



The word "GROW" is rendered in a colorful, stylized font. The letter 'G' is blue, 'R' is red, 'O' is a pie chart with segments in orange, blue, yellow, and dark blue, and a white center containing a black percentage sign (%). The letter 'W' is green. A yellow arrow with a black outline points upwards and to the right, positioned behind the 'W'.

# GROW

By Todd's IT ©2024

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# ABOUT US

Todd's IT has been a premier vendor for Carrier® and ICP® for more than 20 years. We provide

- Custom programming.
- Online application development and hosting.
- Database architecture, management, and hosting.
- Management of the ICP® Co-op Program, and the Carrier® Income Extension.
- Owner of MyHVACWeb.com, a premier website supplier for ICP HVAC Contractor websites since 2015.



# INTRODUCING



## PROMOTION TYPES

- Points Promotions
- SPIFF Promotions
- "Quick Hit" Promotions
- Gift Card Promotions

## REWARDS

**Points Promos:** Redeemable points for use in our online catalog. (includes products from Amazon.com and other vendors)

**SPIFF Promos/ Quick Hits:** GROW tracks dealer purchases and reports out whenever a dealer has reached an award threshold. Your distributorship will be responsible for making the cash award.

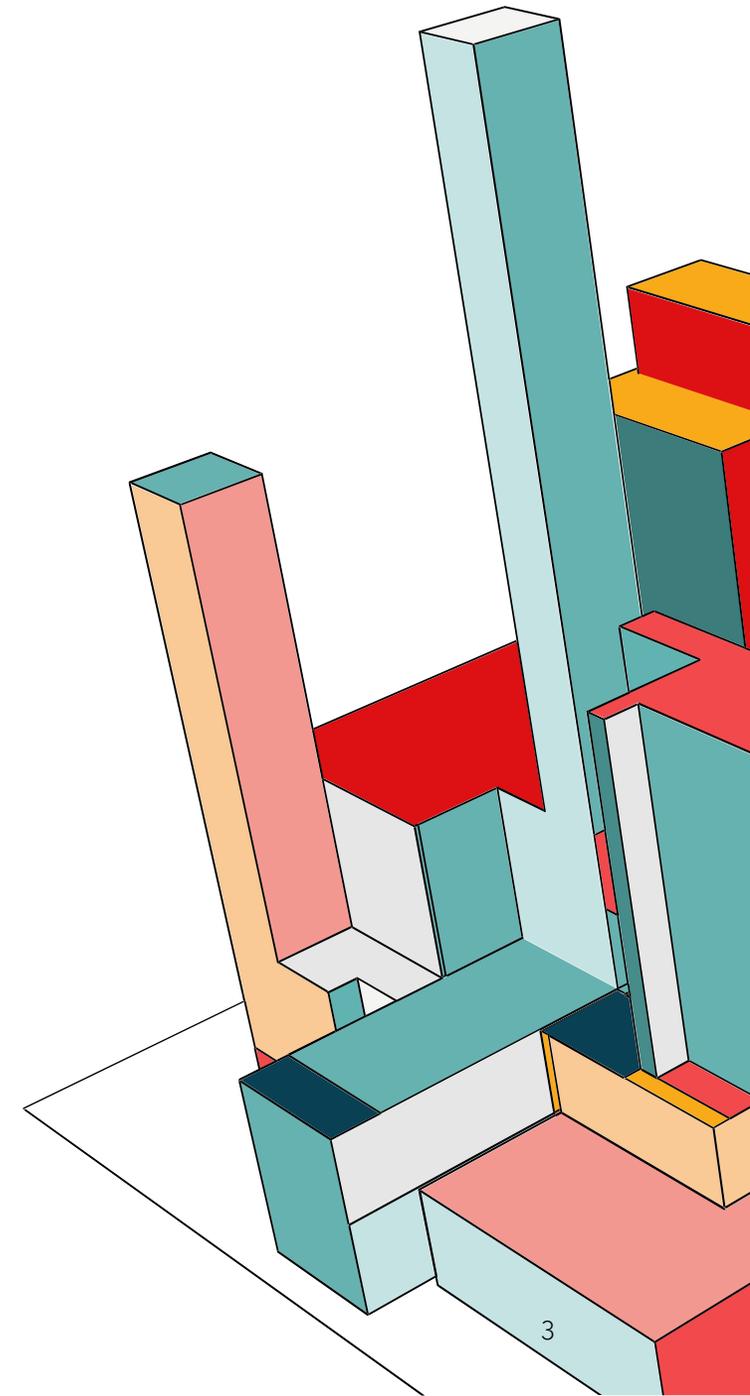
**Gift Cards:** Similar to Points Promos. We handle ordering and shipping.

## ENTRY COST

The cost to use GROW is based on type of promotion, the length of the promotion, but ultimately your budget. Our pricing includes the cost of using the GROW system and where appropriate, the cost of the redeemed items and gift cards.

