



Preferred Dealer Program Guide

January 1 – December 31, 2026

Updated December 2025

Welcome to Samsung HVAC Preferred Dealer Program!

The Samsung HVAC Preferred Dealer program is tailored to equip HVAC contractors with business, marketing, and sales tools to support your growth and success. As a Samsung HVAC Preferred Dealer, you gain access to an ambitious incentive program with exclusive rates and additional benefits.



***Must register systems within 90 days of installation. DVM systems not included.

**Must meet registration requirements to remain in the respective tier.

All tier statuses reset January 1 based on your year's system registration count.

Any new dealers that join in 2026 will receive extra time to advance and maintain your dealer status/tier through December 31, 2027.

*Dealers in the first level are applicable on locator in some locations.

Why become a Samsung HVAC dealer?

Because of our unrivaled commitment to innovative products, incredible customer service and one-of-a-kind dealer support. We're a brave, new kind of HVAC company and seek to partner with like-minded HVAC contractors. Together, we can do the amazing.

Most HVAC companies maintain the status quo, Samsung never will. Located in Roanoke, Texas, Samsung HVAC America is the North American headquarters for Samsung's heating and cooling products with distribution channels throughout the United States and Canada. We're a new kind of HVAC company, one that's dedicated to creating the most incredible heating and cooling systems in existence.

Samsung HVAC America
776 Henrietta Creek Road, Suite 100
Roanoke, TX 76262
(888) 699-6067



Learn more about
Samsung HVAC at
SamsungHVAC.com

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*Samsung HVAC has a process of ongoing development; portions of the Dealer Program Guide may change without notice.
Contact your Distributor for current program details.*

Dealer Program Benefits Summary

Dealer	Preferred Dealer	Preferred Plus Dealer	Benefits
		✓	12/12/1 Enhanced Warranty***
		✓	VIP Technical Support
		✓	Exclusive Partner Rates
		✓	Exclusive Dealer Promotions
		✓	Annual Samsung HVAC Recognition Plaque
	✓	✓	Cash Rewards Earn cash back for qualifying registered systems*** + Bonus cash for year-over-year registration growth
	✓	✓	Priority Dealer Locator listing on SamsungHVAC.com*
✓	✓	-	10/10/1 Enhanced Warranty***
✓	✓	✓	Extended Warranty Options***
✓	✓	✓	Consumer Financing & Special Promotions
✓	✓	✓	Website Development & Digital Services
✓	✓	✓	Dealer Mobile App & Desktop DR-Link
✓	✓	✓	Training Portal & Certified Courses
✓	✓	✓	Branding Points 25 points per qualifying registered systems for branded gear
0	5	25	System Registration Requirements** <i>Based on registered ODUs only</i>

***Must register systems within 90 days of installation. DVM systems not included.

**Must meet registration requirements to remain in the respective tier.

All tier statuses reset January 1 based on your year's system registration count.

Any new dealers that join in 2026 will receive extra time to advance and maintain your dealer status/tier through December 31, 2027.

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Dealer Onboarding Checklist

- Submit and sign the [Dealer Agreement](#) online.
- Receive welcome email with your Dealer Code and Mobile App login.
From: sysadmin@samsunghvac.com
- Receive email to access the Dealer Portal and setup your account.
From: samsungsupport@channel-fusion.com
- Register your systems using the [Product Registration website](#) or Mobile App from the [Google Play Store](#) or [App Store](#).
- Create your SBA account in [Samsung Business Academy](#).

All tier statuses reset January 1 and are based on your year's outdoor unit (ODU) system registration count.

5 ODUs registered in calendar year = Preferred
25+ ODUs registered in calendar year = Preferred Plus

Any new dealers that join in 2026 will receive extra time to advance and maintain your dealer status/tier through December 31, 2027.

Registrations made within the calendar year of your Preferred Dealer Program enrollment will be honored toward your tier status.

Dealers earning Preferred Plus status will receive an annual recognition plaque.

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Dealer Guidelines

Applicable to Dealers, Preferred Dealers, and Preferred Plus Dealers

Dealers are independent contractors not an agent or employee of Samsung HVAC and shall not be deemed to create a partnership, joint venture, or principal-agent relationship between the parties. A dealer is not authorized to assume or create any obligation or responsibility including, but not limited to, obligations based on warranties, guarantees, or other contractual obligations on behalf or in the name of Samsung HVAC.

I. Code of Conduct

- a. Dealers agree to comply with all relevant federal, state, and local: laws, rules, regulations, orders, codes, and ordinances. Dealers also agree to maintain all necessary permits, licenses, and certifications required by local/state/federal and provincial authorities in connection with the responsibilities under this agreement.
- b. Dealers agree to use Samsung HVAC brand name in accordance with the guidelines and will do nothing that will impugn or damage the Samsung HVAC brand name. Dealers will not use the Samsung HVAC name in its legal, trade, or business name nor will the Dealer use the Samsung HVAC name in its website URL without prior permission from Samsung HVAC.
- c. Dealers will conduct business with the highest level of professional behavior when interacting with their customers, fellow dealers, employees, and suppliers.
- d. Dealers will continually strive to uphold the highest level of technical knowledge through continued education, training, and interaction with professionals in the HVAC industry.
- e. Dealers will follow procedures that ensure their safety as well as the safety of their co-workers and customers.
- f. Dealers will meet local codes and adhere to all laws, regulations, and ordinances pertaining to general HVAC business practices and the selling, servicing, and installation of Samsung HVAC products.
- g. Dealer agrees not to share confidential or proprietary information of Samsung HVAC or its affiliates.

II. Marketing

- a. Dealers should participate in marketing Samsung HVAC products utilizing approved logos to ensure they are distinguishable from others.
- b. Dealer agrees to participate in all Samsung HVAC driven marketing activities.
- c. Dealer agrees to include the Samsung logo and heating and cooling products in advertising, literature, and websites, should said materials include other brands.
 - i. Samsung will grant a non-exclusive license to use the Samsung logo in advertising, literature, and websites solely in connection with the marketing and resale of Samsung branded heating and cooling products.

III. Customer Service

- a. Dealers will treat every customer with integrity, competence, and objectivity. Dealers are committed to responding to customer service issues in a timely manner.
- b. Dealers are committed to resolving customer complaints and will work with the customer to see that all problems have been addressed and corrective actions have been taken.
- c. Dealers are committed to responding to callbacks with a minimum of inconvenience to the customer.
- d. Dealer agrees to provide the end-user: relevant product warranties, registration information, literature, and instructions regarding the products.

