

For any questions or to learn more, visit us at
www.Generac.com



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GENERAC[®]

Aligned Contractor Program



Unlock New Opportunities with Generac

As the total energy solutions company, Generac helps customers use energy on their terms by providing quality, affordable power solutions. The electrification of everything from heating and cooling equipment, to electric vehicle charging, and more has put a strain on our power grid. With grid demand growing and more frequent outages, people are looking for reliable backup solutions.

Dedicated Contractor Support

The increase in power interruptions has led to a rise in demand for home standby generators and an opportunity for installers to meet this demand. We have increased installation and maintenance efficiencies to make it easier and more profitable than ever to offer our generators. The Aligned Contractor Program is designed to support your business at any level from installing to maintaining our power generation products.



POWERPERKS

A CONTRACTOR REWARDS PROGRAM

Contractors can now sign-up free, earn points, and redeem.
Over 1000+ items to choose from!

**2 points
per dollar**

Home Standby Generators,
Automatic Transfer Switches, EV Chargers
and HSB Extended Warranties

**1 point
per dollar**

Inverter and Portable Generators,
Generac Mobile Generators and
Light Towers, and Generac Chore
and Pro Power Equipment

Earn rewards toward these categories:



ELECTRONICS



HOME &
GARDEN



SPORTING
GOODS



TOOLS &
HARDWARE



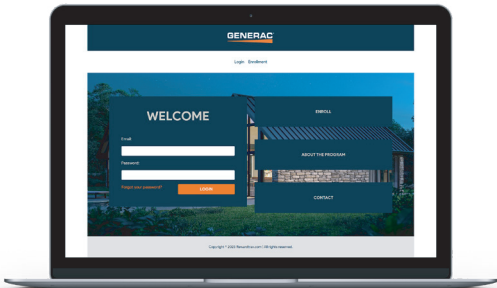
EVENT TICKETS



Redeeming your rewards online:

Contractors can log into PowerPerks and enter the product serial number into a claim: www.generacpowerperks.com.

Purchase claims will undergo review within 5 to 7 business days to determine eligibility. Points for qualifying purchases will be credited to the account. Eligible products must be bought from an authorized Generac distributor.



Terms and Conditions: Purchases must be made through a Generac distributor. Void where prohibited, taxed or restricted by law. To qualify for the promotion, the Generac product must be: (1) purchased from a Generac Distributor and (2) submitted via claim on the POWERPERKS website. If a product claim is incomplete or fails to meet any of the terms and conditions, points will not be awarded for such claim. A claim showing the qualifying purchase and serial number must be submitted to receive this promotion. Points will only be earned for qualifying product purchases and will not be earned for other charges, including, without limitation, shipping or tax. Customers should keep a copy of the requested forms for their records. Generac is not responsible for lost, late, or incomplete claims. Claims must be submitted within 30 days of purchasing qualifying product. Please allow 5 to 7 days for processing. Quantities of 5 or more of any given sku will be considered a commercial job and may not qualify. Approval of claims is at the discretion of Generac Power Systems, Inc. This promotion is not valid with any other Generac-sponsored promotion. Generac reserves the right to rescind, terminate or change this promotion at any time without notice. Accounts with no activity for a duration of 6 months are subject to deactivation. Additional terms and conditions may apply. For questions related to eligibility and the status of your account, please email powerperks@generac.com to speak with a Generac representative.

Homeowner Financing

Synchrony financing support can help you grow your business by offering a variety of financing options to meet your customer’s needs.

Using Financing to Grow Your Business

Synchrony makes it easier for you and your customers to do business. Tailor rate options based on project size, product offerings and more. Manage overall cost of the project and increase your customer base for generators.

Customer Financing Options*

Reduce financial risk and offer convenient payment options through Synchrony Bank. Customers can receive a credit line for current and future Generac purchases, including installation and maintenance programs. With more than 30 promotional offers, Synchrony makes it easy for you to find a plan that best fits customer needs.

The Synchrony Advantage

Simple: Streamlined application process

Flexible: Variety of promotions to meet your customer’s needs

Consultative: Work with the Synchrony team to find the options that fit your needs

To learn more about consumer financing go to <http://toolbox.mysynchrony.com>.

Sign up today by calling **877-891-9803**
(8:00 AM– 6:00 PM Monday through Friday)
and mention the code ‘**GeneracWholesale**’.



Aligned Contractor Tiered Benefits Program

Join trade professionals around North America by working with your distributor and Generac to receive our unmatched program benefits.

