



Heating & Cooling Systems

TOP TEN REASONS

to become a Bryant dealer



**BRYANT CAN HELP POSITION
YOUR BUSINESS FOR SUCCESS**

**TOP
TEN**

REASONS TO BECOME A BRYANT DEALER

THE BRYANT REPUTATION

- More than just heating and cooling: it's about earning your trust
- We do Whatever It Takes[®] to help you succeed...today and tomorrow

COMMITMENT TO ADVANCING TECHNOLOGY

- 115 year Charles Bryant legacy of pioneering HVAC solutions
- Value for homeowners has always been the driving force behind our designs and technology

EXCEPTIONAL LINE OF PRODUCTS

- Impressive range of reliable, quality products for various budgets, efficiencies and control needs
- Residential Add-On/Replacement and New Construction, Commercial, and Multi-Family applications

PRODUCT READILY AVAILABLE

- National distribution network with over 400 locations...and one near you!
- Distributor commitment to stocking the units you need for quick delivery or pick-up

TECHNICAL SUPPORT TEAM

- Knowledgeable and accessible factory and distributor service managers
- Professional training & online support available to help strengthen your business

EFFECTIVE PROGRAMS & PROMOTIONS

- Social media programs and the Bryant.com Contractor Locator reach new customers
- Rebates and financing help improve mix and increase sales

POWERFUL LEAD GENERATION

- Contractor Locator with your bio, ratings & reviews, and direct link to your website
- Call transfer and tracking available at no cost for better monitoring and managing

DIGITAL SALES TOOLS & VENDOR DISCOUNTS

- Bryant[®] Pro and Service Tech apps provide what you need to increase your credibility and skills
- Bryant dealer discounts from preferred vendors help you save time and money

FACTORY AUTHORIZED DEALERS (FADs)

- FADs promote and provide our factory-backed 100% Satisfaction Guarantee
- FADs enjoy priority ranking on Contractor Locator...generating 3X more leads* than non-FADs
- FADs can take advantage of exclusive financing and rebate options

STRONG BUSINESS SUPPORT

- Focused inside and outside sales support help with successful practices and profit strategies
- Your success is our success...we're committed to helping you grow your business

