

## Up To Date

### Dealer Meeting

*Don't forget about the 2017 Dealer Meeting in Napa on February 10 and 11. We look forward to seeing you there!*

### Carrier Scholarships

*The Carrier Distributors' Education Foundation is once again offering scholarship opportunities for children of HVAC dealers & contractors. For more information, contact your territory manager.*

### Full Year FAD Financing

*Throughout the entire year, Factory Authorized Dealers have the opportunity to claim for reimbursements when using Wells Fargo 12, 36 or 60 month financing programs.*

### February Promotion

*As a prelude to Cool Cash, eligible 2017 dealers may offer their homeowners 36 month 0% APR financing at a low rate of 7% or 5% for FAD.*



## Russell Loy Sigler

**January 23, 1917 - January 7, 2017**

We celebrate the life of the founder of Sigler Wholesale Distributors. A World War II veteran with humble beginnings grew a small contracting company into one of the largest Carrier distributors in the country. All who had the privilege of knowing Russ will always remember his kindness and positive attitude.

## 2017 Dealer Programs

Have you ever stopped to think about Carrier's tagline, "Turn to the Experts?" It communicates Carrier's manufacturing position as the leader in the industry and identifies Carrier Dealers as experts in installation, service and customer satisfaction. Carrier Dealers have the opportunity to partner with a brand that homeowners universally recognize and respect as the best. The combination of Carrier's superior product line, and you as the Expert, is a combination that homeowners appreciate.

Sigler Wholesale Distributor's 2017 Carrier Dealer Programs are filled with the tools to help you succeed this year. The program includes lead generation options, financing programs, dealer apps, technical and sales training, co-op opportunities, exclusive products for add-on-replacement, an income extension opportunity, a trip to Costa Rica and much more. Sigler Wholesale Distributors has and will continue to support and partner with Bay Area Carrier Dealers in their sales efforts and continue to reward them for their loyalty.

In 2017, there are four dealer programs:

### Comfort Dealer

This program is designed for a growing contractor who is just starting out with the Carrier brand. The program includes

many benefits designed to help them work more efficiently, increase the number of leads and convert those into profitable jobs.

### Comfort Dealer Plus

Similar to the Comfort Dealer program but with two key enhancements – participation in Carrier's consumer rebate program, Cool Cash, and a listing on Carrier's online dealer locator. Both are great tools to grow a business!

### Temperature Tough Dealer

The benefits in the Temperature Tough program are ideal for mid-sized and more established Carrier dealers. Income extension, combination rating tools and co-op marketing are the most popular benefits in this program.

### Temperature Tough Gold Dealer

This program is similar to Temperature Tough Gold with even larger co-op rates. That makes it a perfect fit for the largest Carrier dealers in the Bay Area.

For more information about any of these programs, talk to your Sigler Wholesale Distributors territory manager. To register, go to [www.SiglerCarrier.com](http://www.SiglerCarrier.com) and select "Click here to enroll" inside the Dealer Programs section. Don't delay as there is a 5% discount for all enrollments prior to February 28!

THE PRODUCTS YOU NEED  
THE VALUE YOU DESERVE

### Concord

1920 Mark Court, #100

p – 925.825.1540  
f – 925.825.1427

Celeste Wolf x8507  
Catie Bier x8516  
Linda Randall x8311  
Jimmy Hilton x8512  
Ofelia Norwood x8505  
Steve Moorhead x8501  
Bob Tomlinson x8502

### San Jose

1070 Commercial St, #106

p – 408.453.3300  
f – 408.452.1822

Vidal Lara x8308  
Joseph Bautista x8309  
Mike Ha x8305  
Phyllis LaVoy x8307  
Clayton Schultz x8324  
Bill Sperbeck x8302

### South San Francisco

229 Littlefield Avenue, #4

p – 415.330.6600  
f – 415.330.6670

Debbie Russitano x8412  
Tricia Maychrowitz x8404  
Eric McMillan x8401  
Pete Martinez x8406  
Adonis Segrove x8407

### Regional Manager

Jon Malkovich x8500

### Technical Support

Greg Sanchez x8405

### Marketing

Sabrina Sahota x8514

### Credit & Accounting

A-Q: Emily Wohlf x5158  
R-Z: Dina Rowell x5326

### Administrative Support

Debbie Russitano x8412

## Featured Products



As you pull into your driveway on Friday night, the lights turn on and the thermostat adjusts to the home setting. As you and your wife are getting ready to go out, you get a text message that the liquor cabinet has been opened. After learning that your teenager was merely looking for the popcorn maker, you make a few taps on your app and the lights change to the ideal setup for her movie night with friends. While at dinner, you can keep tabs on who is coming in and out of the front door. Later that night as you're getting into bed, you realized that you forgot to set the alarm. Tap on your phone and everything is secure so you can rest peacefully.

All of this and more is easily possible with Carrier's Côr Home Automation system. Best part is that it can be done for no monthly fees and no recurring costs to the homeowner. Ask your Sigler Wholesale Distributors territory manager for more information about this amazing product that can give you differentiation in the marketplace and new sales opportunities.



Since 1947, Shoemaker Manufacturing Company has produced high quality air distribution products for the HVAC industry. The Shoemaker brand is most often associated with their premium line of high quality residential grilles, registers and diffusers. Shoemaker also has a great line of Commercial and Industrial registers, grilles, diffusers, dampers and louvers that have been installed in many high-profile projects across the United States. The Shoemaker name is both well respected and highly recognized in the HVAC marketplace for high quality products and outstanding service.



Sigler Wholesale Distributors is proud to carry a full assortment of Shoemaker grilles, registers and diffusers. Buy one and get one free through the month of February if you mention this article. The limit is 10 free products per customer.

## Technical Tips

### Q: What's the best way to stay up with troubleshooting information?

These days, information is readily available. This has the potential to make it easier for those in the field to gather troubleshooting information and tips via 'smart devices', and apply that information to the question at hand. But is it really working?

From this side of the fence it appears not. Dependency on easy answers and quick tips via technology or phone calls have impacted the process...no sense in understanding what is occurring when one can flip a gadget. What happens when that gadget doesn't work or the call is not immediately answered? What's the solution?

Here's a suggestion - use technology to obtain information and tips prior to the time of need. Check some websites, read some articles, watch some videos, learn where information is located so it is easily accessed and useable when you need it. Print the critical information and place it in a binder kept in your truck. It's far easier to follow complex troubleshooting schemes on paper than it is on a digital device. Use technology to your advantage. Identify where to access information before you 'need' it, and become familiar with that information. Create a "knowledge base" that is easily referenced, either on paper or digital. Learn what works for you.