IV. Field Service

- a. Dealer agrees to register all products to receive the enhanced warranty.
- b. Dealers must have, at a minimum, one (1) Samsung trained technician on staff at all times.
- c. Dealers will conduct field service work in a timely, systematic, and well-documented manner.
- d. Dealers will document the service work accurately and professionally to maintain a comprehensive history of work on the system.
- e. Dealers will make no statements or promises concerning Samsung equipment that is not approved and supported by documentation from Samsung HVAC.
- f. Dealer agrees to ensure that warranty claim submissions are valid and proper.
- g. Dealer agrees not to remove or negate any safety device or feature of products.
- h. Dealer agrees not to alter any labels, plates, or tags on products.

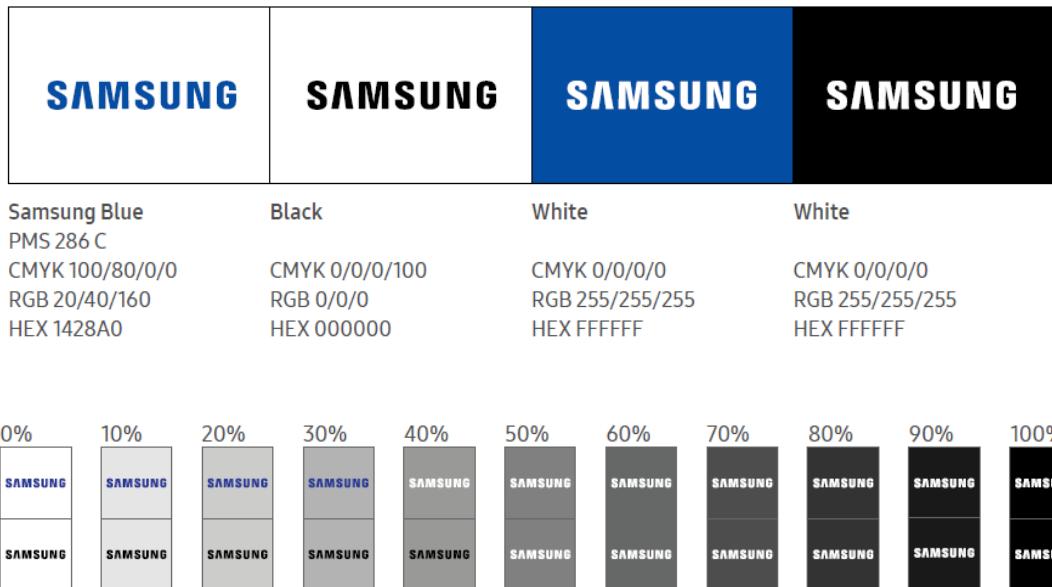
V. Termination

- a. Except as otherwise provided by applicable law, Samsung HVAC may remove a Dealer's contact information from locator upon written notice to Samsung HVAC Wholesale Partner Stocking Distributor upon the occurrence of any of the following events:
 - i. Failure by dealer to comply with Samsung HVAC marketing guidelines and policies.
 - ii. Lack of satisfactory representation of Samsung HVAC.
 - iii. Commencement of proceeding under any bankruptcy or insolvency laws by or against Dealer.
 - iv. Providing false information to Samsung HVAC.
 - v. At the request of the Dealer.
 - vi. At the request of the Wholesale Partner Stocking Distributor.

Logo Usage Guidelines

Usage of the Samsung lettermark logo is intended to promote Samsung HVAC products. Please adhere to the guidelines as set forth herein.

Samsung Logo Colors - The lettermark is available in Samsung Blue (PMS 286 C), black and white.



Minimum Clear Space & Size

- Clear space around the lettermark should be protected at all times from other elements.
- At least a minimum required space should be secured when space is limited.
- DO NOT use the lettermark smaller than 3mm in height for prints and 8 pixels in height for digital purpose to ensure the legibility of the lettermark.



Cash Rewards & Branding Points

Qualified systems—registered within 90 days of install and verified by Samsung HVAC Warranty Department—are eligible to receive Cash Rewards and Branding Points.

Rewards and points accrued throughout the calendar year will expire and reset January 1. View and redeem your Cash Rewards and Branding Points within the Dealer Portal.

Cash Rewards

Component 1 – The more qualifying systems you register, the more cash you earn!

Tier Level	Qualifying Registered Systems (ODU)	Earnings Per System
T1	1-5	\$0
T2	6-24	\$20
T3	25-100	\$40
T4	101-300	\$60
T5	301+	\$100

Component 2 – Earn BONUS cash per qualifying registered system for increased year-over-year (YOY) system registration growth.

YOY System Registration Growth	BONUS Earnings Per System
30%	\$30
60%	\$60
90%	\$90

For Component 1, you may cash out your Cash Rewards following each quarter close in the Dealer Portal.

For Component 2, your YOY Growth payout will be deposited into your account by March 31, 2027. All Cash Rewards and Branding Points will expire and reset January 1.

Any liability for federal income tax (or other taxing entity) imposed on any cash or rewards received from participant in the program will be the responsibility of the participant. Samsung HVAC bears no responsibility for tax obligations. Samsung HVAC reserves the right to alter or discontinue the program at any time. In all matters pertaining to the rules of this program, the interpretation and decision of Samsung HVAC shall be final.

Branding Points

In addition to Cash Rewards, Dealers receive 25 Branding Points per qualifying system registered. Use Branding Points on SamsungHVAC.com/promo for Samsung branded items such as polo shirts, golf bags, backpacks, signage, vehicle decals and more!

Important Notes: Branding Points are redeemable in the form of a promotional code sent to the dealer master user email address. Points are not currently preloaded on the promo website. Please use the DR-Link desktop program to claim your branding points. All Cash Rewards and Branding Points expire and reset January 1.



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Warranty Benefits

Samsung HVAC requires registration of products within 90 days of installation to secure the enhanced warranty. Without product registration, the systems will default to the standard warranty. Warranty terms vary by product.

RAC, FJM, CAC, and DVM S Eco systems are designed for comfort cooling. RAC, FJM, CAC, and DVM S Eco systems installed in a non-comfort cooling application will be limited to the standard warranty.

You can register your systems via the Mobile App or website to receive your warranty benefits.