## USABILITY

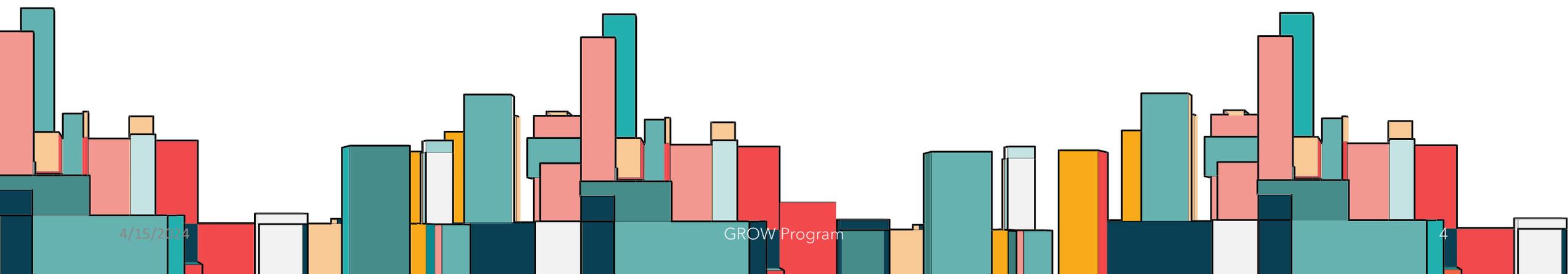
Distributors and dealers will have access to the GROW system via the GROW website. From there, Distributors can manage dealer participation in their promotions, and dealers can review their reward progress.



# GROW OVERVIEW

**BUT FIRST, A WORD: WHILE THIS IS A CO-OP ELIGIBLE PROGRAM, THE ADMIN FEE TO USE THE GROW SYSTEM IS NOT BEING PAID BY CARRIER® OR ICP®. HOWEVER, THE ADMIN FEE IS ELIGIBLE FOR 50% CO-OP CREDIT.**

The cost of using the new GROW program platform is a third-party program and is not being funded by Carrier® or ICP®. There will be an administration fee to use the GROW system, in addition to the cost of awards. However, the administration fee is eligible for 50% co-op credit. The costs your company incurs paying for redeemed items and the money awards spent on SPIFFs are still Co-op eligible as expected.

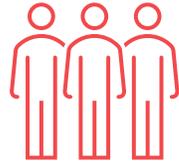


# GROW FEATURES



## Promotion Set Up

- Create promo
- Select Models
- Flyer/Webpage



## Dealer Participation

- Aviator Data
- Participating Dealers



## Reporting

- On-demand reports
- Dealer List



## Data Transfer

- FTP transfer
- Custom data source

# Promotion Set Up

# GROW FEATURES

GROW personnel will set up the promotion for you. We will need a dealer spreadsheet that has the following information at a minimum:

Customer Number	COMPANY
13480	ABC Services
13150	Best HVAC Services
11530	Crown Heating & Cooling
2092	Delta Heating
10337	Excellent Heating

