



FUJITSU

Fujitsu Elite Contractor Program
For installers of Halcyon and Airstage Systems



e·lite, noun

“a select part of a group that is superior to the rest in terms of ability or qualities.”



Joining the Elite

Fujitsu's Elite Contractor Program is for both Halcyon and Airstage contractors. Fujitsu Elite Contractors are distinguished from other contractors because of the premier level of training they've earned, and the support and service they provide to their customers. Becoming an Elite Contractor earns you access to Fujitsu's top-notch sales support tools.



Program Summary

- Consumer Leads
- Loyalty Rewards Program
- Priority ranking on the fujitsugeneral.com Contractor Locator
- Fujitsu Elite Contractor Welcome Kit
- Online BTU Load Calculator for unit sizing
- Free in-person training for 1 employee per year
- Regional contractor meetings
- Special promotions
- Online access to all manuals, including service and troubleshooting manuals
- Extra two years parts and compressor warranty for select Fujitsu Halcyon products

Have the Right Tools in Your Toolbox

Fujitsu Elite Contractors are top sales performers, interested in the latest technology and techniques to best promote and run their business. Sometimes closing the sale is just a matter of having the right tools. We've developed an all-inclusive Contractor Sales Kit, along with several online tools to prepare you for any situation.

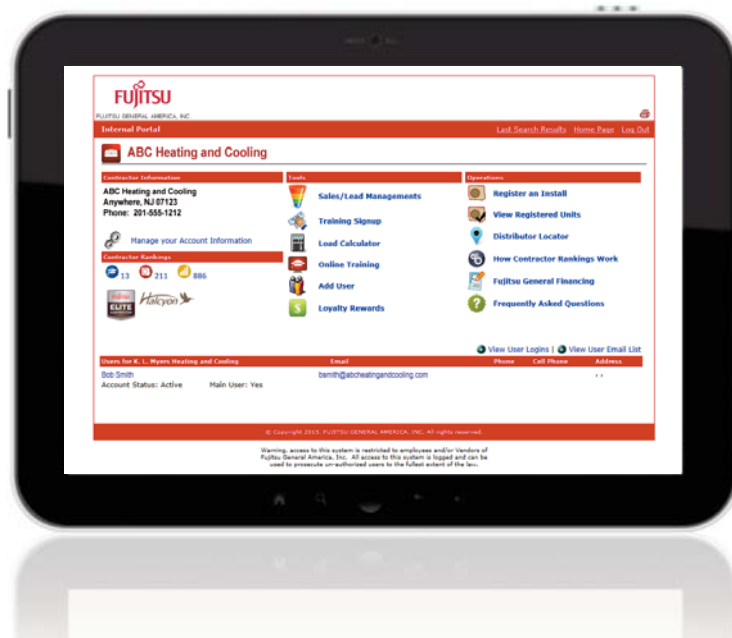


Contractor Sales Kit

- Online Fujitsu Toolbox Instructions
- Warranty Statement
- Training Forms/Flyers
- Troubleshooting Guides
- Brochures
- Sales DVD
- Print Ad Samples

Online Tools

- Sales lead management system
- Homeowner slideshow presentation (Halcyon)
- Training courses






Fujitsu Elite Contractor Program Requirements

To participate in the Fujitsu Elite Contractor program, contractors must:

- Agree to Fujitsu's Contractor Code of Conduct stating company will conduct business in a professional manner
- Use their best efforts in resolving all customer complaints
- Be diligent and professional in handling all field service-related issues
- Offer Fujitsu systems for all ductless opportunities
- Meet state and local compliance and licensing requirements
- Meet and maintain training point and registration point requirements for Elite Contractor levels
- Maintain current contact information on the Fujitsu Toolbox to include staff names and cell numbers
- Utilize Lead Management System in the Fujitsu Toolbox and follow up on consumer leads in a timely manner

Contractor Rankings

Customer Lookup Logo	Status	Training Point Minimum	Registered/Commissioned Unit Point Minimum	Required Point Minimum	Application Required	Contractor Toolbox Access Approval Required	Agreed to Code of Conduct	Website Search
		18	20	50*	Yes	Yes	Yes	Yes^
	Fujitsu Trained	9	0	9	No	Yes	No	Yes
	Fujitsu Trained	6	0	6	No	Yes	No	Yes**
Not Listed on Website	Registered Contractors	0-5	0	0-5	No	Yes	No	No

* While minimum Training Points required is 18 and minimum Registration Points is 20, the combined total must be 50.

