



EXCLUSIVE BUILDER PROGRAM



Build Your Reputation on Trane





EXCLUSIVE BUILDER PROGRAM



# OUR RELIABILITY. YOUR REPUTATION.

Prospective homeowners count on you to build their new home with appliances and equipment that will last for years to come.

Trane can help you deliver on that opportunity

- Named one of *America's Most Trusted Brands\**, Trane is known for building reliable high-quality systems that last a long time
- Proud Supporting Sponsor of the New American Home, featured at the NAHB International Builders Show (2015, 2016)



**Choosing Trane will be a decision both you and your homebuyers will be glad you made.**

\*Trane received the highest numerical score in United States in the proprietary Lifestory Research 2015 America's Most Trusted™ Heating, Ventilation, & Air Conditioning (HVAC) System study. Study based on 10,850 surveys among residential consumers. Proprietary study results are based on experiences and perceptions of consumers surveyed between January and December 2014. For details see [www.lifestoryresearch.com](http://www.lifestoryresearch.com).



EXCLUSIVE BUILDER PROGRAM



# TOTAL COMFORT. TOTAL SATISFACTION.

Today's homeowner is looking for a home that offers advanced technology, reliable comfort and efficiency.

Trane helps you differentiate the homes you build:

- 100-year legacy of quality and innovation
- Highest industry standards for testing and quality
- Expertise in environmental technology
- Nexia Home Intelligence smart home platform
- Most preferred residential air conditioning systems by consumers\* and builders\*\*
- Nationwide network of certified Trane Comfort Specialists



\* Nooro Research Report, 2011  
\*\* Builder Magazine, 1998-2013



EXCLUSIVE BUILDER PROGRAM



# WHY TRANE?

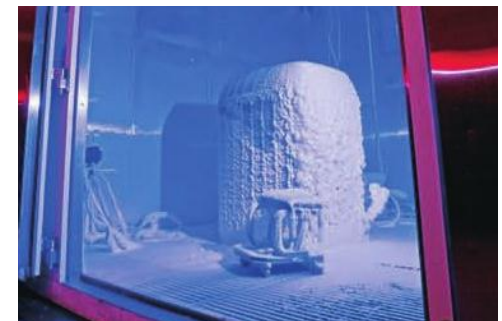
## Truly conditioned air

- **Innovative products:** CleanEffects™, FreshEffects™ Energy Recovery Ventilator, Ductless Systems, TruComfort™ Variable Speed and Comfortlink™ II Thermostat
- **Trane guarantee:** right temperature, energy efficiency and fresh air free of pollutants



## Reliability

- **Extensive testing:** subjected to almost every extreme condition they could ever encounter
- **Reliable support:** rigorous training/certification program for Trane Comfort Specialists





EXCLUSIVE BUILDER PROGRAM



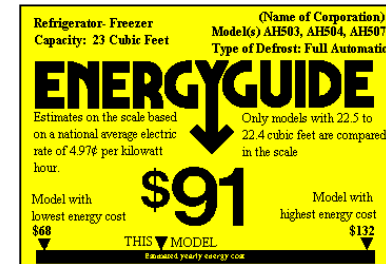
# WHY TRANE?

## Energy efficiency

- **High standards:** products meet or exceed federal standards
- **Homeowner benefits:** optimized fuel usage and reduced energy consumption

## Trane support network

- 400 warehouses
- 88 company-owned sales locations
- 160+ field service representatives
- Dedicated customer experience team
- Largest dealer network in the country—with 93% customer satisfaction





EXCLUSIVE BUILDER PROGRAM



# WHY TRANE?

Green Builder Media's annual Reader's Choice survey polls building professionals to get insight into their green product preferences and brand perceptions. Which green products are most familiar to them? Which brands do they trust and specify most often?

**Trane was selected as the greenest product in the HVAC category.**



Which company offers the greenest **HEATING, VENTILATION and AIR CONDITIONING** products?

Trane		18.6%
Lennox		15.6%
Mitsubishi		13.0%
Carrier		10.8%
Bosch		7.8%
Rheem		7.4%
ClimateMaster		6.1%
WaterFurnace		5.2%
Daikin		3.9%
Weil-McLain		2.6%
LG		2.6%
Uponor		1.7%
Goodman		1.7%
Panasonic		1.3%
York		0.9%
Unico		0.9%

**HIGH STANDARDS.** Most of the top brands have earned their reputations with decades of quality and innovation.

**Trane**  
**18.6%**





EXCLUSIVE BUILDER PROGRAM



# NEXIA™ HOME INTELLIGENCE



- Remote connection to what is most important: home & family.
- Broad platform of products & services, all monitored and controlled through **one single convenient app**.
- Compatible, approved devices covering a range of functional applications: security, comfort, lighting & access controls.



## SIMPLE

The Nexia Bridge plugs into your router to create a secure bridge that wirelessly connects all of your home's Nexia-enabled products to your mobile web devices.



