



## 2014 Lennox Consumer Promotion Offers – Gulf Coast

Consumer Receives  
**Up to a \$1,700\* Rebate**  
**OR**  
**Special Financing\***

**\* with purchase of a qualifying Lennox® home comfort system**  
(See enclosed for details)

### Promotion Dates:

Homeowner must purchase and install between **June 30, 2014 and August 22, 2014.**

Claims must be entered ONLINE by homeowner with back-up documentation within 14 days of installation or by **August 29, 2014, whichever occurs first.**

Dealer must have purchased a Best Lennox CAP package to participate in this promotional offer. Dealer may offer both Consumer Rebates and Financing for qualifying equipment, but will only receive promotional benefits for one offer.

## HOMEOWNER REBATE CLAIM SUBMISSION GUIDELINES

### CONTACT INFORMATION

For general questions regarding processing promotional claims:

- Contact 360 Incentives at 1-855-458-5462
- Or email [lennoxrebates@360incentives.com](mailto:lennoxrebates@360incentives.com)

### REBATE SUBMISSION – **Must be submitted by the homeowner**

- **The sale to the homeowner and installation must fall within the promotional dates to qualify (June 30, 2014 –August 22, 2014).**
- Homeowner must receive the rebate offer directly from a participating Lennox dealer.
- This offer will be a rebate check sent directly to the homeowner from Lennox.
- Dealers will NOT give an instant discount off the purchase price and will not give an instant discount off the invoice amount.
- **Dealer must not charge the consumer for any portion of the consumer offer.**
- **All claims must be submitted online.**
- **HOMEOWNER must enter their REBATE online at: [www.lennoxconsumerrebates.com](http://www.lennoxconsumerrebates.com)**
- **HOMEOWNER must also submit their homeowner invoice.**
- **Claims are not approved until proper back-up documentation has been provided and audited.**
- After the claim is audited, approved and processed the dealer is then billed for their portion of the rebate based on their CAP package level.



## CLAIM SUBMISSION

- **DEALER must provide homeowner with the following:**
  1. A copy of their **homeowner invoice**
    - Invoice number
    - Include ALL model numbers purchased
    - Homeowner name and address
    - Date of installation
    - Dealer name and address
  2. The completed **Consumer Rebate Submission Form** (see separate document titled "Consumer Rebate Submission Form")
    - Please fill out in its entirety. Failure to do so could delay the processing of the homeowner's rebate.
- **The sale to the homeowner and installation must fall within the promotional dates to qualify (June 30, 2014-August 22, 2014).**
- Homeowner must complete their rebate submission online within 14 days of installation or by August 29, 2014 **whichever occurs first.**
- 360 Incentives audits claims and back-up documentation.
- **Claims are not approved until proper back-up documentation has been provided and audited.**
- Please allow 4-6 weeks for rebate processing after claim is audited and approved
  - Homeowner may choose to expedite their rebate processing for a small fee. They can select this option when they are submitting their rebate. If they choose to expedite payment, they will receive payment in the form of a check minus the fee for the expedited service they select.
- **Incomplete or missing back-up documentation:**
  - If there is an error with the claim and additional information is required, 360 Incentives will send an email directly to the homeowner notifying them of the error.
  - If back-up documentation is not received within 14 business days of entering the claim, the claim will be denied.

## ONLINE CLAIM STATUS

- Dealers are encouraged to check the status of homeowner-entered rebate claims online through 360 Incentives, located on DaveNet® >Consumer/Spiff Submission & Status>Consumer Promotions.  
**Or new DaveNet> Partner Resources >Sales Tools >Consumer Promotions >Check Claim Status**

## CLAIM STATUS DEFINITIONS

Below are terms you will see when checking the status of claims submitted:

- **"Submitted"** - Claim has been entered and is waiting to be audited.
- **"Approved"** - Claim has been approved & processed to be paid. Allow 4 to 6 weeks for homeowner to receive their check with normal processing from claim approval date.
- **"On Hold"** - Claim may be on hold for various reasons. Some examples are: missing invoice, serial number needs verification, information on invoice doesn't match the rebate information entered online.
- **"Paid"** - Rebate has been processed and will be sent to the homeowner.
- **"Declined"** - Claim has been declined and will not be processed. Here are some examples of why claims are declined: required or corrected back-up documentation was not received within notification period, missing or invalid serial number(s) on claim and/or back-up documentation, missing model number(s) from invoice, products were sold or installed outside program dates, or model number on claim does not match model number listed on invoice, products submitted do not make up a system, or product model does not qualify in system sold. Ineligible product(s) will result in partial denial of claim and reduced rebate amount.



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**Rebate Offer – Up to \$1,700\***

**Promotion Code: NU83CR0314**

*\*Includes Ultimate Comfort System with the iHarmony and Solar Panel add-on.*

### System Options:

To be eligible for a system rebate, homeowner must purchase one qualifying product from *each* category: *Outdoor, Indoor, and Control*. Solar panels and the iHarmony zoning system can be added to qualifying systems below for an additional rebate.