<https://www.samsunghvac.com/register-product>

Product Family	Product Prefix	Standard Warranty*	Enhanced Warranty**		
			Dealer & Preferred	Preferred Plus	
WindFree™ 2.0/2.0e/3.0/3.0e/3.0i	AR	7 Year Compressor 5 Year Parts	10 Year Compressor & 10 Year Parts	Limited Labor 1 Year	12 Year Compressor & 12 Year Parts
		Yes	Yes	Yes	Yes
		Yes	Yes	Yes	Yes
Max Heat®/Max Heat® 2.0	AC	Yes	Yes	Yes	Yes
All CAC, including R32 models excluding -40° and Hylex™	AC	Yes	Yes	Yes	Yes
DVM S/Eco/Chiller, including R32 models	AM/AG	Yes	Yes	No	No
CAC -40°	AC	Yes	No	No	No
Hylex™	AC	Yes	Yes	No	Yes
Quantum 2.0	AR	Yes	Yes	Yes	Yes
All generation Whisper/Pearl ²	AR	Yes	Yes	Yes	Yes
Standard Max 3 Ton	AQN/AQX36	Yes	Yes	Yes	Yes
Free Joint Multi	AJ	Yes	Yes	Yes	Yes
Quantum	AR	5 Year Compressor 1 Year Parts	7 Year Compressor 5 Year Parts	No	7 Year Compressor 5 Year Parts

* Standard Warranty does not require system registration. Conditions apply.

**Enhanced Warranty requires system registration. Must register systems within 90 days of installation.

¹The WindFree™ unit delivers an air current that is under 0.15 m/s while in WindFree™ mode. Air velocity that is below 0.15 m/s is considered "still air" as defined by ASHRAE 55-2013 (American Society of Heating, Refrigerating, and Air-Conditioning Engineers).

²Only Whisper, Whisper Wi-Fi, Max, and Pearl models manufactured after 1/1/2015 qualify for the enhanced warranty (10/10/1).

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Extended Warranty Program - Dealer

Offer up to 12 years of parts, compressor, and labor!

Learn more about additional warranty programs at Samsung.JBWarranties.com
or call JB Warranties at [855-742-5522](tel:855-742-5522).



Standard Dealer Coverage Options

All plans are for residential equipment 5 tons and under.

System Type	Labor Type	5 YEAR PLANS LABOR PLUS		10 YEAR PLANS LABOR PLUS		12 YEAR PLANS LABOR PLUS	
		SKU	PRICE	SKU	PRICE	SKU	PRICE
Indoor Unit	\$90/Hr	DFSIDU1PL0555	\$79	DFSIDU1PL1010	\$124	DFSIDU1PL1212	\$140
Outdoor Unit	\$90/Hr	DFSODU1PL0555	\$146	DFSODU1PL1010	\$185	DFSODU1PL1212	\$208
Indoor Unit	\$125/Hr	DFSIDU1PL0555B	\$106	DFSIDU1PL1010B	\$157	DFSIDU1PL1212B	\$177
Outdoor Unit	\$125/Hr	DFSODU1PL0555B	\$215	DFSODU1PL1010B	\$262	DFSODU1PL1212B	\$270
Indoor Unit	\$150/Hr	DFSIDU1PL0555C	\$111	DFSIDU1PL1010C	\$172	DFSIDU1PL1212C	\$205
Outdoor Unit	\$150/Hr	DFSODU1PL0555C	\$219	DFSODU1PL1010C	\$286	DFSODU1PL1212C	\$304
Indoor Unit	\$175/Hr	DFSIDU1PL0555D	\$129	DFSIDU1PL1010D	\$201	DFSIDU1PL1212D	\$263
Outdoor Unit	\$175/Hr	DFSODU1PL0555D	\$241	DFSODU1PL1010D	\$370	DFSODU1PL1212D	\$434
Indoor Unit	\$200/Hr	DFSIDU1PL0555E	\$146	DFSIDU1PL1010E	\$227	DFSIDU1PL1212E	\$293
Outdoor Unit	\$200/Hr	DFSODU1PL0555E	\$270	DFSODU1PL1010E	\$416	DFSODU1PL1212E	\$488
Indoor Unit	\$250/Hr	DFSIDU1PL0555F	\$175	DFSIDU1PL1010F	\$274	DFSIDU1PL1212F	\$354
Outdoor Unit	\$250/Hr	DFSODU1PL0555F	\$325	DFSODU1PL1010F	\$504	DFSODU1PL1212F	\$589
Indoor Unit	\$300/Hr	DFSIDU1PL0555G	\$207	DFSIDU1PL1010G	\$321	DFSIDU1PL1212G	\$416
Outdoor Unit	\$300/Hr	DFSODU1PL0555G	\$382	DFSODU1PL1010G	\$593	DFSODU1PL1212G	\$692

Labor / Refrigerant Allowance / Reclaim Allowance / Part Allowance – Begins 91 days from purchase.

Includes one wired thermostat per system. Excludes remotes and controls.

Contractors can purchase extended parts and labor warranties for up to two years from the installation date.

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Extended Warranty Program – Preferred Dealer

Offer up to 12 years of parts, compressor, and labor!

Learn more about additional warranty programs at Samsung.JBWarranties.com or call JB Warranties at [855-742-5522](tel:855-742-5522).



Preferred Dealer Coverage Options

All plans are for residential equipment 5 tons and under.

System Type	Labor Type	5 YEAR PLANS LABOR ONLY		10 YEAR PLANS LABOR ONLY		12 YEAR PLANS LABOR ONLY	
		SKU	PRICE	SKU	PRICE	SKU	PRICE
Indoor Unit	\$90/Hr	DFSIDU1PL0555	\$77	DFSIDU1PL1010	\$120	DFSIDU1PL1057C	\$136
Outdoor Unit	\$90/Hr	DFSODU1PL0555	\$142	DFSODU1PL1010	\$179	DFSODU1PL1057C	\$202
Indoor Unit	\$125/Hr	DFSIDU1PL0555B	\$103	DFSIDU1PL1010B	\$152	DFSIDU1PL1257C	\$172
Outdoor Unit	\$125/Hr	DFSODU1PL0555B	\$209	DFSODU1PL1010B	\$254	DFSODU1PL1257C	\$262
Indoor Unit	\$150/Hr	DFSIDU1PL0555C	\$108	DFSIDU1PL1010C	\$167	DFSIDU1PL1057C	\$199
Outdoor Unit	\$150/Hr	DFSODU1PL0555C	\$212	DFSODU1PL1010C	\$277	DFSODU1PL1057C	\$295
Indoor Unit	\$175/Hr	DFSIDU1PL0555E	\$125	DFSIDU1PL1010E	\$195	DFSIDU1PL1257C	\$255
Outdoor Unit	\$175/Hr	DFSODU1PL0555E	\$234	DFSODU1PL1010E	\$359	DFSODU1PL1257C	\$421
Indoor Unit	\$200/Hr	DFSIDU1PL0555F	\$142	DFSIDU1PL1010F	\$220	DFSIDU1PL1057C	\$284
Outdoor Unit	\$200/Hr	DFSODU1PL0555F	\$262	DFSODU1PL1010F	\$404	DFSODU1PL1057C	\$473
Indoor Unit	\$250/Hr	DFSIDU1PL0555L	\$170	DFSIDU1PL1010L	\$266	DFSIDU1PL1257C	\$343
Outdoor Unit	\$250/Hr	DFSODU1PL0555L	\$315	DFSODU1PL1010L	\$489	DFSODU1PL1257C	\$571
Indoor Unit	\$300/Hr	DFSIDU1PL0555E	\$201	DFSIDU1PL1010E	\$311	DFSIDU1PL1257C	\$404
Outdoor Unit	\$300/Hr	DFSODU1PL0555E	\$371	DFSODU1PL1010E	\$575	DFSODU1PL1257C	\$671