	All Contractors	Silver	Gold	Platinum
Required Annual Activations ¹	–	12	30	75
PROGRAM BENEFITS				
Per Unit Advertising ²	–	\$20 per unit	\$40 per unit	\$60 per unit
Free Service Class ³	–	1	1	2
Home Standby Unit at Personal Use Price	–	1	1	2
Fleet Monitoring Subscription Per Activated Unit ⁴	–	–	1 year	2 years
Participation in Consumer Sales Event	–	–	–	✓
NEW Listing on Generac Locator ⁵	✓	✓	✓	✓
Training Courses	✓	✓	✓	✓
Synchrony Financing (U.S. Only)	✓	✓	✓	✓
Marketing on Demand	✓	✓	✓	✓
PowerPerks Rewards	✓	✓	✓	✓
Fleet Monitoring ⁴	✓	✓	✓	✓
Service Opportunities ⁴	✓	✓	✓	✓

*All benefits are subject to the discretion of Generac Power Systems. Generac reserves the right to stop, start or adjust program benefits at any time.
¹Product must be registered through GenService, Generac 360 or Fleet. | ²Funds are loaded into contractor's Marketing on Demand account and are to be used in accordance with Generac Co-Op guidelines.
³The service class is a one-time use upon tier entry. | ⁴Service providers only or qualified service training required. | ⁵Must have completed Generac Aligned Contractor agreement.

Get started today!

Visit bit.ly/alignedcontractor, email AlignedContractor@generac.com or call **262-544-4811 ext. 3444** to get signed up and start receiving these exclusive Generac benefits today!

Aligned Contractor Onboarding Pathway

We work with your distributor to help you through every step of the onboarding process. We can assist in the creation of your business growth strategy through engagement in the category.



Advantages of Fleet Monitoring

Offer customers your Fleet monitoring services so that they can get all the advantages of Mobile Link, without having to lift a finger!

Fleet enables you to monitor every generator you maintain remotely, with the ability to increase your business revenue by implementing service contracts at every install, maintenance visit, or incoming service request!

	Free	Active	Dealer-Managed Plan
Description	Contains the essentials a homeowner needs to begin monitoring your generator	Home owner receives notifications (email, text, push) about their generator and contact their Aligned Contractor directly through the Mobile Link app	The Mobile Link service provides you with notifications when maintenance is required or a problem occurs – 24/7, 365 days a year
Automatic Firmware Updates	✓	✓	✓
View Generator Status	✓	✓	✓
View Generator Exercise Timing	✓	✓	✓
View Generator Run Time	✓	✓	✓
View Maintenance Schedule	✓	✓	✓
Generator Hours Of Protection	✓	✓	✓
View Battery Level	✓	✓	✓
Weather Forecast	✓	✓	✓
Online Support	✓	✓	✓
View Status History	✓	✓	✓
View Maintenance History	✓	✓	✓
Edit Generator Settings		✓	✓
Generator Push Notifications		✓	✓
Generator Email And Text Alerts		✓	✓
24/7 Remote Monitoring			✓
Remote Diagnostics			✓

Enroll in the Aligned Contractor service program today to get started!



Grow Your Revenue and Achieve Total Territory Visibility*

Transform Your Service Business

Fleet is the industry’s top remote monitoring platform, created specifically for our service providers. Fleet maximizes operational efficiency and introduces new revenue streams to boost your bottom line. Connect a generator via Wi-Fi or Cellular and add to Fleet to see status in real-time. Stay informed on how, when or if you need to dispatch resources to troubled generators, or even large outage locations.

Fleet’s Exclusive Benefits

Take Full Ownership of Every Generator You Maintain

Link each generator to your account for accountability and a smooth service experience.

Peace of Mind

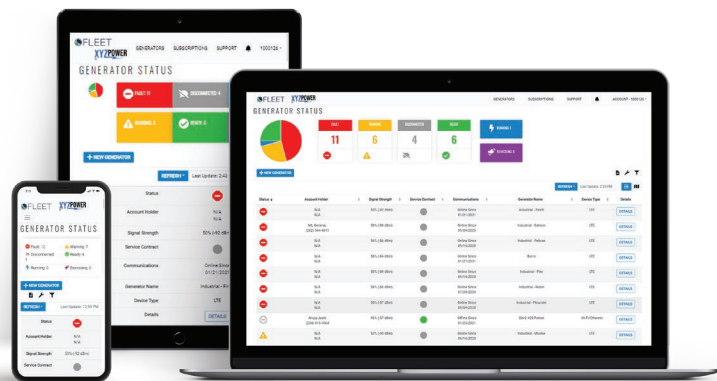
Provide 24/7 peace of mind to homeowners with remote monitoring through Fleet.

