrollment year, the funds will be forfeited and will not rollover into the next year.

Incentive Payouts

- Incentives are paid in United States currency (USD).
- Incentive is paid once per rolling 12-month period and only when the minimum eligible purchase requirement has been met.
- Contractors are paid the full value of the incentive, and Distributors are billed back for their share within 60 Calendar days.

Other Terms and Conditions

- All qualifications in this program are subject to audit. Failure to comply with all program terms and conditions will result in an irreversible expulsion from the program. No exceptions will be made.

Revision History

Version No.	Release Date	Revision Description

Contact us at **833-242-7869** or **bts-ds-marketing@bosch-hcgroup.com** for questions, feedback, or other support



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