## MOBILE

Nexia Home Intelligence gives you control of your home—locks, lights, thermostats, cameras and more—from any Internet-enabled smart phone, tablet or computer.



## SCALABLE

With more than 200 compatible products from today's most trusted brands, you can extend the system to every room of your home.



EXCLUSIVE BUILDER PROGRAM



# INNOVATIVE SOLUTIONS

## NEXIA™ DIAGNOSTICS



- Homeowner's can provide access to Trane dealers to remotely view live data for their HVAC systems via WI-FI thermostat controls.
- Enhance the customer's energy efficiency and comfort via automated recommendations.
- Diagnose smaller issues early to avoid potential bigger repairs .
- Real time data
  - Alerts and potential root causes
  - System status
  - System configuration
  - System history

**NEXIA HOME INTELLIGENCE**

My Account Logout

DASHBOARD CUSTOMERS FEEDBACK HELP + ADD CUSTOMER

CRITICAL ALERTS 16 MAJOR ALERTS 11 SCHEDULE MAINTENANCE 12 MONITORING 3 NORMAL ALERTS 24

**CRITICAL & MAJOR ALERTS**

Customer	Alerts	System	Device ID	Model	Actions
John Smith 555 W. 5th Street, Dallas, TX 75205	2	First Floor	4514563	XL950	
	2	Second Floor	4514563	XL950	
Henry Watkins 192 Milton Dr, Irving, TX 75205	1		00404C38	XL950	
Scot Paul 13453 W. 12th Street, Irving, TX 75205	6	Guest House	00419A0C	XL624	
Chris Alvarez 192 Milton St, Dallas, TX 75205	5	Living Room	00415F40	XL950	

**SCHEDULED SERVICE**

Customer	Service Date	Actions
John Smith	9/18/2013	
Jared Cornwall	9/24/2013	
John Smith	9/18/2013	
Jared Cornwall	9/24/2013	

**MONITORING**

Customer	Install Date	Actions
Amy Davis	8/16/2013	
Sean Michael	8/18/2013	
Robert Smith	9/03/2013	

**CUSTOMERS**

THIS MONTH THIS QUARTER LAST QUARTER YEAR-TO-DATE

New Customers: 3 (Opted In), 8 (Opted Out)  
Existing Customers: 7 (Opted In), 14 (Opted Out)

**CRITICAL & MAJOR ALERTS**

August 10 Today

Legend: Critical (Red), Major (Yellow)





EXCLUSIVE BUILDER PROGRAM



# WHY TRANE?

## Annual Investment in our brand and our customers

### National Advertising

- Unstoppable Campaign

### Local dealer advertising

- Print
- Online
- Dealer Portal

### Retail Presence

- In Market
- Online

### Builder specific advertising

- Ads in Builder Magazines
- Professional & Custom Builder





EXCLUSIVE BUILDER PROGRAM



# A SYSTEM FOR EVERY HOME

Trane's complete line of products gives you options for the comfort and environmental needs of the homes in your region. Our robust portfolio of heating and cooling products provides multiple price points and a multitude of options for sustainability, home automation and truly conditioned air.

---



EXCLUSIVE BUILDER PROGRAM



# OPPORTUNITY TO UPGRADE

A more advanced system is easily folded into the overall purchase price of the house.

## What it means for you

- More than 60% of those who were offered an upgrade took it.
  - 92% of customers who upgraded to a super high efficiency system were satisfied with their purchase.
  - Only 45% of customers who chose to stay with a standard efficiency system were satisfied with their decision.
-



EXCLUSIVE BUILDER PROGRAM



# SAMPLE CONFIGURATIONS



## ECONOMY

The Trane XR series of air conditioners and furnaces offer competitive options for year-long comfort.

## STANDARD

Pair a Trane XL outdoor unit with a furnace featuring a four-speed blower motor and multi-stage heat.

## PREMIUM

Combine a Trane XV outdoor unit with a variable speed furnace with communicating technology.



EXCLUSIVE BUILDER PROGRAM



# BUILDER INCENTIVES

Check with your local Trane representative for  
upgrade INCENTIVES & REBATES.

---



EXCLUSIVE BUILDER PROGRAM



# SELLING THE HOME

Builder is supplied with appropriate marketing materials to sell-in and upgrade prospective home buyers on Trane options.







EXCLUSIVE BUILDER PROGRAM



Proud National Sponsor  
**St. Jude Dream Home®**  
**Giveaway**



Trane is a proud sponsor of the St. Jude Dream Home Giveaway, which was created in 1991 to raise money for the hospital that is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. Today, the St. Jude Dream Home Giveaway is one of the largest annual fundraisers for St. Jude nationwide. Each year, Trane will donate heating and cooling products to approximately 30 St. Jude Dream Homes, built in cities across the country in partnership with local home builders.

---