



# Partner Playbook

Contractor Resources for the United States 



FUJITSU GENERAL AMERICA, INC

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## Why Should you Partner with Fujitsu AIRSTAGE?

Fujitsu General has been making the hottest places cool and the coolest places more comfortable since the 1970's. We manufacture high quality heating and cooling systems to meet just about any need, backed by the finest programs and support.

### Parent Company: Fujitsu General Limited

Over 8,300 employees globally  
 \$2.5 Billion in revenue  
 60+ Years in the HVAC market  
 17 Subsidiaries across 13 countries  
 Top 3 market share in 40+ countries

### North America: Fujitsu General America, Inc.

150 Employees covering US and Canada  
 28 Years in the HVAC market  
 Corporate HQ: Pine Brook, NJ; Showroom: Times Square, NYC  
 Training Academies: Pine Brook NJ, Addison TX and Martinez CA  
 Distribution Centers: NJ, Chicago, Atlanta, Dallas, So Cal



# Brand Messaging

- National Advertising
- Web Site
- Social Media
- Sales Support Materials
- Symbol Mark
- Colors



## National Advertising

Let's face it, it's a lot easier to sell a product brand to someone when they're familiar with that brand. Since the average homeowner buys 2 – 3 HVAC systems in their lifetime, our approach is to be targeted with our advertising and focus on channels that drive warm leads to contractors. That's why we engage in year-round campaigns to promote the Fujitsu AIRSTAGE brand across the US and Canada. Branding activities include:

- **Online Advertising** through Google Display Ads, Google Remarketing and through our online media partners like HGTV.
- **Print Advertising** through popular consumer magazines focusing on home improvement, such as HGTV and Magnolia Home Journal.
- **Connected TV Ads** run on streaming media before many popular shows and videos.

### Why do we advertise?

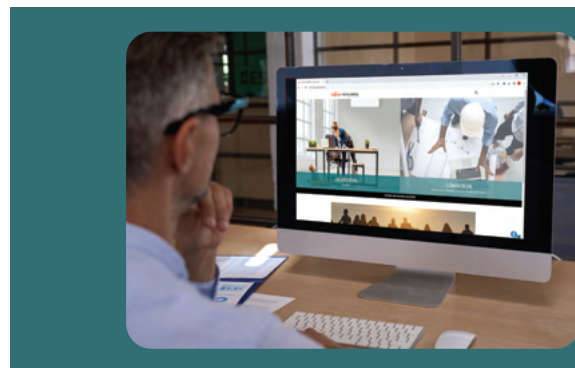
- To promote the brand name
- To promote the product category
- To drive leads to contractors!



## Web Site

Millions of consumers visit [fujitsugeneral.com](http://fujitsugeneral.com) each month to research and learn about Fujitsu AIRSTAGE products. There is a wealth of information that can be found on the site, including:

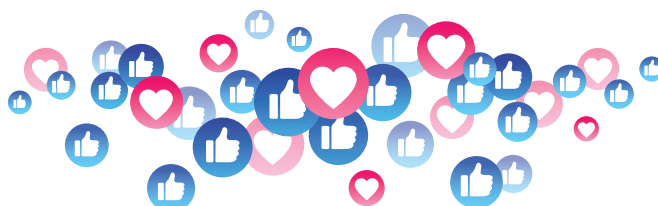
- Product specifications
- Product registration
- Online rebate finder
- Contractor locator
- Company information



## Social Media

Let's connect! Join our social community by following us on the different platforms listed below. You can share our posts to your social networks, learn best practices of others and be among the first to know what's new with AIRSTAGE.

- Facebook [facebook.com/FujitsuGeneralUSA/](https://facebook.com/FujitsuGeneralUSA/)
- Instagram [instagram.com/fujitsugeneralusa/](https://instagram.com/fujitsugeneralusa/)
- LinkedIn [linkedin.com/company/fujitsu-general-america-inc](https://linkedin.com/company/fujitsu-general-america-inc)
- YouTube [youtube.com/user/FujitsuGeneralUSA](https://youtube.com/user/FujitsuGeneralUSA)





## Brand Messaging, cont'd

# Sales Support Materials

A wide variety of sales tools are available to AIRSTAGE Contractors including brochures, sell sheets, pull-up banners, branded tablecloths, and much more. Standard and Partner level contractors can request materials from their Primary Distributor while Premier, Elite and Elite Plus level contractors can purchase items using their earned Loyalty Rewards.



