



Fall 2015 Consumer Promotion – North  
Qualifying products must be sold and installed  
between September 7th, 2015 and November 27th, 2015.



# UP TO \$1,700 IN SAVINGS!\*

During the fall selling season, capture the attention of consumers who are in the market for a new HVAC system with the powerful marketing message,

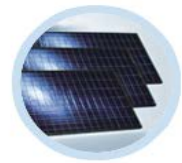
## Up to a \$1,700 Rebate\*



**Up to a \$1,300 rebate on qualifying home comfort systems**  
Savings on qualifying home comfort systems that include furnace or blower coil, air conditioner or heat pump and thermostat.



**\$100 Rebate on iHarmony Zoning System**  
Add-on rebate when your customers purchase an iHarmony Zoning System with a qualifying home comfort system.



**\$300 Rebate on Solar Panels**  
Add-on rebate when your customers purchase four or more solar panels with a qualifying home comfort system.

**Or No Payments and No Interest Until 2017\***

**Or Payments as Low as \$97 per month\*^**

**Or any offer available from Service Finance\***

## Financing Options!

Comfort advisors have the tools to close sales with easy-to-use, convenient and competitive financing offers available from Service Finance.

**Any offer available from Service Finance is eligible for dealer reimbursement with homeowner purchase and installation of qualifying equipment. Maximum credit amounts apply. One offer per homeowner.**

\*\$1,700 offer includes Ultimate Comfort System with the iHarmony and Solar Panel Add-Ons. Each homeowner may qualify for one offer, rebate or financing. Financing reimbursement only available when Service Finance used for financing of qualifying products. ^Based on qualifying system cost of \$8000 at 7.99% APR for ten years.



Fall 2015 Consumer Promotion – North  
Qualifying products must be sold and installed  
between September 7th, 2015 and  
November 27th, 2015.



NF83CR0115 & NF83FN0115

## Program Overview

### Up to \$1,700 in Savings!

With the purchase of a qualifying Lennox Home Comfort System, your customers are eligible for up to \$1,700 in Rebates OR No Payments and No Interest Until 2017\* OR Payments as Low as \$97 per month\*^ OR any offer available from Service Finance\*. See Financing Guidelines (page 5) for details.

### Promotion Dates:

To be eligible for the promotion, the homeowner must **purchase and install** qualifying products between September 7th, 2015 and November 27th, 2015.

### Dealer Eligibility:

The dealer must have purchased a Lennox CAP package to participate in this promotional offer.

### System Offer Eligibility:

To be eligible for a system rebate, the homeowner must purchase a qualifying indoor unit, a qualifying outdoor unit, and an iComfort control if the indoor and outdoor units are iComfort-enabled. If the indoor unit and/or outdoor unit are not iComfort-enabled, the qualifying controls are: CS7500, CS5500, CS7000, CS5000, Honeywell<sup>3</sup>. XCXP14 and XCXP16 systems can be installed with an iComfort as well as CS7500, CS5500, CS7000, CS5000, or Honeywell<sup>3</sup>. Solar panels, iHarmony zoning system and PureAir can be added to qualifying systems for additional rebates.

### Claim Submission:

Homeowner must submit rebate claim online with proper documentation within 14 days of installation or by December 4th, 2015, whichever occurs first. Dealers must submit financing claims via DaveNet within 14 days of installation or by December 4th, 2015, whichever occurs first.

### Claim Status:

Consumers can check the status of their claim at [www.lennoxconsumerrebates.com](http://www.lennoxconsumerrebates.com). Dealers can view claim status on DaveNet at Partner Resources > Sales Tools > Consumer Promotions/Rebates > Check Claim Status. If a claim needs further follow up, the person who entered the claim will receive an email notification.

### Claim Documentation:

A homeowner invoice will be required for each homeowner claim submission and should be attached online at the time the claim is entered. On the homeowner invoice, be sure to clearly indicate the model name of all qualifying products that were installed, including the thermostat model name.

### Serial Numbers:

Serial numbers are required for indoor units, outdoor units and iComfort controls. Be sure to keep these serial numbers on file for your homeowners and also remember to include them on the Consumer Rebate Submission Form.

---

Please refer to the complete program guidelines. For any additional questions call **855-458-5462**.



Fall 2015 Consumer Promotion – North  
Qualifying products must be sold and installed  
between September 7th, 2015 and  
November 27th, 2015.