Labor / Refrigerant Allowance / Reclaim Allowance / Part Allowance – Begins 91 days from purchase.
Includes one wired thermostat per system. Excludes remotes and controls.

Contractors can purchase extended parts and labor warranties for up to two years from the installation date.

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Extended Warranty Program – Preferred Plus Dealer

Offer up to 12 years of parts, compressor, and labor!

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or call JB Warranties at [855-742-5522](tel:855-742-5522).



Preferred Plus Dealer Coverage Options

All plans are for residential equipment 5 tons and under.

System Type	Labor Type	5 YEAR PLANS LABOR PLUS		10 YEAR PLANS LABOR PLUS		12 YEAR PLANS LABOR PLUS	
		SKU	PRICE	SKU	PRICE	SKU	PRICE
Indoor Unit	\$90/Hr	DFSIDU1PL0555	\$75	DFSIDU1PL1010	\$118	DFSIDU1PL1212	\$133
Outdoor Unit	\$90/Hr	DFSODU1PL0555	\$139	DFSODU1PL1010	\$172	DFSODU1PL1212	\$198
Indoor Unit	\$125/Hr	DFSIDU1PL0555B	\$101	DFSIDU1PL1010B	\$149	DFSIDU1PL1212B	\$168
Outdoor Unit	\$125/Hr	DFSODU1PL0555B	\$204	DFSODU1PL1010B	\$249	DFSODU1PL1212B	\$257
Indoor Unit	\$150/Hr	DFSIDU1PL0555C	\$105	DFSIDU1PL1010C	\$163	DFSIDU1PL1212C	\$195
Outdoor Unit	\$150/Hr	DFSODU1PL0555C	\$208	DFSODU1PL1010C	\$272	DFSODU1PL1212C	\$289
Indoor Unit	\$175/Hr	DFSIDU1PL0555D	\$123	DFSIDU1PL1010D	\$185	DFSIDU1PL1212D	\$209
Outdoor Unit	\$175/Hr	DFSODU1PL0555D	\$229	DFSODU1PL1010D	\$276	DFSODU1PL1212D	\$328
Indoor Unit	\$200/Hr	DFSIDU1PL0555E	\$139	DFSIDU1PL1010E	\$207	DFSIDU1PL1212E	\$237
Outdoor Unit	\$200/Hr	DFSODU1PL0555E	\$257	DFSODU1PL1010E	\$309	DFSODU1PL1212E	\$364
Indoor Unit	\$250/Hr	DFSIDU1PL0555F	\$166	DFSIDU1PL1010F	\$237	DFSIDU1PL1212F	\$273
Outdoor Unit	\$250/Hr	DFSODU1PL0555F	\$309	DFSODU1PL1010F	\$346	DFSODU1PL1212F	\$401
Indoor Unit	\$300/Hr	DFSIDU1PL0555G	\$197	DFSIDU1PL1010G	\$273	DFSIDU1PL1212G	\$310
Outdoor Unit	\$300/Hr	DFSODU1PL0555G	\$363	DFSODU1PL1010G	\$373	DFSODU1PL1212G	\$427

Labor / Refrigerant Allowance / Reclaim Allowance / Part Allowance – Begins 91 days from purchase.
Includes one wired thermostat per system. Excludes remotes and controls.

Contractors can purchase extended parts and labor warranties for up to two years from the installation date.

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Extended Warranty Program – Claims Information

The following claims information applies to ALL dealers (any tier) with extended warranty programs through JB Warranties.

Learn more about additional warranty programs at Samsung.JBWarranties.com or call [855-742-5522](tel:855-742-5522).

Normal Call Rate (Includes Diagnostics and first 30 minutes at the job site)	\$65
Normal Hourly Rate / Registered Warranty Rate	\$90 / \$125 / \$150 / \$175 / \$200 / \$250 / \$300
Refrigerant Reclamation Fee (if reclaim is necessary)	\$55

PART COST (Sum of Total Parts)	ALLOWANCE
\$0.01- \$9.99	\$5
\$10 - \$24.99	\$15
\$25 - \$49.99	\$20
\$50 - \$74.99	\$25

Refrigerant allowance per pound - market price (410-a)*

PART COST (Sum of Total Parts)	ALLOWANCE
\$75 - \$99.99	\$30
\$100 - \$124.99	\$35
\$125 - \$149.99	\$40
\$150 +	\$45

Excludes coils*

REPAIR / REPLACEMENT LABOR SCHEDULE

ELECTRICAL	JOB HOURS UP TO
Capacitor/Circuit Board	1
Heater Element	1
Crank Heater	1
Fan Switch/ Control	1
Fuse Block	1
Motor (Cond Fan / Blower)	1
Hr Box Solenoid	1
Transformer Thermostat (Wired Only)	1

REFRIGERANT	JOB HOURS UP TO
Compressor	4
Accumulator	3
Coil	3
Expansion Valve	3
Header/ Dist.	3
Metering Device	3
Reversing Valve	3
Pressure Switch	2
Receiver	2
Internal Ref. Tubing	2
Service Valve	2

MECHANICAL / GENERAL	JOB HOURS UP TO
Drain Pan - Primary Only	1
Fan / Blower	1
Louver	0.5
Flouver Motor	1
Motor Mount	1
Misc.	1

SCAN ME!