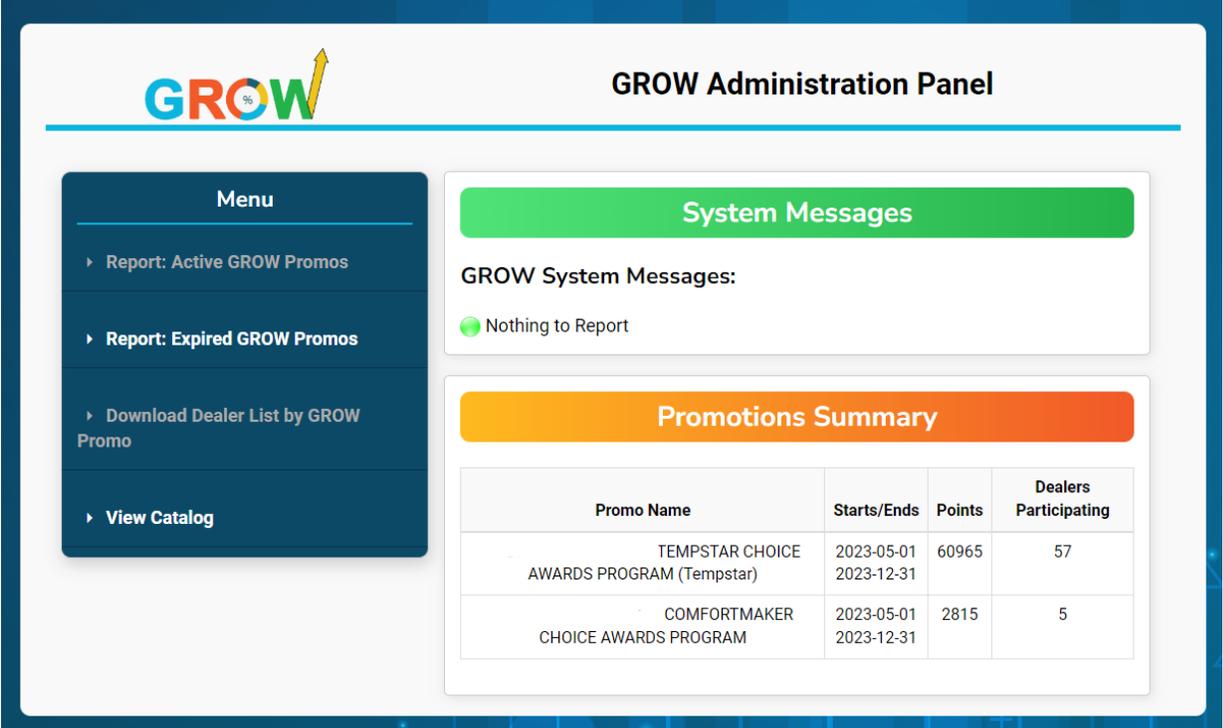


Online Promotion Setup - Dealers

If the dealers are in Aviator, we will pull the address, email, and phone number automatically. If a dealer is NOT in Aviator, you will need to supply street address, city, state, zip code, country, email address, and phone number. We will also need to know the brand(s), levels, models, and points associated with the promotion(s). We can run several promotions at one time. We will also create flyers as well.

# Promotion Monitoring

# GROW FEATURES



The screenshot shows the GROW Administration Panel. On the left is a dark blue menu with the following items: 'Report: Active GROW Promos', 'Report: Expired GROW Promos', 'Download Dealer List by GROW Promo', and 'View Catalog'. The main content area has a white background with a blue border. At the top left of this area is the GROW logo. To its right is the title 'GROW Administration Panel'. Below the title is a green bar labeled 'System Messages'. Underneath, it says 'GROW System Messages:' followed by a green dot and 'Nothing to Report'. Below that is an orange bar labeled 'Promotions Summary'. Underneath is a table with the following data:

Promo Name	Starts/Ends	Points	Dealers Participating
TEMPSTAR CHOICE AWARDS PROGRAM (Tempstar)	2023-05-01 2023-12-31	60965	57
COMFORTMAKER CHOICE AWARDS PROGRAM	2023-05-01 2023-12-31	2815	5

- Review status of active promos
- Review expired promos
- Download list of participating dealers by promo
- View Catalog

# Reporting - Example

# Promotion Set Up

# GROW FEATURES



HVAC DISTRIBUTOR

HVAC Distributor  
**2023 Cash Rebates**  
July 30 2023 - August 30 2023

**Comfortmaker**  
Air Conditioning & Heating

**TEMPSTAR**  
Heating and Cooling Products

\$150 SPIFF	\$200 SPIFF
(C/T)SA6	(C/T)CH6
(C/T)SA5	(C/T)CA7
(C/T)4A3	PGR5
(C/T)SH6	PDS4

Valid while supplies last. No rain checks. In-stock products only. Cannot be combined with any other promotional discount or offer. Purchases do not qualify for any discounts, rebates or advertising accruals. HVAC Distributor reserves the right to change or cancel this promotion at any time without advance notice. Additional restrictions may apply.

hvacdistributor.com  
© 2023 HVAC Distributor, Inc.

- Every promotion comes with an optional one-page website that can be linked to your Distributor website, or a link to the website page may be included in email communications to your dealers and TMs.
- We will also provide a PDF of the one-page website, which can be emailed to dealers or used to print paper flyers at your convenience.

Promotion Flyer

## Promotion Details

# GROW FEATURES

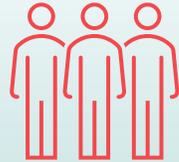
- The only “rules” governing promotions are the ones you need to follow in order to submit claims to ICP® Co-op. Remember: to claim 100% co-op credit, the promo must include models in the “Best” category, meaning the high efficiency models.
- You can add new dealers at anytime, and we will re-run data as needed. Please keep the data re-runs to a minimum since it takes a lot of time and effort. Excessive data re-runs may result in additional charges.



# GROW FEATURES



Promotion Set Up



Dealer  
Participation



Reporting



Data Transfer

## Dealer Participation

### Important:

- Your assigned customer numbers will still be needed.

Multiple customer numbers are allowed.

We just need to know what all of the customer numbers are.

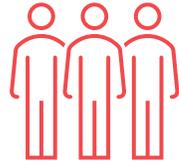
# GROW FEATURES

- Aviator Data Flows To GROW Automatically!
- Need to add a dealer during the promotion? No problem – just send us the info and purchase data.