NF83CR0115

## Fall Consumer 2015 – Up to a \$1,700 Rebate\*

### System Combinations

Product	SLP98V <sup>1</sup>	SL280V <sup>1</sup>	EL296V <sup>1</sup>	EL296E	SLO185V	CBX40UHV <sup>1</sup>	CBX32MV <sup>1</sup>
XC25 <sup>1</sup>	\$ 1,300	\$ 1,000	\$ 1,000	--	--	\$ 1,300	\$ 1,000
XC21 <sup>1</sup>	\$ 1,100	\$ 800	\$ 900	\$ 300	\$ 500	\$ 900	\$ 800
SL18XC1 <sup>1</sup>	\$ 1,000	\$ 700	\$ 800	\$ 300	\$ 400	\$ 800	\$ 700
XC17 <sup>1</sup> ^	\$ 800	\$ 600	\$ 700	\$ 250	\$ 350	\$ 700	\$ 600
XC20 <sup>1</sup>	\$ 800	\$ 600	\$ 700	--	--	\$ 700	\$ 600
XC16	\$ 400	\$ 350	\$ 300	\$ 200	\$ 250	\$ 400	\$ 350
XC14	\$ 300	\$ 300	\$ 250	--	\$ 250	\$ 300	\$ 300
XP25 <sup>1</sup>	\$ 1,300	\$ 1,000	\$ 1,000	--	--	\$ 1,300	\$ 1,000
XP21 <sup>1</sup>	\$ 1,100	\$ 800	\$ 900	\$ 300	\$ 500	\$ 900	\$ 800
XP17 <sup>1</sup>	\$ 800	\$ 600	\$ 700	\$ 250	\$ 350	\$ 700	\$ 600
XP16	\$ 400	\$ 350	\$ 300	\$ 200	\$ 250	\$ 400	\$ 350
XP14	\$ 300	\$ 300	\$ 250	--	\$ 250	\$ 300	\$ 300

**System Eligibility:** To be eligible for a system rebate, the homeowner must purchase a qualifying indoor unit, a qualifying outdoor unit, and an iComfort control if the indoor and outdoor units are iComfort-enabled. If the indoor unit and/or outdoor unit are not iComfort-enabled, the qualifying controls are: CS7500, CS5500, CS7000, CS5000, Honeywell<sup>3</sup>. XCXP14 and XCXP16 systems can be installed with an iComfort as well as CS7500, CS5500, CS7000, CS5000, or Honeywell<sup>3</sup>. Solar panels, iHarmony zoning system and PureAir can be added to qualifying systems for additional rebates.

### System Add Ons<sup>4</sup>

iHarmony	\$ 100
Solar Panels	\$ 300
PureAir	\$ 75

### Packaged Units<sup>2</sup>

LRP14	15GCSX^	15CHPX^	15CHAX^
\$ 400	\$ 600	\$ 600	\$ 600

### Individual Unit Rebates

XC25 XP25	SLP98V	CBX40UHV	SL280V	CBX32MV	EL296V
\$ 250	\$ 200	\$ 150	\$ 100	\$ 100	\$ 100

\*Includes Ultimate Comfort System with the iHarmony and Solar Panel Add Ons.

^While supplies last

<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. Includes \$30.

<sup>2</sup> No separate indoor unit is needed to qualify for a Package unit system. **15 SEER units are while supplies last.**

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

<sup>4</sup> iHarmony, Solar Panels and PureAir 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, PureAir, 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, SLXC181, XC17, and XP17. Must install a minimum of four solar panels.



Fall 2015 Consumer Promotion – North  
Qualifying products must be sold and installed  
between September 7th, 2015 and  
November 27th, 2015.



NF83CR0115

## PROGRAM GUIDELINES – Rebate Claims

### Rebate – Claim Submission

- **Homeowner must complete their rebate submission online within 14 days of installation or by December 4th, whichever occurs first.**
- **The sale to the homeowner and installation must fall within the promotional dates to qualify (September 7th, 2015 - November 27th, 2015).**
- 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.
- Homeowner must enter their REBATE online at: [www.lennoxconsumerrebates.com](http://www.lennoxconsumerrebates.com)
- Homeowner must also submit their homeowner invoice.
- Claim review will not begin until proper back-up documentation has been provided.
- 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.

### Rebate – Required Documentation

- In order to process the consumer rebate claim, the following documentation is required. Claim review will not begin until proper back-up documentation has been provided.