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Dealer Portal

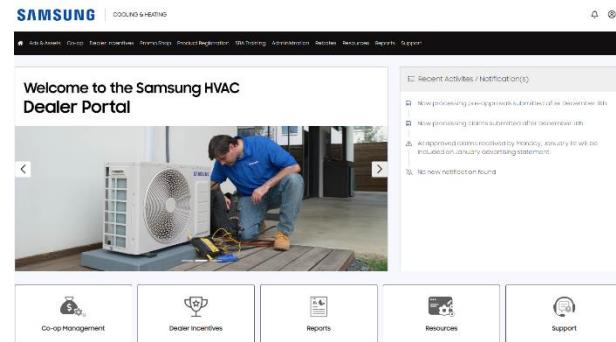
Getting Started with the Dealer Portal / Master User

Welcome to the Samsung HVAC Dealer Portal!
You should have received a Dealer Welcome Email from samsungsupport@channel-fusion.com.

The Dealer Portal will give you access to:

- Manage dealer account access.
- View confirmed system registrations.
- Access dealer marketing library.
- View account performance and cumulative rewards/points.

The Master User cannot be changed within the Dealer Portal. If you wish to change the master user, you must reach out to DealerQuestions@SamsungHVAC.com. By doing so, we will ensure your dealer benefits and payouts are transferred securely and accurately.



Dealer Mobile App



Easily access Samsung HVAC system information while installing or servicing a unit at the jobsite. Gaining access to the Samsung HVAC Mobile App will allow you to:

- Product registration
- System details*
- Specification drawings
- Bill of Materials (BOM)
- Error code reference
- Helpful videos
- Pressure and temperature conversion charts
- Service area list and map
- Warranty history*
- Warranty claims*

*Requires Preferred Dealer program enrollment.
Login using your Samsung HVAC DR-Link credentials to gain Preferred Dealer access.

Download the Samsung HVAC Mobile App from the Google™ play store or the App Store®.



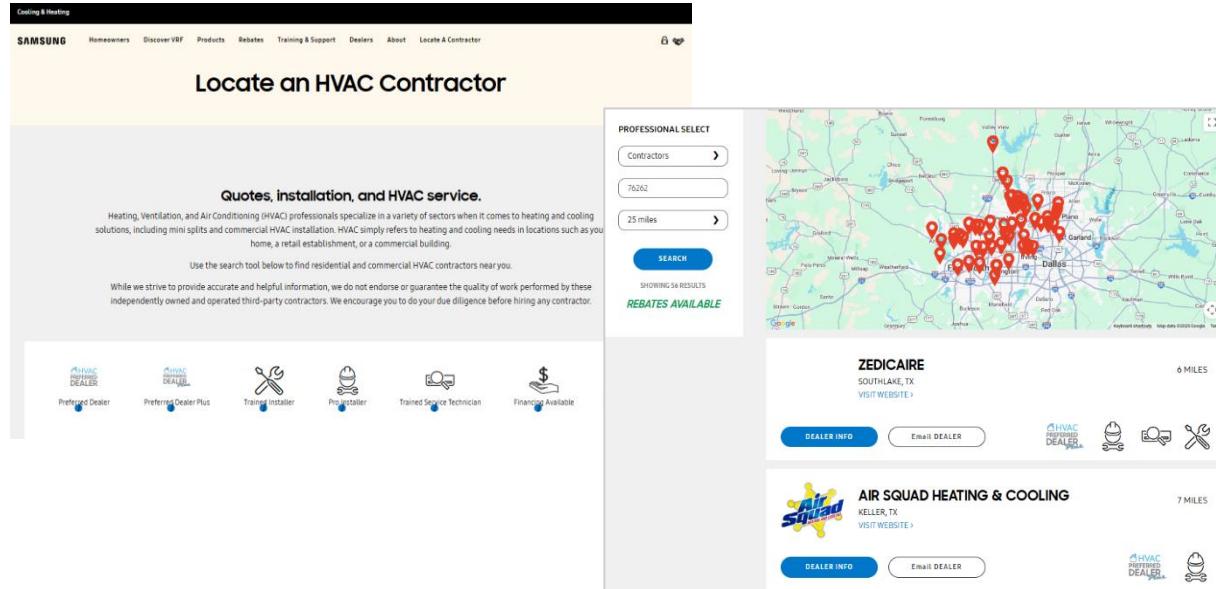
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Dealer Locator Listing

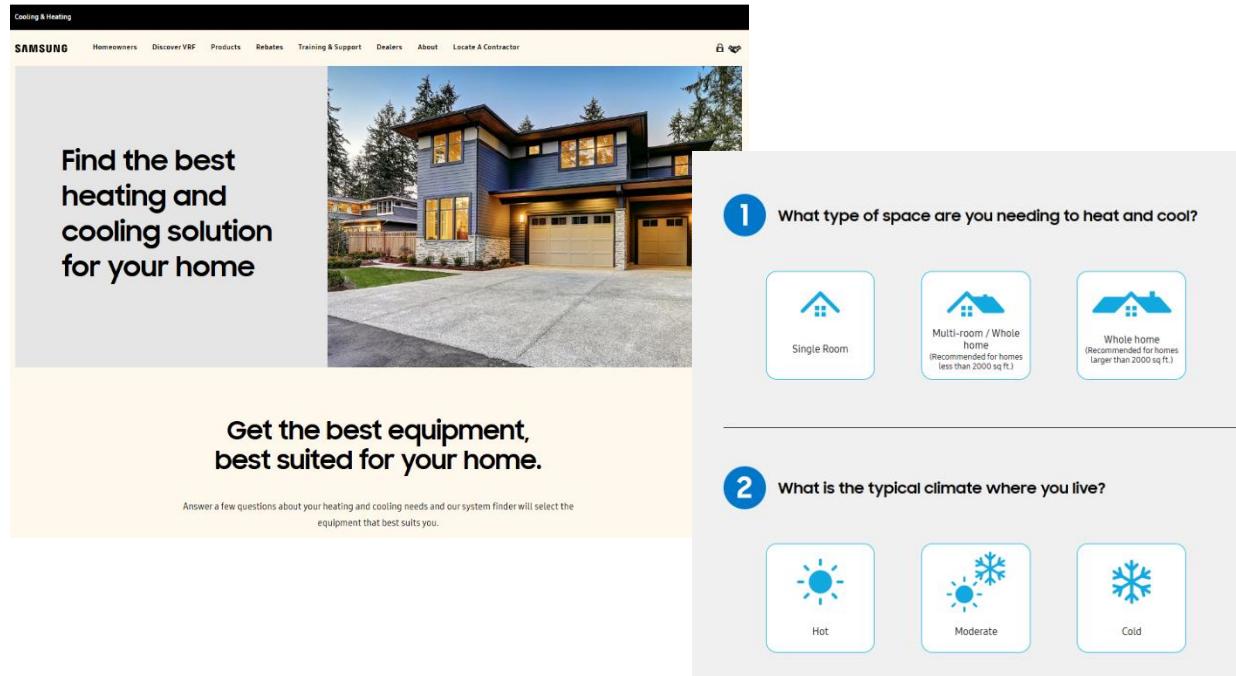
As a Samsung HVAC Dealer, you will receive inquiries from homeowners directly on SamsungHVAC.com.