# GROW FEATURES



Promotion Set Up



Dealer  
Participation



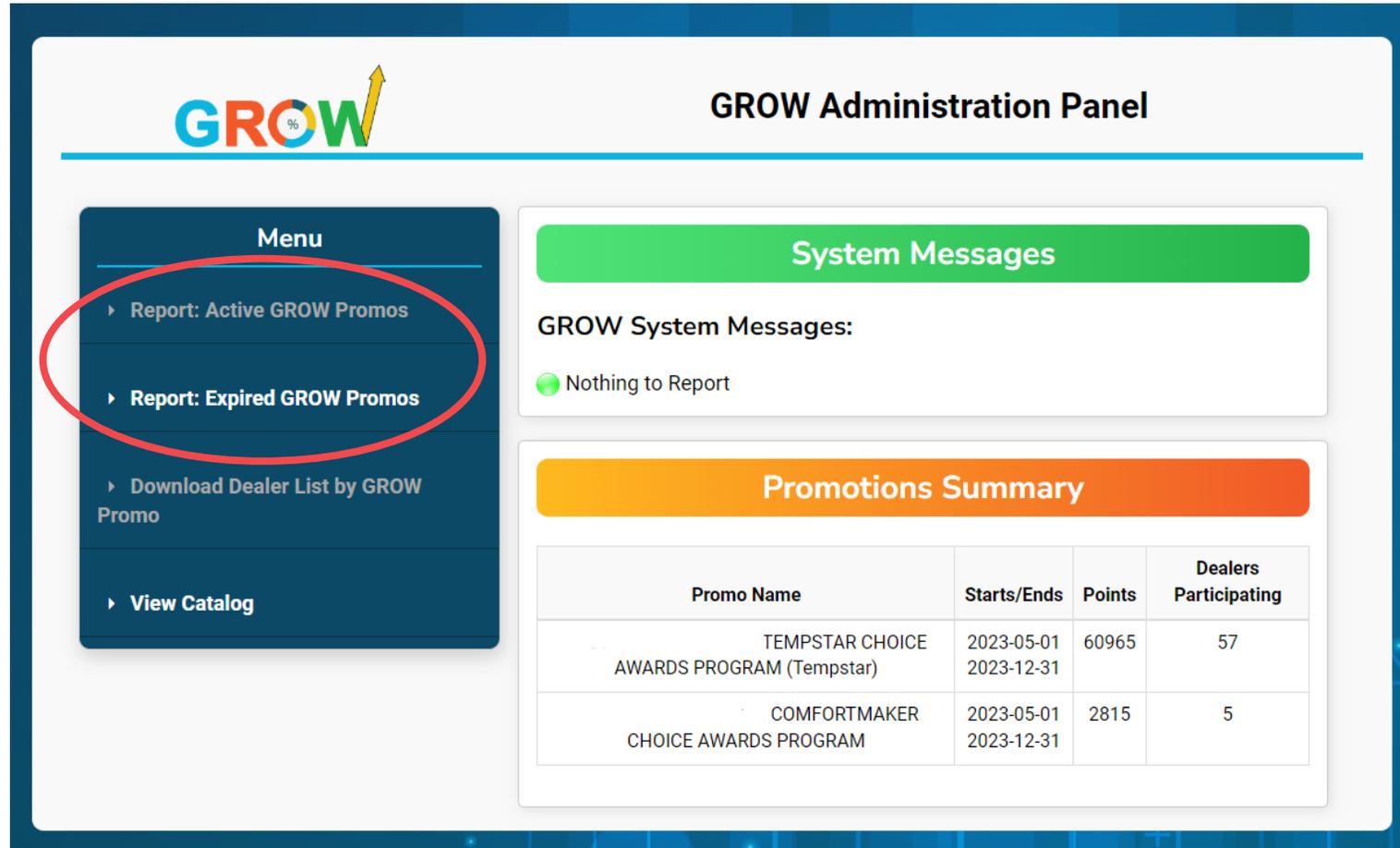
Reporting



Data Transfer

# Reporting

# GROW FEATURES



The screenshot shows the GROW Administration Panel. On the left is a dark blue menu with the following items: 'Report: Active GROW Promos', 'Report: Expired GROW Promos' (circled in red), 'Download Dealer List by GROW Promo', and 'View Catalog'. The main content area has a green header for 'System Messages' which says 'Nothing to Report'. Below that is an orange header for 'Promotions Summary' with a table of active promotions.

