



Liberty© Brand Consumer Financing Program Overview

July – September 2023 Program Overview

Eligible Participants and Timing

The new 5% standard buy down will run for the quarter and the claims must be submitted by the end of the quarter per the guidelines below.

- U.S. Homeowner must purchase eligible equipment and execute a consumer financing contract with an EGIA lender between **July 1, 2023 and September 30, 2023**.
- Licensed independent dealer must **install qualifying equipment between July 1, 2023 and October 15, 2023**.
- All consumer financing contracts **must be funded by EGIA by October 15, 2023**.
- All buy down **rebate claims must be submitted by October 15, 2023**.
 - Late claims will be paid out at 50% of the dealer rebate amount only for a short period after the initial deadline. Any late claims will be paid at Goodman Manufacturing's discretion.

Standard Liberty 5% Financing Buy Down - Qualifying Liberty Brand Equipment

- Installation of a complete a Liberty brand "system" is not required. See eligible product matrix* for full details.
- To qualify for the Liberty Brand 2023 5% financing buy down, the consumer financing contract must include either:
 - **An AVXC20, AVZC20, AVZC18, GVXC20, GVZC20, GSXC18, GSZC18, GSXC16, GSZC16, GSX16, GSZ16 Outdoor Unit OR**
 - **An AMVM97, ACVM97, GMVM97, GCVM97, GMVC96, GCVC96, GMES96-U, GMES80-U, GMVC8/80, GCVC8/80, Indoor Unit**
 - **OR An AVPTC, AVPVC, AVPEC, MBVC Air Handler OR**
 - **A GPG16M, GPH16H, GPH16M, GPC15H Packaged Unit**

Standard Liberty 5% Financing Buy Down through EGIA

- Consumer financing buy down is fulfilled by a **5% rate rebate to the Liberty Brand Dealer** for eligible equipment* on any approved plan type.
- If the standard dealer discount rate is less than 5%, the rebate will be calculated based on that lower discount rate.
- Example below:
 - Amount Financed: \$12,500
 - Standard Dealer Discount Rate: 7.25% = \$906.25 discount rate amount paid by dealer
 - Goodman Brand Discount Rate participation rebated to dealer: **5.0% = \$625**
 - Net Promotional Dealer Discount Rate: 2.25% or \$281.25 net amount paid by dealer
- **Liberty buy down can be applied across any EGIA plan type with any EGIA lender.**
- Financing offers apply only to Liberty Brand qualifying equipment* financed under the EGIA program.

Consumer Financing Details

- Liberty Consumer Financing Plan(s) buy downs are available in the US through EGIA lenders only. Any other lenders will not qualify for a buy down.
- Liberty Brand Dealer must be approved and in good standing with EGIA prior to offering Goodman brand Financing Offers to Homeowners.
- Finance contracts are subject to a \$15,000 USD / \$15,000 CAD maximum retail sale amount (\$20,000 USD / \$20,000 CAD for system sales that include the GVXC20 or GVZC20).
- Sales amount used to calculate financing buy down rebate excludes taxes.
- All EGIA plans are subject to applicable origination fees and credit card processing fees.
- Homeowners are subject to credit approval by EGIA or their approved lenders.

EGIA Rebate Claims Process

- Liberty Brand Dealer is "funded" by EGIA for each qualifying job, less appropriate EGIA discount cost plus any applicable credit card processing fee.
- **Liberty Brand Dealer is responsible for submitting the consumer financing rebate claim and all supporting paperwork to EGIA by October 15, 2023.**
- Consumer Finance rebate claims will be **entered online at <https://goodman.egia.org/>** and click on "REBATE CLAIM PORTAL".
- All required consumer financing back-up paperwork must be sent to EGIA via <https://goodman.egia.org/> by the Liberty Brand Dealer. EGIA or Liberty Brand Heating and Air Conditioning are not responsible for lost/missing paperwork.
- **Please contact EGIA at 888-691-0387 or dealerrebates@egia.org with questions on the dealer enrollment or rebate claims process.**



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*Eligible Product Matrix

Finance Contract must include at least one Liberty brand unit from the table below. Installation of a complete “system” is not required.

Outdoor Units		Indoor Units		Packaged Units
Air Conditioners	Heat Pumps	Furnace Only	Air Handlers	Models
AVXC20/ASXV9	AVZC20/ASZV9	AMVM97 OR ACVM97	AVPTC/AMVT	GPG16M/GPGM5
GSXC18/GSXC7	GSZC18/GSZC7	GMVC97 OR GCVC97	AVPVC/AMVE	GPH16M/GPHM5
GSXC16	GSZC16	GMVC96 OR GCVC96	AVPEC	GPH16H/GPHH5
GSX16/GSXH5	GSZ16/GSZH5	GMVC8, GCVC8	MBVC	GPD14M/GPD3M
		GMES96-U, GMES80-U		

Important Notes

- Special PAP Financing Buy-Down options are still available for exceptions and require the normal PAP approvals.

Advertising Guidelines

If a Liberty Brand Dealer plans to advertise one of the Liberty Consumer Financing Programs, **the following disclaimer is required PLUS additional disclaimers regarding the specific financing plan.** Plan specific advertising disclaimers are available directly from EGIA and its lenders.

Financing Advertising Disclaimer – Required Language

The consumer finance program is separately administered by EGIA (Electric & Gas Industries Association). This information is only a summary of current terms of the program. Program is subject to change at any time at Goodman Manufacturing or EGIA’s decision. Other financing plans and programs are also available. See your independent Liberty Brand Dealer for complete financing eligibility, dates, details, and restrictions for all financing programs.

Depending on the installment finance program featured, please include plan specific disclaimers provided by the actual lender.

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