Level up to Preferred or Preferred Plus Dealer for priority listing and consumer-friendly icons.

NOTE: In some areas, Dealers will be listed due to limited availability.



Visitors can also find the best heating and cooling system for their home by answering brief questions and requesting a Samsung HVAC dealer contact them to quote or schedule an installation.



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Consumer Financing – U.S.

Special Rates & Promotions ([view rates](#))

Choose a menu of special financing options that's best for your business. Sales and marketing tools are customized to your specific menu of special financing options. Cardholders select the promotion that best fits their needs—it's that easy!



Financing Program Benefits

Fast Credit Decisions

[Training & Support](#)

[Advertising & Marketing Tools](#)

Flexibility to Choose from 30+ Consumer Plans

Optional [Multisource Financing with Fortiva](#)

Now integrated with [ServiceTitan](#) and [WEX](#)

[Custom Apply Now Link](#) for Your Website and Social Media

75% of Americans have \$2,000 or less in savings ^

The average HVAC sale amount financed with Synchrony is **\$9,281**



Why Synchrony Financial?

- Over 80 years of deep expertise in consumer financing.
- Private-label credit card with merchant's name.
- Simple, paperless process.
- Quick credit decisions.
- Funding generally within 24-48 hours of completion.

Synchrony's Commitment

- A Simple streamlined application-to-funding process.
- A completely paperless, digital platform – Synchrony Transact.
- Direct support from field sales and inside sales representatives.
- Ongoing training support for your team.
- Advertising resources to enhance your marketing efforts.
- In-depth merchant reporting with benchmarks to measure program performance.

Toolbox.mysynchrony.com

The Synchrony Toolbox website is a one-stop shop for merchant financing training that helps our partners maximize efficiency, increase sales, and better integrate financing into their business. *Not applicable in Canada.



Not enrolled with Synchrony?

Enroll at [syfenroll.com](#) with code **SAMSUNGPLUS** for Preferred Plus Dealers or **SAMSUNGPREF** for Preferred Dealers and Samsung Dealers or call **1-888-574-2804** to learn more about our Synchrony Project Card - Samsung HVAC program.

[^]GOBankingRates 2025 Survey

¹Seventh Annual Major Purchase Study, Home Improvement 2019

^{*}Synchrony Major Purchase Journey Study, Home Improvement, September 2025

^{**}Synchrony Home Improvement Merchant Survey, December 2025

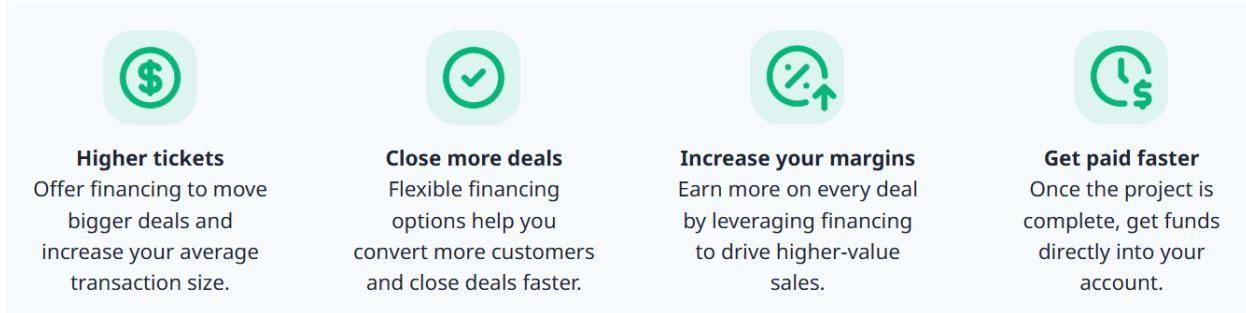
Samsung HVAC has a process of ongoing development; portions of the Dealer Program Guide may change without notice. Contact your Distributor for current program details.

Consumer Financing – Canada

Boost your sales anytime, anywhere with financing options your customers will love.



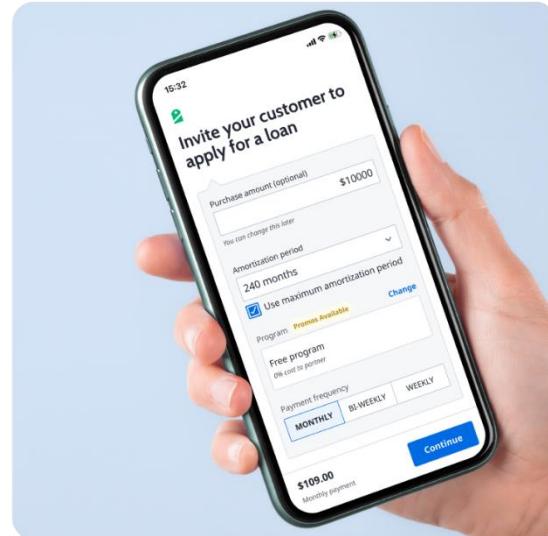
Start offering your customers financing for projects and purchases up to \$100,000. Financeit is the flexible, mobile-friendly way to boost your sales.



Financing that keeps up with you.

Consumer financing solutions that move as fast as you do. Offer your customer a low monthly quote with real-time approvals from Financeit.

- On-site approvals – Providing fast credit decisions, so you get quick, easy customer approvals on your mobile device.
- Get paid faster – Receive the full purchase amount in your bank account as soon as the job is done and your customer signs off.
- Interest Rate Buydowns - Lower interest rates that work with your customer's budget.
- No Interest - 0% interest for 12, 24, 36, 48 or 60 months.
- Deferred Payments - No payments and no interest for 3, 6 or 12 months.



Not enrolled with Financeit?