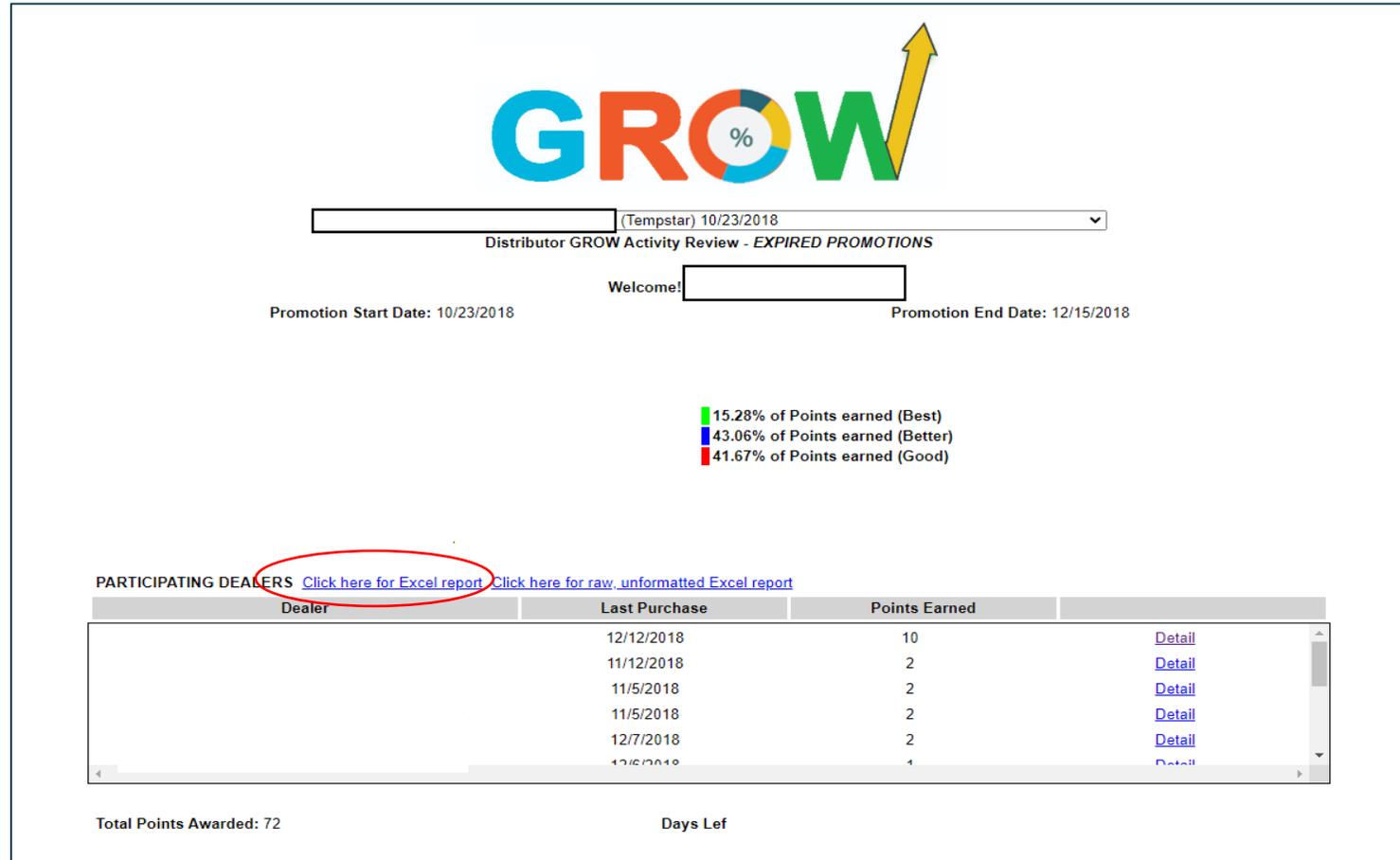
Promo Name	Starts/Ends	Points	Dealers Participating
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COMFORTMAKER CHOICE AWARDS PROGRAM	2023-05-01 2023-12-31	2815	5

Reporting is accessed through the Administration Panel

# Reporting

Important:  
Our promotion reporting is available from the admin portal, and looks similar to this.

# GROW FEATURES



Distributor GROW Activity Review - EXPIRED PROMOTIONS

Welcome:

Promotion Start Date: 10/23/2018 Promotion End Date: 12/15/2018

- 15.28% of Points earned (Best)
- 43.06% of Points earned (Better)
- 41.67% of Points earned (Good)

PARTICIPATING DEALERS [Click here for Excel report](#) [Click here for raw, unformatted Excel report](#)

Dealer	Last Purchase	Points Earned	
	12/12/2018	10	<a href="#">Detail</a>
	11/12/2018	2	<a href="#">Detail</a>
	11/5/2018	2	<a href="#">Detail</a>
	11/5/2018	2	<a href="#">Detail</a>
	12/7/2018	2	<a href="#">Detail</a>
	12/15/2018	1	<a href="#">Detail</a>