Proactive Notifications

Receive alerts for maintenance, service issues, connectivity status, and more.

Seamless Firmware Updates

Every generator that you connect to Wi-Fi or Cellular will automatically be updated to the latest firmware.



Compounding Your Earnings



Operational Savings

Perform remote generator fixes, avoid unnecessary truck rolls and optimize your resources.



Subscriptions & Recurring Revenue

Sell Fleet subscriptions and earn revenue through maintenance contracts.



Sales & Service Revenue

Add remote monitoring services to contracts, sell more hardware and enhance customer retention.

Contractor Training

We offer different training courses for contractors to attend. Courses are offered in several formats including in-person, virtual and/or online and at your own pace.

Installation Training

Time: Approximately 3 hours

Course Level: Beginner

Course Benefits: Access to the Aligned Contractor Program, marketing tools, and more.

Course Description: Hosted by your local Generac distributor and Generac Sales Representative, this class covers how to size, sell and install generators with your customers. If you’ve ever been asked by one of your homeowners to sell and install a home standby, this is the first class you’ll want to attend.

Topics Covered:

- Residential Market Overview
- Site Preparation
- Fuel Considerations
- Back Up Options
- NEC 2023 Code Updates for Generator Installation
- Transfer Switch Connections
- Generator Connections
- Operational Tests & Final Steps
- Sizing the Generator: NEC 220, Part IV

Air-Cooled Generator Service Training

Time: 2 days **Cost:** \$750

Course Level: Intermediate

Course Benefits: All the P4P benefits as well as the ability to perform warranty repairs on Generac air-cooled generators (OPE and HSB) once paperwork is completed.

Course Description: Learn how to become a Generac Air-Cooled product expert. This 2-day course is composed of classroom learning, hands-on lab and nightly assignments. After completing this course and required paperwork, you’ll be certified to perform warranty repairs on all Generac air-cooled generators. Certification lasts 1 year, with a short online recertification course required every year following for just \$175.

Upon completion, please reach out to your Generac Representative to finalize paperwork and your certification.

Additional Training Options

Once in the program you’ll have access to additional training including Liquid-Cooled Service Training, Introduction to PWRcell Installation and more.

Grow Your Business in Your Local Market

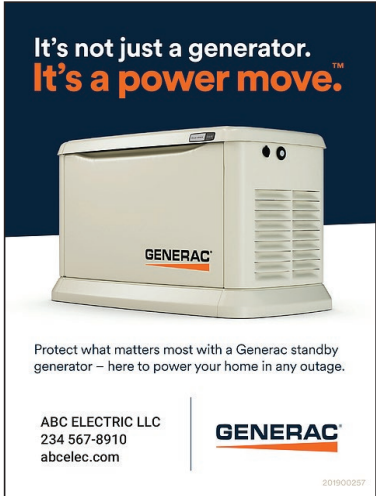
Generac is committed to helping you invest in your business growth and success through ongoing marketing for the sale and service of Generac products. As part of this commitment, we offer Marketing on Demand (MOD), a tool designed to meet your business’ marketing needs.

MOD offers a wide range free and paid tools such as print and digital advertising templates, digital marketing programs, social media content, company merchandising and literature to help you engage your local market.

Co-Op Funds

Qualifying Aligned Contractors have access to our cooperative marketing reimbursement program. This provides monetary reimbursement to Aligned Contractors who participate in a range of marketing initiatives and are eligible for varying levels of reimbursement – as laid out in the Co-Op Guidelines.

Examples of MOD & Co-Op Eligible Assets



Digital Marketing Programs

We offer affordable, convenient marketing programs to drive awareness to your business and the Generac products you sell and/or service. You can enroll in these programs directly via Marketing on Demand.

Marketing Program	Cost	Program Description
Directory Listings & Reputation Management	100% Reimbursement	We'll create, verify, claim and optimize business profiles across multiple online directories. An optimized business profile provides greater search engine visibility, and the ability to acquire leads via website visits and phone calls. Reputation Management also instantly tracks online reviews with e-mail alerts and the ability to respond directly.
Social Media: Auto Organic Social Posts	No Setup Fee 100% Reimbursement	Connect to your Facebook and/or Instagram account and opt-in to content categories (i.e. power outages, seasonal, promotional) to see Generac approved social media posts get automatically posted on your behalf.
Social Media: Pick-N-Post	Free	Easily select a post from a library of pre-created posts that follow Facebook's best practices for marketing on their platform.