

Up To Date

2018 Dealer Meeting

The 2018 Sigler Wholesale Distributors Dealer Meeting is coming to a city near you with ten different meetings throughout the Bay Area. For details, check out SiglerNorCal.com/register

Wi-Fi Routers

Wi-Fi thermostats and controls from Carrier have wireless communication that work only with Wi-Fi routers that enable WPA2 encryption. To minimize security issues, WEP or WPA security will no longer work with these controls and thermostats.

2017 Co-Op Deadline

Hurry up! Get your co-op and claim requests submitted by January 15.

Geofencing

The Côt 5C and 7C thermostats now have Geofencing capabilities. Visit mycorhome.com to learn more about all the features and benefits.



What's New on *SiglerTV*

Infinity Start-Up Menus
Infinity Start Up Sequence
(the password is swd)

A die-cast "Invitation" to the Sigler Wholesale Distributors dealer meeting

Offering Your Homeowners Financing

You need to offer your homeowners a financing option. According to a recent study on major purchases, you may be losing 48% of your bids because you're not offering financing. Yes, the majority of consumers will pay another way, but the study found that 26% would go to a similar business offering financing and 19% would not make the purchase if financing was not available.

There are a lot of easy options to consider when offering homeowners financing:

Payzer

This app-based solution makes it easy for your techs and installers to collect payment as well as offer instant financing. They have multiple loan options for financing up to \$55,000. Their paperless application can be completed on the app, on your website or over the phone. Most credit decisions are made in less than one minute.

Microff

This is a solution for your homeowners who don't qualify for traditional financing. It's a rent-to-own model that only requires

a valid ID, active bank account and steady income. Similar to financing, the homeowner would make regular monthly payments and end up owning the product at the end of the term.

Carrier / Wells Fargo

One of the easiest solutions is to offer 0% APR with equal monthly payments or no interest if paid in full within a certain period of time. Carrier pre-negotiated great rates from Wells Fargo for several of these financing options. Another big advantage of this program are the rebates Carrier Factory Authorized Dealers get of 2-6% depending on the qualifying equipment that was sold. Those rebates are available throughout the entire year but cannot be used in conjunction with Cool Cash.

Regardless of which solution you think will work best for your company, try it for a month and see what happens. Present your three system options only with a monthly price. Does your closing ratio increase? Does your average sale price rise? Are you able to sell higher tier products?

Sigler

Wholesale Distributors

THE PRODUCTS YOU NEED
THE VALUE YOU DESERVE

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Featured Products



Homeowners already know the benefits of optional warranties. They're routinely purchased with electronics, appliances, cars and trucks. So, why aren't you offering them on what is likely to be your customer's biggest purchase of the year? You can protect your customers and yourself with optional labor warranties from JB & Associates.

There are many different plans available from JB & Associates, as well as two hourly labor rates of \$85 and \$125. Plus, when you write a contract, you're the only dealer eligible to service the equipment as long as you remain a Carrier dealer!

You can register and download all of the program and pricing information at <http://jbamaterials.com/sigler>. During the month of January, Sigler Wholesale Distributors will reimburse you \$200 on the first plan that you purchase. Contracts are purchased online, but your Sigler Wholesale Distributors territory manager can help you through the process.



Is there really a difference in the various brands of B-Vent? Believe it or not – yes! Sigler Wholesale Distributors is proud to represent the premier brand in the marketplace, Ecco Manufacturing.

Compared to what you may be using today, Ecco is better because...

- It can be supported by metal strap
- After putting it together, it can be unlocked and separated
- It's not greasy and is easier to piece together with their quick-lock system
- Galvalume casing is superior to galvanized sheet metal

In January, Sigler Wholesale Distributors will offer you \$25 in free Ecco B-Vent product with every 80% furnace you buy. The limit is \$200 per customer and this promotion does not apply to special new-construction pricing or job quotes. For sizes and the complete product offering, check out page 22 of your Sigler Supply and Installation Accessory Reference Guide.

Technical Tips

Q: What do you think the future holds for 2018?

My crystal ball isn't working today. Regardless, I know it's important to always look for ways to improve. Here are some things you may wish to consider in 2018...

- Buy high quality tools, so you only have to buy them once.
- Keep a change of clothes in the truck/van. No telling when you'll have to crawl.
- Every hat should serve a purpose, make sure it serves your organizations 'purpose'.
- Always look a person in the eye when you talk to them.
- Buy a plunger before you need a plunger (i.e., suggest homeowners

change their filters regularly).

- Give a firm handshake, and always stand to shake someone's hand.
- No matter their job or status, everyone deserves your respect.
- The first one to get angry loses.
- Never stop learning.
- If you're the smartest person in the room, you're in the wrong room.
- Luck favors the prepared.
- Sigler Wholesale Distributors and STV can help you be prepared, use our tools to your advantage.

Thank you for a good 2017 and we look forward to growing together with you in 2018!