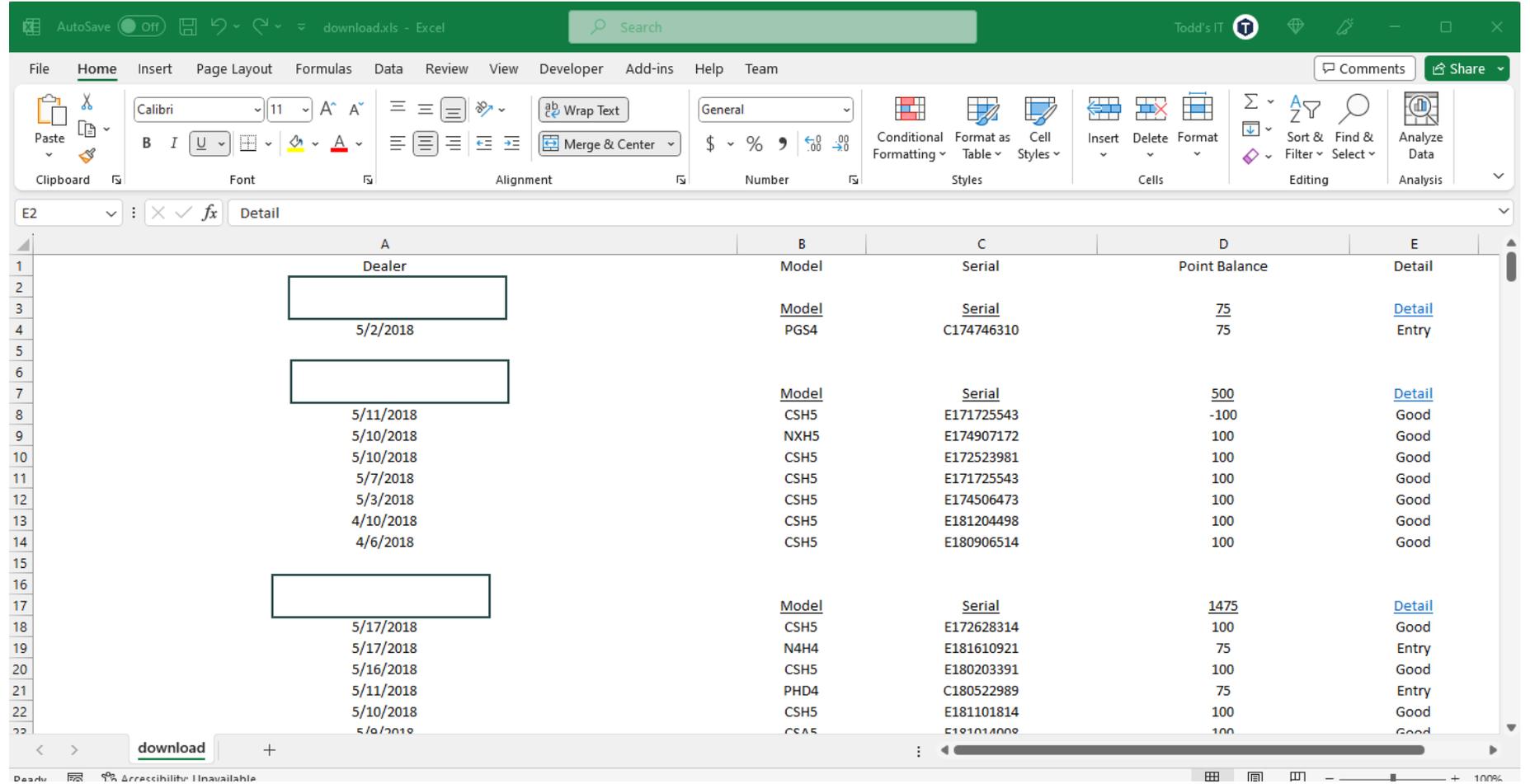
Total Points Awarded: 72 Days Left

# Reporting

## Important:

- GROW will supply all of the reporting needed to file Co-op claims. We will work with Jen to make sure the reports we send to you are in the

# GROW FEATURES



	A	B	C	D	E
	Dealer	Model	Serial	Point Balance	Detail
2					
3					
4	5/2/2018	PGS4	C174746310	75	Entry
5					
6					
7					
8	5/11/2018	CSH5	E171725543	-100	Good
9	5/10/2018	NXH5	E174907172	100	Good
10	5/10/2018	CSH5	E172523981	100	Good
11	5/7/2018	CSH5	E171725543	100	Good
12	5/3/2018	CSH5	E174506473	100	Good
13	4/10/2018	CSH5	E181204498	100	Good
14	4/6/2018	CSH5	E180906514	100	Good
15					
16					
17					
18	5/17/2018	CSH5	E172628314	100	Good
19	5/17/2018	N4H4	E181610921	75	Entry
20	5/16/2018	CSH5	E180203391	100	Good
21	5/11/2018	PHD4	C180522989	75	Entry
22	5/10/2018	CSH5	E181101814	100	Good
23	5/8/2018	CSA5	E181014008	100	Good

# Reporting

## Important:

- Dealer can view their points and SPIFF information. We take care of sending the instructions, via email, that provides access to the reports.