Eligible systems when paired with the iComfort Wi-Fi®	XC/XP25 <sup>1</sup>	XC/XP21 <sup>1</sup>	XC/XP17 <sup>1</sup>
SLP98V <sup>1</sup>	\$1300	\$900	\$700
CBX40UHV <sup>1</sup>	\$1300	\$900	\$700
CBX32MV <sup>1</sup>	\$1000	\$800	\$600
SL280V <sup>1</sup>	\$1000	\$800	\$600
EL296V <sup>1</sup>	\$1000	\$800	\$600

**System Add Ons**

**Add on to a qualifying system for up to an additional \$400 in rebates!**

+\$300 Solar Panel Add On<sup>4</sup>  
+\$100 iHarmony Add On<sup>4</sup>

**Install one unit from each column to receive a \$600 rebate**

Unit	Control
15CHPX <sup>2</sup>	CS7000
15GCSX <sup>2</sup>	CS5000
15CHAX <sup>2</sup>	Honeywell <sup>3</sup>

**Install one unit from each column to receive a \$300 rebate**

Outdoor	Indoor	Control
XC16	SLP98V	iComfort Wi-Fi
XP16	CBX40UHV	Honeywell <sup>3</sup>
XC14	CBX32MV	CS7000
XP14	SL280V	CS5000
	EL296V	
	EL296E	
	EL195E	
	SLO185V	
	SLO183V	
	CBX27UH	

**Individual Unit Rebates**

\$250	\$200	\$150	\$100	\$75	\$50
XC25	XC21	XC17	Mini-Splits	XC16	PureAir™
XP25	XP21	XP17		XP16	LF24
SLP98V					

<sup>1</sup> iComfort enabled unit. Must have an iComfort-enabled indoor unit to use the iComfort control option. Homeowner must submit serial number for iComfort Wi-Fi if it is required for the system rebate.

<sup>2</sup> No separate indoor unit is needed to qualify for a Package unit system.

<sup>3</sup> Must be a programmable Honeywell thermostat purchased from Lennox.

<sup>4</sup> iHarmony and Solar Panels add on rebate are system add-ons only. They do not qualify for an individual rebate and must be purchased with a qualifying system to redeem additional rebate amount. One iHarmony and one Solar Panel rebate per system. Cannot be combined with individual unit offers. Solar add-on is only eligible with a qualifying system that features a solar-ready outdoor unit. Solar-ready outdoor units include the XC25, XP25, XC21, XP21, XC17, and XP17. Must install a minimum of four solar panels.



### DEALER FINANCING CLAIM SUBMISSION GUIDELINES

- GE Capital offers dealers a menu of pre-determined financing options. Participating dealers must select from one menu of options for the calendar year (A, B, C or H).
- Dealer selects a financing promotional offer from their pre-determined menu.
- Dealer offers the selected financing promotional offer (through GE Capital) to the homeowner on purchases with Home Climate credit card between **June 30, 2014 and August 22, 2014**.
- Homeowner must be approved for financing by GE Capital.
- Dealer is “funded” by GE Capital for each qualifying job, less appropriate GE Capital discount cost.
- All jobs must be funded by August 29, 2014.
- DEALER must submit FINANCING claims online on original DaveNet Marketing>Consumer/Spiff Submission & Status>Consumer Promotions. **Or new DaveNet > Partner Resources > Sales Tools > Consumer Promotions > Check Claim Status**
- 360 Incentives audits claims and back-up documentation.
- **Claims are not approved until proper back-up documentation has been provided and audited.**
- After the financing claim is audited, approved and processed the dealer will then be credited for their portion of the financing, based on CAP package level and Dave Lennox Premier Dealer™ status.
- Maximum credit amounts will apply. Maximum credit amounts are predetermined based on the qualifying Lennox product sold and installed during the promotion dates. Lennox does not reimburse the dealer for portions of financing cost on items not covered on Lennox Consumer Promotion.
- **Please allow 2 to 3 weeks for credit to appear on dealer account once claim has been approved.**

### CALCULATING DEALER REIMBURSEMENT

- To calculate Lennox promotion credit amount, multiply the Discount Amount Paid by the dealer’s promotional funding percent from Lennox.
  - The Total Amount Financed and the Discount Amount Paid can be found in the Sales Activity by Customer section of GE Funding Report. Maximum credit amounts will apply. Maximum credit amounts are predetermined based on the qualifying Lennox product sold and installed during the promotion dates. Lennox does not reimburse dealers for portions of financing cost on items outside qualifying Lennox products.

#### Financing Example #1: Lennox Dealer with BEST CAP Package (Premier)

- \$15,000 Purchase (\$1,000 rebate)
  - Purchase qualifies for \$900 maximum financing credit from Lennox (\$1000 x 90%) - See promotional flyer for maximum payouts.