^ Priority listing on the website. ** Must include 1 in-person training course.

How Points are Earned and Removed

Points are earned based on completed trainings and systems installed.

Training

8 hour classes are worth up to 5 points, based on test score.

- Grade 95-100 = 5 points
- Grade 90-94 = 4 points
- Grade 85-89 = 3 points
- Grade 80-84 = 2 points
- Grade 75-79 = 1 point
- Training points expire after 24 months from the time they are awarded.
- Online classes are worth 1 point each and are graded on a pass/fail basis.

Registration

- Registered points are 1 point for each Halcyon condenser, and 4 points for three phase condenser.
- Registration points expire 12 months from the time they are awarded.



Cash in on Loyalty Rewards

Only Fujitsu Elite Contractors can earn dollars from product registrations. Loyalty Rewards can be redeemed for sales literature, trade show materials, yard signs, posters, trade show banners, presentations, energy calculators, Fujitsu branded wearables, van signage and more. When you have achieved Fujitsu Elite Contractor Status a link to "Loyalty Rewards" will appear on your Fujitsu Toolbox home page, taking you to the Online Fujitsu Brand Store where you can spend your Loyalty Rewards.

Guidelines

- A Fujitsu Elite Contractor must purchase and register a minimum of 20 points over a 12 month period to be eligible to spend loyalty rewards. Purchased systems will be tracked through the Fujitsu Toolbox so it is imperative that this be kept up-to-date to use the rewards you earned.
- \$1.50 is earned for every 1,000 BTU/h installed. Only outdoor units will be counted.
- Earned loyalty rewards drop off after 24 months if not spent.
- If Elite Contractor status is lost, loyalty rewards are frozen and the loyalty rewards link on the contractor's Fujitsu Toolbox no longer shows until Elite Contractor status is regained.



Outdoor Unit BTU/h	Dollars Earned
9,000	9 x \$1.50 = \$ 13.50
12,000	12 x \$1.50 = \$ 18.00
15,000	15 x \$1.50 = \$ 22.50
18,000	18 x \$1.50 = \$ 27.00
24,000	24 x \$1.50 = \$ 36.00
30,000	30 x \$1.50 = \$ 45.00
36,000	36 x \$1.50 = \$ 54.00
42,000	42 x \$1.50 = \$ 63.00
48,000	48 x \$1.50 = \$ 72.00
72,000	72 x \$1.50 = \$108.00
96,000	96 x \$1.50 = \$144.00
120,000	120 x \$1.50 = \$180.00

Fujitsu reserves the right to exclude projects that include special price adjustments.

"I spent a portion of my Loyalty Rewards on the latest Fujitsu literature as well as Fujitsu branded shirts and jackets for my installers, giving us a more professional look in front of our customers."

Kim Myers, K. L. Myers Heating and Cooling



Marketing and Advertising to Better Build Your Business

As a Fujitsu Elite Contractor, you'll be utilizing the tools provided on the password-protected online Fujitsu Toolbox. We'll equip you with the marketing support necessary to push your business above the rest.

- Downloadable high resolution logos, product and installation images
- Print-ready customizable ads and mailers for your local marketing efforts
- Customizable TV spot for local markets (Halcyon only)
- Case studies, press releases, technical articles

Please see your distributor for potential co-operative opportunities regarding advertising, events, and home shows.