Sales Literature

Banners

Equipment Displays

Home Show Materials



## A Company That Cares

Fujitsu General America is much more than a provider of sustainable heating and cooling solutions. We are a company that cares about our fellow humans – so much so – that we are national sponsors of the following groups, supporting critically ill children and our country's veterans.



As a proud partner of Make-A-Wish®, we wholeheartedly support this wonderful organization that creates life-changing wishes for children with critical illnesses. We invite everyone to unite on their mission to grant the wish of every eligible child, because a wish can be an integral part of a child's treatment journey. Make-A-Wish has fulfilled the wishes of more than 330,000 children nationwide since its founding in 1980.



Fujitsu General is a proud sponsor of the Wounded Warrior Project Carry Forward® Virtual 5K, a unique event that allows supporters to put the mission in motion in their communities or neighborhoods. The Carry Forward Virtual 5K supports the life-changing programs and services provided to injured veterans and their families.



AIRING ON



Each quarter the Military Makeover team completely renovates a home of a veteran family in need to thank them for their sacrifice to our country. As the official HVAC partner, Fujitsu donates the heating and cooling equipment, labor, and additional materials to improve the comfort of these veteran families.



## Brand Messaging, cont'd

### Symbol Mark

The shape of the Fujitsu AIRSTAGE Symbol Mark must be as shown below (Horizontal or Vertical).

Do not change the proportions of the symbol mark. Maintaining the proportions will ensure that it can be readily recognized as the Fujitsu AIRSTAGE Symbol Mark.



Logo files can be downloaded from the Asset Library on the AdBuilder, which you access from your Marketing Dashboard in CONNECT.

### Colors



Fujitsu red is still the corporate business brand color. You will only see it used as such.

Teal is the primary color for the AIRSTAGE brand. Teal is a combination of blue and green, representing the ideals that AIRSTAGE is based on. Blue represents innovation, trust and comfort while green stands for sustainability.

Symbol Mark Color	CMYK	RGB	Hex	Pantone
FUJITSU SYMBOL:				
Fujitsu Red	0C 100M 100Y 0K	255 R 0G 0B	ff0000	032 Red
AIRSTAGE SYMBOL:				
AIRSTAGE Blue-Green	86C 51M 54Y 3K	24R 110G 115B	186e73	322



# Superior Product

America's award-winning support, industry-leading training, and a full line of innovative products are the talk of the industry. We offer a wide variety of energy efficient, ducted and ductless heating and cooling systems that provide whole-home or business comfort. Our Wi-Fi enabled systems provide year-round, room-by-room temperature control with a simple touch of a button.



## AIRSTAGE H-Series Mini-Splits

Residential and light commercial

- Premium line of energy efficient, quiet, inverter heat pumps
- Variety of sizes from 7,000 to 48,000 BTU and indoor unit styles
- "Ducted Ductless" models include mid-static ducted and multi-position air handlers
- XLTH models feature low temperature heating down to -15° F
- Up to 12/12 warranty

## AIRSTAGE J/V-Series VRF

Large residential and commercial

- Premium line of heat pumps and heat recovery systems for high-end homes to large buildings
- Extensive lineup from 3 to 36 tons
- Connectable capacity ratio up to 150%
- 3 Outdoor V-Series units may be combined with branch kits to create up to 36-Ton systems
- Up to 10/10 warranty

## Fujitsu Unitary

Residential and commercial

- Premium line of residential split heat pumps, air conditioning systems, air handlers, packaged units from 1.5 through 5 tons.
- Full line of commercial 3-phase products include packaged AC, HP, Gas/Electric, split AC and HP models.
- Residential Gas furnaces from 40k to 115k BTU.
- Up to 12/12 warranty on select products.



# Programs for Success

- Primary Distributor
- Fujitsu Home Comfort Financing
- Commercial Financing
- Sales Builder Pro
- Premier Leasing Program
- Infinite Assurance Plans

## Primary Distributor

Choose a Primary Distributor for extra support and tools. Select the distributor that you purchase the most Fujitsu heating and cooling systems from. Contractors can continue to purchase Fujitsu systems from the distributor of their choice, however certain benefits can only be earned from systems purchased from the primary distributor.

