



"Serving the Delmarva Peninsula"

New Dealer Application Form



HEATING & COOLING  
RIGHT FOR YOU.



**Company Information**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Street Address \_\_\_\_\_ Unit # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Business Phone: (\_\_\_\_) \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

Fax Number: (\_\_\_\_) \_\_\_\_\_ Company Website: \_\_\_\_\_

Key Company Contact(s): \_\_\_\_\_ Email Address: \_\_\_\_\_

\_\_\_\_\_ Email Address: \_\_\_\_\_

\_\_\_\_\_ Email Address: \_\_\_\_\_

**Company Licensing Information**

*This information is being requested in accordance with state law and federal regulations. The information is voluntary and will be for internal use and reference only...*

**Master HVAC/R License Information**

Type: Master - Master Restricted - Limited - Journeyman

State: Maryland - Delaware - Virginia - Other \_\_\_\_\_

Name: \_\_\_\_\_

License #: \_\_\_\_\_

**EPA Certification # :** \_\_\_\_\_

**NATE Certification:**

Name: \_\_\_\_\_ NATE ID#: \_\_\_\_\_



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**Company Detailed Information**

**How many years in HVAC/R Business:** 1-3yrs - 3-5yrs - 5-10yrs - 10yrs +

**Primary Scope of Work:** Residential \_\_\_% - Light Commercial \_\_\_% - Commercial \_\_\_%

Add on Replacement \_\_\_% - New Construction \_\_\_% - Service \_\_\_%

**What counties do you currently serve:** \_\_\_\_\_

**What brands are you currently offering:**

TRANE - Lennox - American Standard - YORK - Amana - Goodman - Air Temp - Other \_\_\_\_\_

**Key Motivators:** *Industry studies have identified the following as key motivations for contractors looking to partner with a distributor & brand. Looking at all the categories below please choose which would be your top 5 for you and your company.*

**PRODUCT**

- Quality
- Reliability
- Efficiency
- Familiarity
- Support
- Serviceability
- Maintenance Ease
- Product Line Completeness
- Inventory/Availability

**PROGRAMS/SUPPORT**

- Warranty
- Literature
- Credit Policy/Terms
- Reliable Supply
- Training
- Lead Generation
- Consumer Financing
- Business Insurance
- Computer Software
- Fleet Discounts
- End of Year Rebates
- Business/Sales Training

**SALES & SERVICE**

- Sales Staff Competency
- Attitude Professionalism
- Business Consulting
- Response/Turn Around Time
- Locations/Hours of Operation
- Pricing – good value for price
- Delivery Schedule
- Stocking/Return/Warranty Policies
- Personal Relationships
- Incentive Trips

**BRAND**

- Reputation
- Consumer Preference
- National Advertising
- Promotional Support