



LARSON
ASSURANCE PROGRAM™
HVAC/R EQUIPMENT PROTECTION
Administered by Trinity Warranty

Extended service agreement (ESAs) with up to 12 year coverage are available from the Gustave A. Larson Company for HVACR and Plumbing products ordered from any supplier.

- 12 Year ESAs are available on residential equipment (and IAQ accessories) purchased from the Larson Company
- Commercial HVAC (up to 200 tons), Boilers (up to 6M BTU), Ductless (including City-Multi), High Velocity Systems, Unit Heaters, Walk-in Coolers, Water Heaters & more
- Refrigeration (Display & Reach-in Cases, Rack Systems, Walk-in Coolers, Wine Coolers, etc.)
- ESAs available for residential jobs up to 2 years after installation, and up to 1 year on commercial jobs
- Easy ordering & claim submission...all online
- Labor rates are \$75 - \$125 per hour, with option to customize for your business
- Trip/Diagnostic charge (typically 1 hour @ the selected labor rate)
- Generous hours allowed on repairs
- Annual maintenance is strongly recommend, but not required with claim submission
- Transferable for only \$30

Contact your local Gustave A. Larson rep for more details!



Residential & Light Commercial Split Systems and Package Units plus IAQ Accessories



Commercial Package & Roof Top Units



Boilers (Residential & Commercial – **up to 6 million BTUs**)



Ductless A/C & Heat Pumps



Unit Heaters



High Velocity A/C & HP Systems (Residential & Lt Commercial)



Fireplaces



Integral HP Motors



Water Heaters, Residential / Commercial



Walk-in Coolers



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Our Extended Service Agreement Program was designed specifically for you to help protect your residential and commercial HVACR and Plumbing customers after the original factory warranty* expires.

** Residential & commercial HVAC equipment, IAQ products, boilers, ductless, fireplaces, integral HP motors, unit heaters, walk-in coolers, water heaters, etc.*

Extended Service Agreements make the “perfect marketing tool” because you can:

1. Lock in your customer for up to 12 years.

Twelve years is a long time. Do you have 12-year old clients to speak with today? If not, make it part of your business plan to be the contractor with the most long-term clients bringing you back year after year.

2. Guaranteed service revenues throughout the life of the policy period.

Yes, you read that correctly. Including an annual maintenance contract with each sale is one way to create a steady stream of profitable income to your business, even in those up and down times.

3. Extended Service Agreements can be cheaper than spending your money on advertising.

How much money are you currently spending on advertising? Can you calculate ROI? An extended service agreement embedded in your installation price can be cheaper than advertising, with a greatly improved ROI!

4. Boost your reputation and word-of-mouth marketing.

When you are in your customer's home servicing your ESA, you are building trust, confidence and approval each and every time. This helps you build credibility and adds to your reputation in the community. All of this goodwill equals a boost to your bottom line through word-of-mouth referrals.

5. Surveys show that 65% of homeowners will buy an ESA if asked.

When an individual is offered an ESA in a major home improvement store at the time of sale, their “yes, I want an extended warranty” answer is proven 65% of the time. You too can benefit from the strong market value of an ESA by offering one on every residential and commercial HVACR and plumbing proposal.

6. The Value of a Warranty.

The cost of an extended warranty when compared against the installed cost of an HVAC system provides an unparalleled value proposition. Furthermore, by adding an ESA to your product, you enhance the product features without re-engineering it.

7. Reduce Customer Complaints & Discounted Out-of-Warranty Repairs.

Consumers consider their expensive A/C purchase “new” up to 5 years. Although parts are covered for 10 years, labor is not. Unfortunately, the consumer does not hear that. Labor for a compressor change-out is about \$500. The average HVAC service ticket for an in-warranty compressor change-out is approximately \$200 due to “negotiation”. In comparison, the average compressor change-out reimbursement is \$550 from an ESA claim. **What would an extra \$350 mean to your company's bottom line, plus a happy customer?**

Our Sales and Store Teams are here to assist you with any questions or concerns to help you get started. Offering Extended Service Agreements will help your company increase profits, build your customer base, improve customer service and significantly increase the value of your business. Call today for more information!