

The Performance Promise™ Protection Plan

Setting the Standard for Keeping Customers



■ The Protection Plan Built to Be Your Future Business Card.

Customer retention is now more important than ever. That's why Luxaire® offers the Luxaire Performance Promise™ Protection Plan—up to 10 years of extended protection for your customers; a great way to keep them coming back to you for service. Performance Promise protection opens doors and closes sales. Allowing you to give customers the added peace of mind that comes with an excellent extended warranty, Performance Promise protection provides you with a great tool for building business today and down the road.

With a low price and guaranteed income from all covered repairs, this one-of-a-kind extended warranty program gives you more opportunities to sell and it helps you grow your service and referral business.

You'll be the one they trust, so retaining customers will be easier than ever. This translates into extra income from scheduled clean and check services and the replacement of equipment not covered by Performance Promise. Plus, with the competitive advantage of this outstanding program, you'll have a better chance of closing the deal...every time.

■ Peace of Mind for Your Customers.

- Provides them with up to 10 years of total parts-and-labor coverage
- Offered directly by you and Luxaire—giving them one place to go for service: your company
- Can be transferred to a new owner if your customer sells his or her home
- Paid via a one-time payment at the time of purchase—increasing your profit margin, while offering them extended protection

■ Powerful Profits for Your Company.

- Offers you a mark-up on all equipment and parts after the 30th day
- Requires normal clean and check service—providing you with extra income
- Includes a generous travel-time allowance
- Can be offered for up to 10 years—retaining customers and their service business during that entire period
- Increases potential for replacement sales



Setting The Performance Standard.

LUXAIRE®
HEATING • AIR CONDITIONING

An Extended Protection Plan for You and Your Customers

■ Increasing Your Profit Margin without Increasing Your Overhead.



With Performance Promise, potential value is added to every sale. Extended protection on HVAC systems is becoming more popular with homeowners. And, since Performance Promise protection is available at such a low price, you can offer it as an inexpensive option and still make a considerable profit.

■ Fast, Easy Online Payments.

The Performance Promise Plan's easy-to-use Internet system offers you efficient processing of contracts and simplifies the filing of claims. So, not only do you profit more, but you also get quick, effective payments.

■ Enhance Business Performance with "Customers for Life."



Keeping your customers happy leads to keeping your customers. With an affordable price, and great long-term coverage available, Performance Promise sets you up to have customers for life. Whenever there's a problem with your customers' home comfort equipment, you'll be the one they turn to for help. That means increased income from

scheduled clean and check services and added income from sales of replacement equipment and referrals.

■ More Coverage, Faster Payments... This Plan Really Performs.

Performance Promise offers your customers up to 10 years of protection. Add to that simple work defect codes for easier reimbursements, online filing for quick payments, and an excellent potential for additional sales and referral business—and you have an outstanding extended warranty program. Ask your Luxaire® distributor for more information.

7 Ways to Build Income with the Performance Promise Protection Plan:

1. *Potential to Boost Profits*
Because it's inexpensive, it's attractive to any customer. Because it costs you less, you make an additional profit on every plan sold.
2. *More Opportunities to Sell*
You'll maintain a solid relationship with customers, performing service and eventually getting their replacement business.
3. *Required Service Means Additional Income*
Make money on required clean and check service visits.
4. *Guaranteed Income from All Covered Repairs*
Excellent labor rates, great parts mark-up, and a generous travel-time allowance—all at no additional cost to the customer.
5. *Increased Potential for Additional Sales*
You'll be the one your customers will call for any problem.
6. *Improved Referral Business*
Your customers will refer you to family and friends.
7. *Enhanced Service Business*
Performance Promise helps educate homeowners on the benefits of service and preventive maintenance agreements.

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The Luxaire brand of Johnson Controls, Inc.
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Supersedes: 036-15706-001 (1003)/246581.
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355291-LSS-A-1107