

Your Complete Marketing Plan

The 12th Man Plan is a turnkey program to help you promote your company and run it more efficiently. Choose your level of enrollment to match your needs.





Dollar for Dollar, the 12th Man Plan Is the Best Marketing Program Available through ANY Manufacturer!

12th Man Plan Tier II

\$27,009.50
total value!

\$450 enrollment

- **Dealer locator listing** with special offers
- **Customer-for-Life direct mail program** to current customers (5 mailings per customer including a magnet with company and serial numbers)
- **Angie's List support team** and Fetch program
- **SEO Local** for company name
- **HVACfeedback.com** review generator program
- **Help through 12th Man Plan program** support team 1-844-MY1-TEAM (691-8326)
- **Seasonal and extended** rebates
- **Financing special offers** through Synchrony Bank and FTL
- **GPS fleet management** discount through NexTraq
- **GM vehicle rebates** up to \$6,700
- **Custom Brochure Builder** tool (around \$2 each if printed)
- **iPad purchase program** 50% reimbursement up to \$400 for a new iPad (if funds exist)
- **Free ComfortConsultant™ iPad app** with \$195 iPad Jump Start Training (app retails for \$499)
- **Prequalified leads** from locator (\$30 each)
- **Special copay plans** on 3- and 5-year labor warranties
- **HomeAdvisor support team** and special discounts
- **More!**

12th Man Plan Tier II – plus 2-Point Conversion

\$34,009.50
total value!

\$850 enrollment

- **All of the above, PLUS...**
- **Facebook Easy Button**
- **7-page business website** OR product page for current website (auto-updates)
- **Free logo program**



1-844-MY1-TEAM (691-8326) | 12thman@nortek.com