#### **1. Invoice to the Homeowner.**

- The following must be included on the invoice in order for the claim to be processed:
  - ✓ Dealer name and address
  - ✓ Invoice number
  - ✓ Homeowner name and installation address
  - ✓ All model numbers including thermostat(s)
  - ✓ Date of installation

#### **2. A completed Consumer Rebate Submission Form.**

- Please fill out in its entirety. Failure to do so could delay the processing of the homeowner's rebate. All details must be included on the submission form.
- Be sure to keep serial numbers on file for your homeowners and also remember to include them on the Consumer Rebate Submission Form.
- 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.
- Please allow 4-6 weeks for rebate processing **after claim is audited and approved.**



Fall 2015 Consumer Promotion – North  
Qualifying products must be sold and installed  
between September 7th, 2015 and  
November 27th, 2015



NF83FN0115

## PROGRAM GUIDELINES - Financing

### Financing – Claim Submission

- With the purchase of a qualifying Lennox Home Comfort System, homeowner may qualify for \$1,700 in Rebates OR No Payments and No Interest Until 2017\* OR Payments as Low as \$97 per month\*^ OR any offer available from Service Finance\*. Financing offer only available when Service Finance is used for financing of qualifying products.
- **Dealer must complete their financing claim submission online via DaveNet within 14 days of installation or by December 4th, 2015, whichever occurs first.**
- **The sale to the homeowner and installation must fall within the promotional dates to qualify (September 7th, 2015 - November 27th, 2015).**
- Service Finance offers dealers a menu of financing options. **Visit DaveNet > Partner Resources > Financial Tools** for enrollment and offer details.
- Dealer offers the selected financing promotional offer (through Service Finance) to the homeowner for qualifying purchases between September 7th, 2015 and November 27th, 2015.
- Homeowner must be approved for financing by Service Finance.
- Dealer is “funded” by Service Finance for each qualifying job, less appropriate financing cost.
- All jobs must be funded by [December 4th, 2015](#).
- **DEALER must submit FINANCING claims online on DaveNet following the path below:**  
DaveNet.com > Partner Resources > Sales Tools > Consumer Promotions > Check Claim Status/Enter Dealer Claims
- 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.

### Financing – Required Documentation

- In order to process the consumer claim the following documentation is required. Claim review will not begin until proper back-up documentation has been provided.
  1. **Invoice to the Homeowner:** The following must be included on the invoice in order for the claim to be processed: Dealer name and address, Invoice number, Homeowner name, installation address, All model numbers including thermostat(s) and Date of installation.
  2. **Funding Documentation:** A copy of the Service Finance Funding Report.
- Please allow 2 to 3 weeks for credit to appear on dealer account **after claim has been approved.**



Fall 2015 Consumer Promotion – North  
Qualifying products must be sold and installed  
between September 7th, 2015 and  
November 27th, 2015.



NF83FN0115

## PROGRAM GUIDELINES - Financing

### Financing – Calculating Dealer Reimbursement

- To calculate Lennox promotion credit amount, multiply the Discount Amount Paid by (X) the dealer's eligible CAP promotional funding percent from Lennox. Maximum credit amounts will apply.
- The Total Amount Financed and the Discount Amount Paid can be found on the Service Finance 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%). Refer to promotional flier 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.

### Financing – Maximum Financing Credit Amount:

- **Best CAP** participant maximum financing credit amount is 70% of rebate amounts.  
**Best CAP Premier Dealer** maximum financing credit amount is 90% (20% over Best CAP.)
- **Better CAP** participant maximum financing credit amount is 60% of rebate amounts.  
**Better CAP Premier Dealer** maximum financing credit amount is 80% (20% over Better CAP) .
- **Good CAP** participant maximum financing credit amount is 50% of rebate amounts.  
**Good CAP Premier Dealer** maximum financing credit amount is 70% (20% over Good CAP.)

*Refer to page 3 for rebate table.*

### **SERVICE FINANCE COMPANY:**

Visit DaveNet > Partner Resources > Financial Tools  
for enrollment and financing option details!

Or Call (866) 307 - 1373





Fall 2015 Consumer Promotion – North  
Qualifying products must be sold and installed  
between September 7th, 2015 and  
November 27th, 2015.



NF83CR0115 & NF83FN0115

## Terms and Conditions for Participating Dealers

**Terms and conditions:** This offer is available through participating Lennox dealers with a 2015 CAP package. Participating dealers must have purchased a 2015 Lennox 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 September 7th, 2015 and November 27th, 2015.** The sale and installation to the homeowner must fall within the promotion dates to qualify. Claims must be entered online at [www.lennoxconsumerrebates.com](http://www.lennoxconsumerrebates.com) with all required documentation within 14 business days or **by December 4th, 2015**, whichever occurs first. **Claims and/or paperwork will not be accepted after December 4th, 2015.** 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 offer per serial number sold. All required back-up paperwork must be submitted to 360 Incentives **online at [www.lennoxconsumerrebates.com](http://www.lennoxconsumerrebates.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.