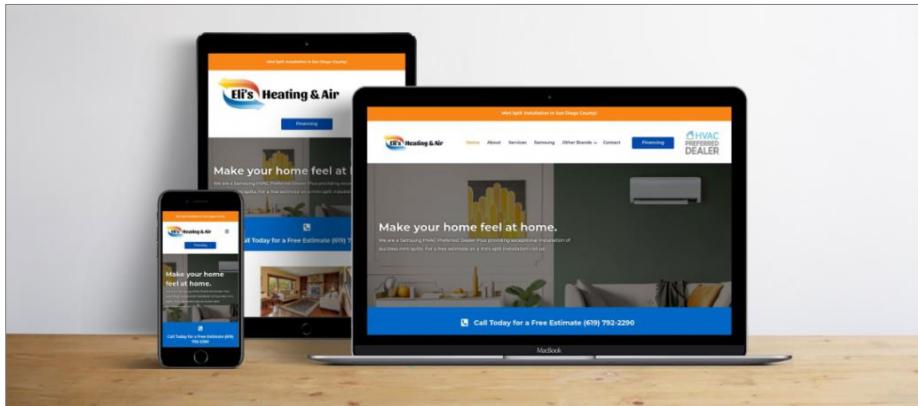
Reach out to the Financeit team to increase sales and grow your business. Enroll at <https://www.financeit.io/samsung/> or call 1-888-563-3205 to learn more and/or get started.

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Digital Marketing Services

Stuck in the brainstorming stages of your marketing plan? Developing a digital marketing plan can be daunting, but it's one of the most important aspects of a business plan – a great plan can help attract quality leads.

With website hosting, social media planning, digital ad development and more, trying to figure out where to start can be overwhelming. Let our digital marketing partner help you with the planning and execution, so you can focus on what matters – growing your business.



Digital Marketing Packages

Pre-bundled marketing packages, to quickly select what fits best with your needs.

Packages include:

- ✓ Done for You Package – 8-page website, SEO, social media management.
- ✓ Get Found Package – 15-page website, SEO, social media management, Google Ads campaign.
- ✓ Dominate Package – 24-page website, advanced website and lead tools, SEO, social media management, Google Ads campaign.

Unmatched ROI

Together, with our experienced third-party digital marketing partner, we develop a well-tailored plan to boost your leads and grow your business, keeping you one step ahead of your competitors.

Contact Our Third-Party Partners

Thrive www.thrivehvac.com/samsung | 866-500-2033 | sales@thrivesearch.com

Channel Fusion www.channelfusion.com/samsung | 866-615-7267 | coopsupport@channel-fusion.com

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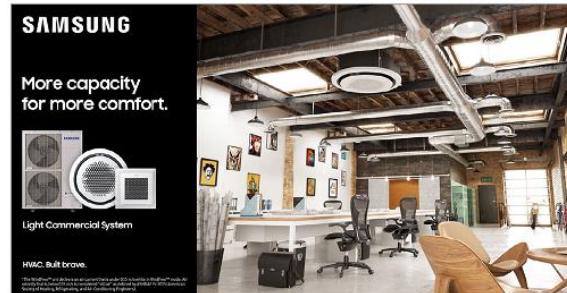
Dealer Marketing Asset Library

Access the Dealer Portal to get premade Samsung HVAC marketing assets to make advertising your business more fun and less time consuming. Free to all registered Dealers!

Print Ad Example



Social Media Ad Example



Programmatic Ad Example



Billboard Ad Example



Literature

Dealers can access the [Samsung HVAC Literature Marketplace](#) to order and print Samsung HVAC product guides. You can also partner with your distributor to utilize Co-op Funds to cover cost.

New users can create an account by clicking "Sign up here," inputting their contact information and utilizing Access Code: Samsung2017.

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Training - Samsung Business Academy (SBA)

We're proud to offer several comprehensive training courses designed to enrich technicians and contractors with the knowledge to properly install, service and maintain Samsung HVAC products. Several NATE® recognized classes are available, covering a wide range of topics from DVM S commissioning to residential installation.

Our NATE® recognized courses offer 8-16 hours of continuing education in the following specialties:

- ✓ Air conditioning service
- ✓ Air distribution installation
- ✓ Air distribution service
- ✓ Air-to-air heat pump installation
- ✓ Air-to-air heat pump service
- ✓ Efficiency analyst senior
- ✓ HVAC performance verifier
- ✓ Light commercial refrigeration installation
- ✓ Light commercial refrigeration service



Recommended course for dealers enrolled in Samsung HVAC Preferred Dealer Program:

RLC Installation and Basic Service Online (2 hours and 30 minutes)

The duration of training courses are subject to change. Check samsunghvac.com/training for the latest course information and to register as a contractor.

The RLC Installation and Basic Service Online training course is segmented into eleven modules. The training is designed to provide fundamental knowledge to install, start up, test and service Samsung's line of residential and light commercial (RAC, CAC, FJM) systems. Available online and in person. See Residential Light Commercial Installation and Basic Service for in person course description.

SAMSUNG Homeowners Discover VRF Products Rebates Training & Support Dealers About Locate A Contractor [Facebook](#) [Twitter](#)

HVAC Training



Samsung HVAC is proud to offer comprehensive HVAC courses that are designed to enrich technicians and contractors with the knowledge to properly install, service, and maintain Samsung HVAC products. Earn HVAC NATE® certification credits with several NATE® Certified courses available that cover a wide range of topics on our residential, light commercial, and commercial products. Samsung Business Academy (SBA) is the portal to our extensive course offering. With live classes, online HVAC courses, and webinars, attendees can choose the training option that best fits their schedule. And if hands-on HVAC training is something you're after, you can visit our state-of-the-art training centers near Dallas, Texas, and in Santa Fe Springs, California, that house a wide range of operational Samsung HVAC products.

Earning HVAC NATE® certification credits can help technicians and contractors become HVAC experts. Register below to get started!