#### Financing Example #2: Lennox Dealer with BEST CAP Package (Non-Premier)

- \$15,000 Purchase (\$1,000 rebate)
  - Purchase qualifies for \$700 maximum financing credit from Lennox (\$1000 x 70%) - See promotional flyer for maximum payouts





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### Special Financing – Financing Offer Promotion Code: NU83FN0314

Maximum Financing Credit Per System		
Systems	Premier	Non-Premier
	Best Package	Best Package
\$1,300 Rebate	\$1,170	\$910
\$1,000 Rebate	\$900	\$700
\$900 Rebate	\$810	\$630
\$800 Rebate	\$720	\$560
\$700 Rebate	\$630	\$490
\$600 Rebate	\$540	\$420
\$300 Rebate	\$270	\$210

Maximum Financing Credit Per Unit		
Individual Units	Premier	Non-Premier
	Best Package	Best Package
XC/XP25	\$225	\$175
SLP98V	\$225	\$175
XC/XP21	\$180	\$140
XC/XP17	\$135	\$105
Mini-Splits	\$90	\$70
XC/XP16	\$67.50	\$52.50
PureAir	\$45	\$35
LF24	\$45	\$35

Maximum Financing Credit Per Add-On		
Add-On	Premier	Non-Premier
	Best Package	Best Package
iHarmony	\$90	\$70
Solar Panels	\$270	\$210

**Premier Dealer financing credit amount is 20% over CAP reimbursement amount (ie. 90% for BEST CAP dealers – 70% plus additional 20%) when financed through GE Capital.**





# FAQs:

## Since customers now file for their rebates directly, what happens if they file for it without my making them aware of it?

If you declined to make the homeowner aware of a rebate offer during the sales process—and they find out about it independently of your help and file for it—when we pay their claim, you will be billed your dealer portion of the rebate cost as if you had made the homeowner aware from the beginning.

## What happens if a homeowner submits their rebate claim outside of the required filing dates?

Homeowner claims submitted outside the required filing dates\* do not qualify under stated promotion guidelines. For consumer rebate claims that are submitted outside the required filing dates, the consumer rebate claim will be honored if all other program requirements are met including installation during the promotion period. In addition, the participating dealer may be billed 100% of the rebate cost. We encourage you to monitor claim status at original DaveNet>Marketing>Consumer/Spiff Submissions. Or new DaveNet>Partner Resources>Consumer Promotions>Check Claim Status

\*Claims must be submitted by the homeowner online within 14 days of installation or by one week from promotion end date, whichever occurs first.

## What happens if a homeowner sale or installation takes place outside the stated promotion dates?

Sales and installations completed outside the stated promotion dates do not qualify under promotion guidelines. However, if a rebate is offered to the homeowner by the installing dealership, and the homeowner submits a claim for a sale or installation that is completed either prior to the promotion start date or after the promotion end date, the claim will be honored if all other program requirements are met including submitting the claim within approved dates. Since the claim is outside of the stated promotion dates, the participating dealer may be billed 100% of the rebate cost. We encourage you to monitor claim status via DaveNet.





### TERMS AND CONDITIONS for Participating Lennox Dealers:

**Terms and conditions:** This offer is available through participating Lennox dealers with a 2014 Best CAP package. Participating dealers must have purchased a 2014 Lennox Best CAP package. Promotions are offered to the homeowner at the discretion of the Lennox dealer. Only equipment and systems listed on promotion are eligible for this offer. All products and offers are subject to availability. **Offer valid on purchases and installation of qualifying equipment between June 30, 2014 and August 22, 2014. The sale and installation to the homeowner must fall within the promotional dates to qualify. Claims must be entered online and paperwork submitted within 14 business days of installation or by August 29, 2014, whichever occurs first. Claims and/or paperwork will not be accepted after August 29, 2014.** This offer applies to residential installations only. Commercial installations, dealership employees, homebuilder or contractor purchases for new construction, homeowner upgrade through home builder or contractor, installations in multi-family dwellings or any dwelling other than a single-family residence do not qualify for this offer. All information requested is required. Incomplete, illegible or late submissions will be denied. Financing credits will not be issued for denied claims. Lennox reserves the right to request additional information to validate a claim. Lennox reserves the right to inspect an installation that is a part of this program. Consumers can redeem only one of the promotional offers per serial number sold. All required back-up paperwork must be sent to 360 Incentives **via Fax: 1-855-851-5357 or email: [lennoxrebates@360incentives.com](mailto:lennoxrebates@360incentives.com)**. Lennox is not responsible for lost/missing paperwork. Submission will not be accepted for retailers, clubs, organizations, wholesalers or contractors. Cannot be combined with any other Lennox Consumer promotional offer. Multiple qualifying products may be sold within individual family or household. Purchase of equipment must be made by the individual receiving the Rebate. Offer invalid and checks are void if not cashed within 90 days of issuance and cannot be reissued. For lost checks or checks reissued due to inaccurate name spelling or inaccurate address information provided upon claim entry, a check reissuance fee of \$25 will apply. Please allow 4-6 weeks for check processing after claim has been approved, unless expedited payment option has been selected.

