



# Asure<sup>SM</sup>

EXTENDED SERVICE PLAN

*Providing peace-of-mind for you and your family!*





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## Welcome to Asure!

*Congratulations on your decision to become an Authorized Asure Dealer! As an Authorized Dealer, your Whirlpool® brand Distributor has recognized you as an outstanding contractor in terms of your commitment to provide quality service for the excellent value that these central air and heating products offer and that homeowners deserve and expect. Whirlpool® brand equipment is designed to provide years of trouble-free operation. However, any mechanical product occasionally fails. As an Authorized Asure Dealer, you can offer your customer parts, labor and unit replacement agreements for up to 10 years as a safeguard from those occasional failures.*

### The Asure Program provides your business with the following benefits:

- ◆ **Adds value to homeowner's purchase.** Provides the homeowner peace-of-mind that he has protected his investment and guaranteed his comfort system for the terms of his agreement against unplanned repair bills. The Manufacturer pays the bill!
- ◆ **Builds your customer base.** By providing your customer with worry-free comfort, you earn your customer's loyalty and confidence, along with that of his friends and neighbors. What better way is there to grow your business!
- ◆ **Increases your profits.** Let Asure become its own profit center! Not only can you make a profit on the sale of Asure service agreements, but you can also profit by reducing your out-of-pocket warranty cost on callbacks that most contractors provide to a customer at no charge during the first year.

### WHAT IS COVERED

Asure provides coverage on all functional parts of Whirlpool® one-through five-ton, single-phase residential HVAC products. Coverage may be offered on equipment that has been installed within the last year. Coverage will expire five, 10, or even 99 years after the date of installation, based on the contract type selected. Routine maintenance and the cost to correct failures other than those considered to be manufacturing defects are excluded from coverage.

### COVERAGE OPTIONS

- ◆ **10-Year Parts, Labor and 5-Year Limited Unit Replacement** – Available for Condensers, Heat Pumps, Furnaces and Air Handlers
- ◆ **10-Year Parts and Labor** – Available for Condensers, Heat Pumps, Furnaces, Air Handlers and Packaged Products
- ◆ **10-Year Labor / 5-Year Labor** – Available for Condensers, Heat Pumps, Furnaces, Air Handlers and Packaged Products
- ◆ **99-Year Compressor and 10-Year Parts** – Available for all Compressor bearing Products
- ◆ **6 to 10-Year Parts** – Available for Condensers, Heat Pumps, Furnaces, Air Handlers and Packaged Products

### ORDER PROCESS

- ◆ The Dealer purchases the Asure Agreement from an Authorized Distributor.
- ◆ The Dealer completes the Agreement with the consumer's installation information. The four-part form is distributed as follows and is to be retained by each party as verification of coverage:

1) Manufacturer	3) Dealer
2) Homeowner	4) Distributor
- ◆ The red pre-printed number in the upper right hand corner is the Agreement number to be referenced in the event of claim covered by Asure.
- ◆ As required by state laws regulating the sale of extended service agreements, all applications must disclose the price paid by the homeowner for coverage.

*Extended service coverage is not in effect and the sale is not complete until the homeowner and installation information has been forwarded by the contractor to Tradewinds Distributing Company, LLC (Whirlpool Home Cooling & Heating Licensee) for registration, and the application has been accepted for coverage. Please see your local distributor for full details.*

## CLAIMS PROCESS

- ◆ Contractor verifies customer coverage by a copy of homeowner's Extended Service Agreement or by contacting the Consumer Affairs Department at **(866) 944-7575**.
- ◆ Contractor completes the warranty claim form (supplied by your Distributor) and files the claim through your Distributor.
- ◆ All repairs must be completed using Manufacturer approved replacement parts. Non-approved parts are not reimbursable.
- ◆ Allowed claim reimbursement amount will be calculated by the Plan Administrator based on the nature of the service performed, the parts replaced as indicated on the form and the current approved labor rate on file for your company. (See "Service Rate Schedule" and "Reimbursement Policy")
- ◆ The claim form is then forwarded for payment to the Plan Administrator:

**Goodman Company, L.P.**  
**Warranty Administration Dept.**  
**7401 Security Way, Houston, TX 77040**

- ◆ The Plan Administrator makes every reasonable effort to pay claims within 30 days from receipt of the claim. Please ensure that all information is completed, as incomplete claim information delays processing.

## SERVICE RATE SCHEDULE

The following is a guide to the type of reimbursable repair services that fall under each Labor Rate Class. Manufacturer will calculate the labor reimbursement for claims submitted based on the labor rate approved for your company in your Authorized Asure Dealer Agreement. Reimbursements for labor, travel time, diagnostics and shipping of parts are all built into these reimbursement allowances.

## RATE CLASSES

- ◆ **RATE A – (Labor Rate X 1.5)** Replacement of electrical or mechanical components, such as contactors, capacitors and fan relays that would typically be carried on a service truck.
- ◆ **RATE B – (Labor Rate X 2)** Replacement of an electrical or mechanical component, such as fan or blower motors, fan blade or blower assembly, that would not generally be carried on a service truck and would require a trip to a distributor.
- ◆ **RATE C – (Labor Rate X 2.5 plus \$50 for refrigerant replacement)** Sealed system leak repairs with no parts replacement.

- ◆ **RATE D – (Labor Rate X 3.5 plus \$100 for refrigerant recovery and replacement)** Sealed system leak repairs with parts replacement, including evaporator coil replacement.
- ◆ **RATE E – (Labor Rate X 5 plus \$100 for refrigerant recovery and replacement)** Limited to compressor, condenser coil, heat exchanger or unit replacement. Filter dryer replacement is required for all compressor replacements.

## REIMBURSEMENT POLICY

Service parts replaced under the terms of the Asure agreement are entitled to a markup allowance. For parts covered under the standard manufacturer's warranty, you will receive a markup allowance of 9.23% of the Manufacturer's current suggested list price. For parts replaced outside of the standard manufacturer's warranty period, you will be reimbursed for the suggested list price x 40%.

A parts markup is not allowed on compressors, condenser coils, evaporator coils, heat exchangers or unit replacements. The reimbursement for these items, when replaced outside of the standard manufacturer's warranty period, is equal to the suggested list price x 30.8%.

## CONTACT INFORMATION

Your local Distributor can assist you with most questions you may have regarding the Asure Program. If further assistance is needed, please contact Consumer Affairs Department at **(866) 944-7575**.



*Protect their investment  
for years to come...*

*They're covered with  
an Asure<sup>SM</sup> Extended  
Service Plan!*

For more information, call your  
Authorized Whirlpool Distributor  
or visit ***[www.whirlpoolcomfort.com](http://www.whirlpoolcomfort.com)***.