Register

Partner or Contractor

HVAC Partner



Samsung Business Academy



Technical Videos



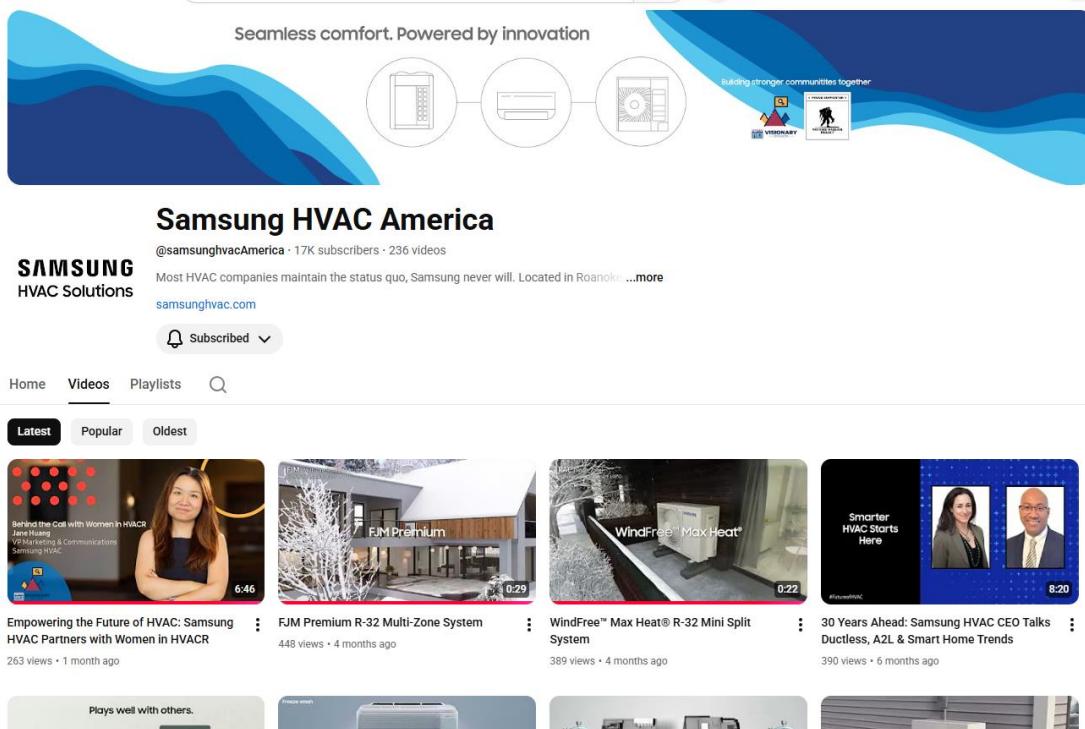
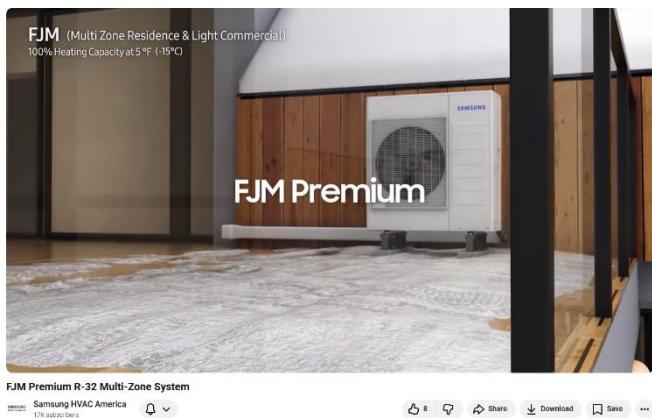
Visitor's Guide

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YouTube – Samsung HVAC Training and Tutorials

Have you checked our YouTube channel recently? We have a library of technical training videos uploaded to assist you with installation and troubleshooting on residential, light commercial and commercial systems.

Subscribe now for when you need it later! youtube.com/@samsunghvacameric

YouTube Videos for Dealers

✓ [Learn about the highly-compatible Hylex™](#)

✓ [Max Heat® Series](#)

✓ [FJM Max Heat](#)

✓ [FJM Premium Multi-Zone System](#)

✓ [Residential & Light Commercial Unit Sharing](#)

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Rebate Education & Tools



The market for energy efficient HVAC systems is growing, driven in large part by strong demand for ductless mini split systems. To offset the higher costs, rebates are available through the Inflation Reduction Act, local utilities, and federal tax credits.

Inflation Reduction Act:

In 2022 the federal government approved the Inflation Reduction Act (IRA) allocating \$4.2B for single family housing and multifamily buildings to lower the cost of clean energy technologies. Rebates are available through two paths: 1) Home Electrification Appliance Rebate (HEAR) and 2) Home Efficiency Rebates (HER). For more information on the IRA and these programs, visit <https://www.samsunghvac.com/inflation-reduction-act>.

What is the Status of my State?

Visit the DOE's Rebate Tracker for your state's status at <https://www.energy.gov/save/rebates>.

Local Utility Rebates:

Hundreds of rebate programs for ductless systems are offered by utility companies and other entities across the United States and Canada, with savings ranging from \$150 to over \$1,000. These programs are a vital component to help consumers purchase an efficient system that offers a rebate solution.

With an easy-to-use interface, consumers can easily access rebates by the Samsung product in the United States by entering the zip code of their residence. Rebates in Canada are also listed.

Our partnership with EcoRebates is designed to make rebate offers easy and convenient for consumers to access. We encourage you to [browse the available rebates](#) in your area.

Federal Tax Credits:

In addition to the rebates mentioned above, homeowners may qualify for the Energy Efficient Home Improvement Credit (25C) which covers 30% of cost up to \$2,000 for heat pumps meeting highest CEE Tier.

Amply Partnership:

Samsung has partnered with Amply, a sales tool that creates a faster and more accurate process for comfort advisors. With one app, you can instantly collect the data, run the calculations, and generate a heat pump design with accurate load calculations. Learn more about Amply: www.amply.energy.

Ask your distributors about utilizing Samsung HVAC Co-op Fund program to offset a portion of your Amply cost.

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Dealer Technical Support

Technical Support for Samsung HVAC dealers can be reached via phone at [888-699-6067](tel:888-699-6067).

VIP Technical Support

A benefit for Preferred Plus Dealers that includes priority call response, call scheduling in advance in DR-Link desktop program and dealers receive additional support tools in the Dealer Mobile App.

Useful Links

- Product Registration: <https://www.samsunghvac.com/register-product>
- Dealer Portal: <https://portal.samsunghvac.com/>
- Mobile App: <https://samsunghvac.com/mobile-app>
- Training: <https://samsunghvac.com/training>
- Samsung Business Academy (SBA): <https://samsung.csod.com/client/samsung/samsunghvac.aspx>
- Extended Warranty Options: <https://samsung.jbwarranties.com/>
- Synchrony (US) - Become A Merchant:
<https://www.synchronybusiness.com/toolbox/become-a-merchant.html>
- Synchrony (US) Business Center: <https://businesscenter.synchronybusiness.com/>
- Financeit (Canada): <https://www.financeit.io/samsung/>
- Website Development & Digital Services: <https://thrivehvac.com/samsung/>
- Literature Marketplace: <https://marketplace.mimeo.com/productliterature>
- YouTube Channel: <https://youtube.com/@samsunghvacamerica>
- Dealer Enrollment Page: <https://samsunghvac.com/dealers>
- Dealer Locator: <https://samsunghvac.com/locator>

We look forward to partnering with you and supporting the growth of your business!

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