# GROW FEATURES

Promotion:

Dealer  Activity Review

Welcome

Your Distributor:

Promotion Start Date: 3/19/2018

Promotion End Date: 5/17/2018

54.24% of earned (Good)  
45.76% of earned (Entry)

**QUALIFYING PURCHASES**

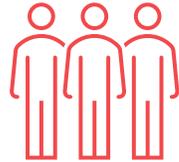
Date	Model	Earned	Level
05/1	CSH5	100	Good
05/17/2018	N4H4	75	Entry
05/16/2018	CSH5	100	Good
05/11/2018	PHD4	75	Entry
05/10/2018	CSH5	100	Good
05/09/2018	CSH5	100	Good

Earned for this promotion: 1475      Redeemed: 0      Remaining: 1475  
Days Left In Promotion: Promotion Expired      Redemption Cutoff Date:      Days Left To Redeem:

# GROW FEATURES



Promotion Set Up



Dealer  
Participation



Reporting



Data Transfer

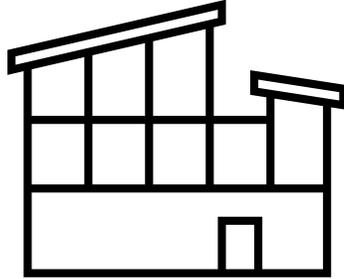
## Data Transfer

### Important:

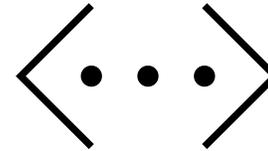
- Your assigned customer numbers will still be needed. Multiple customer numbers allowed.
- Dealers will still need to be selected.
- We can help update large numbers of dealers

# GROW FEATURES

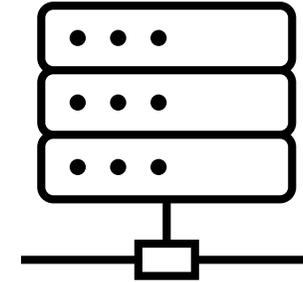
Distributor



File Transmitted On Internet



Todd's IT Servers



### Supported Data Transfer Methods:

- FTP/SFTP of Standard Data File (preferred)
- Daily Email - Eclipse, Profit 21, etc. reports
  - Conversion necessary (may incur one-time cost to set up)

### Cadence:

- Daily (preferred)
- Sporadic okay

## Data Transfer – CSV File Format

# GROW FEATURES

### Important:

- Your assigned customer numbers will still be needed. Multiple customer numbers allowed.
- Dealers will still need to be selected.
- We can help update large numbers of dealers

Field Position	Field Name	Data Type
1	Customer Number	Alpha-Numeric only
2	Product (Model) Number	Alpha-Numeric Only
3	Serial Number	Alpha-Numeric Only
4	Quantity (positive quantity of 1 without a sign, and a return should have 'minus' or 'negative' sign in front of quantity)	Numeric only, and <b><u>should only contain 1 or -1.</u></b>
5	Transaction Date	Date String (mm/dd/yyyy format)

**Please note: The Serial Number is important.** The GROW system can't back out points if a purchase is later denoted as a "return" without the proper serial number. Failure to supply the serial number may skew the final promotion results.

## Data Transfer -CSV File Format

# GROW FEATURES

A properly formed CSV file will look like this:

6391,T4A836GKD,E092918622,1,08/07/2023 ← Purchase  
6391,T9MVX080J20A,A093059241,1,08/07/2023 ← Purchase  
6391,T4A836GKD,E092918622,-1,08/07/2023 ← Return  
3871,T9MPD075F12C,A092759053,0,08/07/2023 ← Ignored

### Important:

- Your assigned customer numbers will still be needed.  
Multiple customer numbers allowed.
- Dealers will still need to be selected.
- We can help update large numbers of dealers

We prefer receiving data files via email. The email address is: [growemails@toddsit.com](mailto:growemails@toddsit.com). Simply send the file as an attachment.

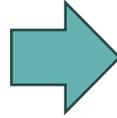
If you prefer to send the csv file via FTP, let us know, and we will set up an FTP account for your organization.

# Data Transfer -Eclipse Example

# GROW FEATUES

Does this report look familiar to anyone?

- Important:
- We can convert nearly any report that your IT Department can send. Additional charges may apply to create the conversion program.



```

Product Sales Detail by Ship To Customer for 07/13/2023 to 07/13/2023
Page :^#####
Pricing Branche(s): CHATCORP
I-Stock/Non-Stock E-Transfers I-Credits I-Direct Shpmts I-Cnsign Billgs I-Vend Cnsigned I-Vend/Cust
Cnsigned E-Direct Through Stock All Serial Numbers
Select by Price Line(s): CN-TEM - Multiple Statuses
Cust # Customer Name..... Invoice#..... Whs. ShipDate Prod No.. Product.....
Qty Shipped Ext Amount..... Ext COGS..... GP$..... GP%....
&23278 XXXXXXX HVAC S106202089.002 CANT 07/13/23 ^311036 EHC05BKB 5 KW HEATER 230V 1 PHA
2ea 249.82 174.88 74.94 30.0%
S106202089.002 CANT 07/13/23 ^291423 FJMA4X24L0BC TEMPSTAR FANCOIL-E
2ea 1616.00 1309.00 307.00 19.0%
S106203854.001 CANT 07/13/23 ^283889 N4A5S36AKAWA 3 TON 15 SEER AC 1
1ea 1284.00 1053.00 231.00 18.0%

=====
Total ----- 5ea 3149.82 2536.88 612.94 19.5%

&31501 XXXXXXXXXX& AIR S106204364.001 BLUE 07/13/23 ^291424 FJMA4X30L0BB TEMPSTAR FANCOIL-
E -1ea -1030.00* -793.00* -237.00 23.0%
SN# : F231326974
S106204364.001 BLUE 07/13/23 ^291396 R4H5S30AKAAA TEMPSTAR 15 SEER
H -1ea -1753.74* -1349.84* -403.90 23.0%
SN# : X231772199

=====
Total ----- -2ea -2783.74 -2142.84 -640.90 23.0%
    
```