### Why Choose a Primary Distributor?

- **Support, Support, Support!**  
Only a primary distributor can assist a contractor with their online CONNECT account. Likewise, contractors can view contact information for their primary distributor, including contact information of their TSA and main salesperson.
- **Training**  
Primary distributors can sponsor contractors at training classes by paying for some or all of the training fees.
- **Programs and Promotions**  
Some promotional programs, like consumer rebates, require that all channel members, manufacturer, distributor and contractor, participate in funding. This allows for a shared program in which the consumer incentive is significantly large to help generate leads. In order to support these types of programs, we need to have prior approval from your distributor partner to support the program.

### How Can I Choose a Primary Distributor for My Company?

Individuals marked as an Admin for a contracting company can select a Primary Distributor by logging into [connect.fujitsugeneral.com](https://connect.fujitsugeneral.com), clicking on the Toolbox icon and scrolling down to the "Select a Primary Distributor" link. The request will go to the selected distributor for approval.





## Fujitsu Home Comfort Financing (US only)

More than 50% of home improvement jobs over \$5,000 use payment options. That means that if you're not offering payment options you don't have a chance of closing half of the jobs you quote. Payment options should be offered on every job.

Through our partnership with EnerBank, this program offers homeowners purchasing Fujitsu AIRSTAGE residential comfort systems a choice of loan products including Same-as-Cash with no interest and no payment, low monthly payment plans for up to 12 years and zero interest loans.

- **What Can Be Financed?**  
Fujitsu equipment installed in a primary residence, vacation home or rental property (up to 6 units), as well as extended warranties and service agreements purchased with system installation.
- **Bonus!** There is an integrated second-look option for credit challenged homeowners, increasing the approval likeliness.

Join today or learn more at <http://info.enerbank.com/fujitsu>



## Commercial Financing

Available for commercial installations of Fujitsu equipment, this program offers total project financing for businesses purchasing Fujitsu heating and cooling equipment and ancillary services.

- **What Can Be Financed?** The Entire Project – including the Fujitsu equipment, installation, control systems, freight, and other soft costs that may be incurred for projects as low as \$5,000 up to \$1,000,000.
- Program provided by PEAC Solutions, 800-606-0049 or visit [https://www.hvacfinancing.com/applyforlease/html/default\\_hvac3.asp](https://www.hvacfinancing.com/applyforlease/html/default_hvac3.asp)

## Sales Builder Pro

Fujitsu General America has partnered with Sales Builder Pro, the industry's best in-home sales app. It's the only app to offer good-better-best proposals, integrate payment options and rebates, allow for custom branding, provide Fujitsu product brochures and videos, system matchups and accessories, and allows you to leave with a signed job quote from a homeowner.

Set up a demo at [imobilesupport.com/schedule-a-demo](http://imobilesupport.com/schedule-a-demo)

Include your company background, installation photos, and testimonials

Integrate extended labor warranties and service plans



Incorporate financing options, leasing options, and utility/state rebates or discounts

Shows all Fujitsu H-Series mini-split products and accessories, as well as sales tools like videos and brochures

## Programs for Success, cont'd

# Premier Leasing Program

Offer customers worry-free home comfort for all their home comfort needs! Nowadays consumers are paying monthly subscription fees for just about everything! This program allows homeowners to lease Fujitsu mini-split systems for a 10-year period at a set monthly rate. This guarantees a long-term maintenance agreement for the contractor and no additional out of pocket costs for the homeowner.

Contractors are experiencing improved financial performance, customer loyalty, and enterprise value, while delivering an enhanced customer experience.

### Consumer Benefits

- No Hassle, Worry-Free Service!
- No Charge Covered Repairs (Parts and Labor)
- No Charge Annual Maintenance
- No Charge Consumable Parts
- No Trip, Diagnostic, or Overtime Fees!
- 24/7 Priority Scheduling
- No Large Up-Front Payment!
- Most Advanced Home Comfort Systems!
- Heating and Cooling As low as \$100/month!

Learn more at [worryfreehomecomfort.com/fujitsu](http://worryfreehomecomfort.com/fujitsu)

### Contractor Benefits

- Improved close rates and increased average ticket
- Enhanced cross-sell opportunities
- Increased customer loyalty
  - o Long-term maintenance agreement on every install
  - o Secure customers for 10+ years
  - o First in line for next replacement
- Secure, contracted customer relationships



# Infinite Assurance Plans for Labor Coverage

Fujitsu General America has partnered with Trinity Warranty to administer the Fujitsu Infinite Assurance Plan (IAP).