Regional Elite Contractor Meetings

Starting in 2016, Fujitsu will hold regional meetings for Elite Contractors. During these meetings Fujitsu will provide Elite Contractors with business building tools and sales training to help grow their businesses and it will be an opportunity for Contractors to participate in discussions about future products and design improvements.



Comprehensive Training

Becoming a Fujitsu Elite Contractor earns you free tuition for one employee per year to attend one of the following courses at a Fujitsu Training Academy location:

1. **Halcyon:** Fujitsu Inverter Technology (FIT) and Hybrid Flex Inverter Technology (HFIT) 2-day course *Valued at \$862.*
2. **Airstage:** In Depth Training 2-day course *Valued at \$900.*

See full course guidelines for limitations.



Extended Warranty for Select Halcyon Systems*

Fujitsu offers one of the most comprehensive warranties in the industry.

Effective for any systems installed on or after June 1, 2015:



All Fujitsu systems come standard with either a 6-Year Compressor/2 -Year Parts or a 7-Year Compressor/5-Year Parts warranty.



Fujitsu Halcyon systems that have been installed by a licensed contractor and the online Product Registration[^] has been submitted have a 10-Year Parts and Compressor warranty.



Fujitsu Halcyon systems that have been installed by a Elite Contractor and the online Product Registration[^] has been submitted have a 12-Year Parts and Compressor warranty.



* See **Halcyon Warranty Statement** for full details.

[^] Residents of California and Quebec are not required to register the System in order to obtain all of the rights and remedies applicable to this Limited Warranty.

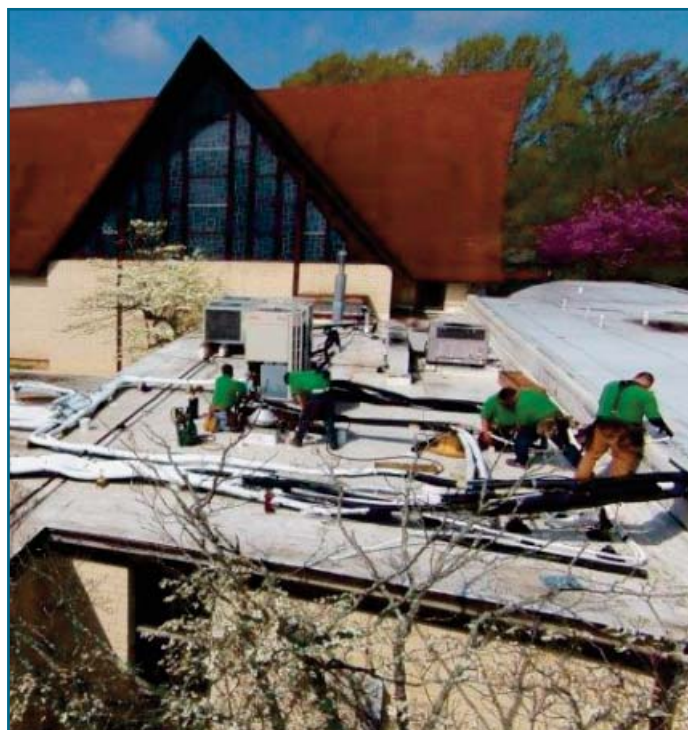


All Fujitsu Airstage systems come standard with a 2-Year Compressor/1-Year Parts warranty.



Fujitsu Airstage systems that have been properly commissioned have a warranty of 10-Year Parts/10-Year Compressor.

* See **Airstage Warranty Statement** for full details.





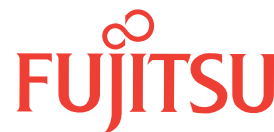
Differentiate Yourself. Be Elite.

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Fujitsu Elite Contractors will not receive any preferential pricing. Fujitsu General America, Inc. reserves the right to withdraw a contractor's Elite status at any time at our sole discretion including, without limitation, if it is determined that the Fujitsu Elite Contractor is not performing in a manner that reflects positively on Fujitsu General America and our brand or if the above requirements are not met.

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