

WORRY-FREE

RESIDENTIAL STANDBY GENERATOR LEASING



WHY LEASING AND WHY NOW?

There's been a growing shift in consumers' attitude toward ownership and now it's reached the tipping point. Whether it's your cell phone, cable subscription or perhaps a vehicle or even a home, consumers are recognizing the convenience and value of not owning these products.

The Generac Install + Service package now makes that experience possible with its home comfort and power generation systems, as well.

Homeowners can now enjoy all the peace of mind that comes from having a home backup generator installed, without all the anxiety, cost and burden of owning, maintaining and repairing those systems—all for one low monthly payment.

Now is your opportunity to deliver an outstanding, worry-free experience for your customers and be on the cutting edge of this exciting program. You can lead the way in your market, by offering your customers what they really want—all the benefits of ownership without the ongoing costs.

Besides being a great offer for your customers, the program provides your company with some great benefits as well. As the installing dealer, you'll be paid up-front for the full invoiced price and for all of the ongoing maintenance and repairs over the life of the system. Adding predictable recurring revenue to your business will provide you with additional cash flow, increase the value of your company and create planned replacement opportunities to fuel your company's future growth.

Don't miss out on this opportunity to provide your customers with a true, worry-free experience. Contact your Generac territory manager or Advantage Alliance representative today to get started.

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GENERAC[®]

INSTALL + SERVICE PACKAGE
Powered by Advantage Alliance Program

FREQUENTLY ASKED QUESTIONS



Is there a cost for a dealer to participate in the program?

No, unlike financing or rent-to-own companies, there is never a charge to the dealer with the Advantage Program. In fact, all those financing dealer fees actually become additional profit for the dealer!

How long is the lease term for the consumer?

The program operates on a 10-year term. There is a no-penalty, pro-rated early termination option available at any point to the consumer.

What happens if the consumer moves or sells their home?

When a home is sold there are a few options available:

1. The seller exits the agreement via the early termination option and sells the home as usual.
2. The buyer exits the agreement via the early termination option at point of sale or after purchase.
3. The agreement transfers from the seller to the buyer and the buyer assumes responsibility for the remainder of the original term (this occurs most often).

Who sets the pricing?

The monthly payment amount is based on the system price set by the dealer. While we offer assistance and training for pricing to our dealers, ultimately they determine their own pricing.

How does the dealer get paid?

The dealer will receive 100% of the pricing they specify for the transaction. There are no financing, processing or transaction fees charged to the dealer. Funding occurs within days of a completed installation.

Who pays for the maintenance and repairs?

The dealer will receive an annual revenue share (paid quarterly) to perform maintenance and any repairs (regardless of whether a repair has occurred). There is no claim process and the dealer is responsible for all repairs through the end of the term. A 10-year comprehensive parts and labor warranty is included at no cost to the dealer.

What happens if a consumer stops paying?

The dealer is not responsible for any bad debt or collections activity. They will not be asked to remove equipment or render it inoperable. In the event of a consumer default, we will begin a standard collections process and the dealer will cease to perform maintenance or service.

Is the program expensive?

The Advantage Program provides equipment, filters, maintenance and repair coverage for one affordable monthly payment. Customers who choose the Advantage Program will often pay less over the 10-year term versus other means of transacting, while enjoying many more benefits.

Is training and marketing support available?

Virtual and in-person training is available when you enroll with the Advantage Program. Our dedicated training team will prepare everyone in your organization to discuss the Advantage Program with your customers. Additionally, our territory managers, trainers and support coordinators will be there to support your team over the coming months and years to ensure your success.

There are also marketing materials available for the dealer at no cost via the dealer portal. The dealer can use our materials or they can fully customize the materials using their own marketing company.

How does a dealer sign up?

Go to www.AdvantageAllianceProgram.com and complete the form or reach out to your local Advantage Alliance territory manager to get started today.

For more information go to WWW.ADVANTAGEALLIANCEPROGRAM.COM
Or email us at INFO@ADVANTAGEALLIANCEPROGRAM.COM