# GROW COSTS

## Monthly or Quarterly Fee Structure

Points/Gift Card Promotions  
Monthly/Quarterly Fee

SPIFF Promotions  
Monthly/Quarterly Fee

12 Month, Up Front Fee

# GROW COSTS

## Cost Per Promotion

### Points/Gift Card Promotions Monthly/Quarterly Fee

There are two cost components:

Component 1 (C1):

Length of the promotion

Component 2 (C2):

Cost of redeemed items/Gift Cards + fees

### SPIFF Promotions Monthly/Quarterly Fee

There is one cost component:

Component 1 (C1):

Length of the promotion

# GROW COSTS

## Points/Gift Card Promotions

Reoccurring Monthly Redemption/Gift Card Charges

There are two cost components:

Component 1 (C1): Length of the promotion (**administration fee**)  
Eligible for 50% ICP Co-op credit

Component 2 (C2): Cost of redeemed items + 30% /Gift Card amount. **Eligible for 100% Co-op credit** as long as there is a BEST model in the promotion.

Points and Gift Card Promos can be run no less than a month at a time.

# GROW COST EXAMPLE

## Points/Gift Card Promotions

### Reoccurring Monthly Redemption/Gift Card Charges

C1 charges will be invoiced at the rate of \$300 per month x the set length of the promotion (in whole months) + \$300 finalization fee, at beginning of a promotion.

C2 charges will be invoiced monthly for the cost of the item + 30% or gift card cost.

Ex: 6 month points promo C1 charge =  $\$300 \times 6 + \$300 = \$2100$ . (50% Co-op)  
C2:  $\$5000$  spent on redemption items + 30% =  $\$6,500$  (Up to 100% Co-op)  
Total cost of point promotion =  $\$8,700$

# GROW COSTS EXAMPLE

## SPIFF Promotions

Administration Fee  
Charged Up Front

No Reoccurring  
Monthly/Quarterly Fee

There is one cost component:

Component 1 (C1): Length of the promotion (administration fee)  
Eligible for 50% ICP Co-op credit

C1 charges will be invoiced at the rate of \$400 per month x the set length of the promotion (in whole months) + \$400 finalization fee. Invoiced at beginning of the promotion. NOTE: Distributor determines SPIFF award amounts since the Distributor pays those costs directly to the qualified dealers.

Ex: 3 month SPIFF promo C1 charge =  $\$400 \times 3 + \$400 = \$1,600$ .  
Total cost of SPIFF promotion admin fee = \$1,600

Ex: 6 month SPIFF promo C1 charge =  $\$400 \times 6 + \$400 = \$2,800$ .  
Total cost of SPIFF promotion admin fee = \$2,800



## 12 Month, Up Front Admin Fee

- Up front C1 admin fee, run up to six promotions (or more) during the next 12 months\*. Promotion types can be mixed between Points and SPIFF!
- C1 Administrative fees are eligible for 50% ICP<sup>®</sup> Co-op credit!

## Up-Front C1 Annual Charges

- **Package B1:**  
Up To Six Promotions      12-month C1 Cost: \$6,000
- **Package B2:**  
Up Ten Promotions      12-month C1 Cost: \$8,000
- **Package B3:**  
11+ Promotions      12-month C1 Cost: \$12,000

\*Note: 12 months are 12 contiguous months from start of first promotion.

# **ADDITIONAL INFO**

- Customer Support is available Monday through Friday, 8:00am CT to 5:00pm CT.
- ICP® has indicated that the cost of the GROW promotion C1 cost is eligible for 50% Co-op.
- Promotions are customizable. We will accommodate as much as we possibly can, within reason.
- GROW is owned and operated by Todd's IT, not ICP® or Carrier®. Please do not go to ICP or Carrier with concerns – go directly to us.
-  redemption will be handled by Todd's IT staff. We will coordinate order placement with Amazon.com and other vendors, and gift card ordering and delivery. Returns will be handled by Todd's IT staff and coordinated with the dealer.



# THANK YOU

Todd Giardina

President/CEO of Todd's IT

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