Contractors and their customers receive all the benefits of these comprehensive plans without the complications associated with many other competitive programs.

- Choose from of a wide array of plans from 1 to 12 years of labor coverage.
- Select from three different reimbursement rates - \$75, \$100 or \$125 per hour.
- Plans also include a parts processing allowance as well as a 1-hr diagnostic/trip charge.
- In the US, IAPs are offered directly to contractors.

### Contractor Benefits

- Profit with no additional investment in inventory.
- Simple administration, Trinity Warranty will do most of the work.
- A flexible program that allows contractors to select their own plans and reimbursement rates.
- Bundling equipment sales with a Fujitsu Infinite Assurance Plan creates increased profits and long-term customer retention.

Enroll at [esa.trinitywarranty.com/fujitsuiap/login](http://esa.trinitywarranty.com/fujitsuiap/login)



# E-tools and Apps

- Online Rebate Finder
- Contractor CONNECT
- Mobile Technician
- Contractor Toolbox
- Infinite Comfort Pro



## Online Rebate Finder – Locate Free Money for Your Customers

To encourage consumers to buy energy efficient products, many local utility companies offer rebates on qualified products. Fujitsu General America offers our Rebate Finder powered by EcoRebates. This web-based resource is available on the [fujitsugeneral.com](http://fujitsugeneral.com) website as well as the Infinite Comfort Pro App.



Zip code driven and provides all available rebates within the zip code entered.

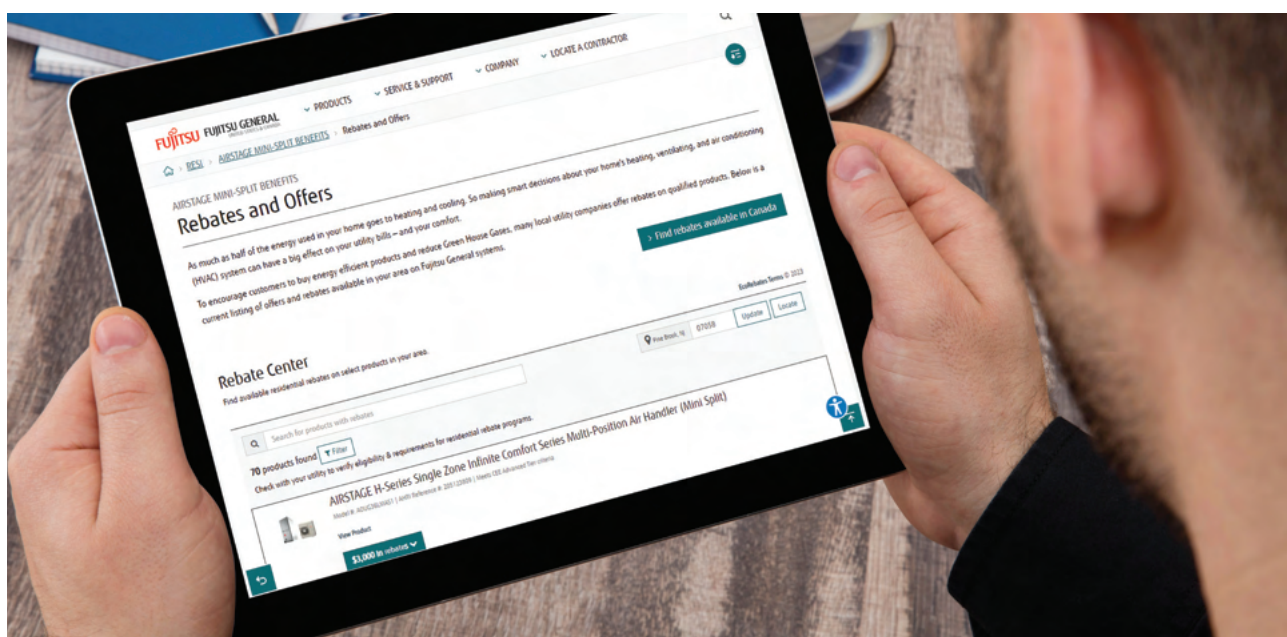


Provides easy links to the host rebate provider for additional program details.



Includes an online rebate submission button where available.

It is the perfect contractor tool to help “close the sale at the kitchen table” while providing added value to customers.



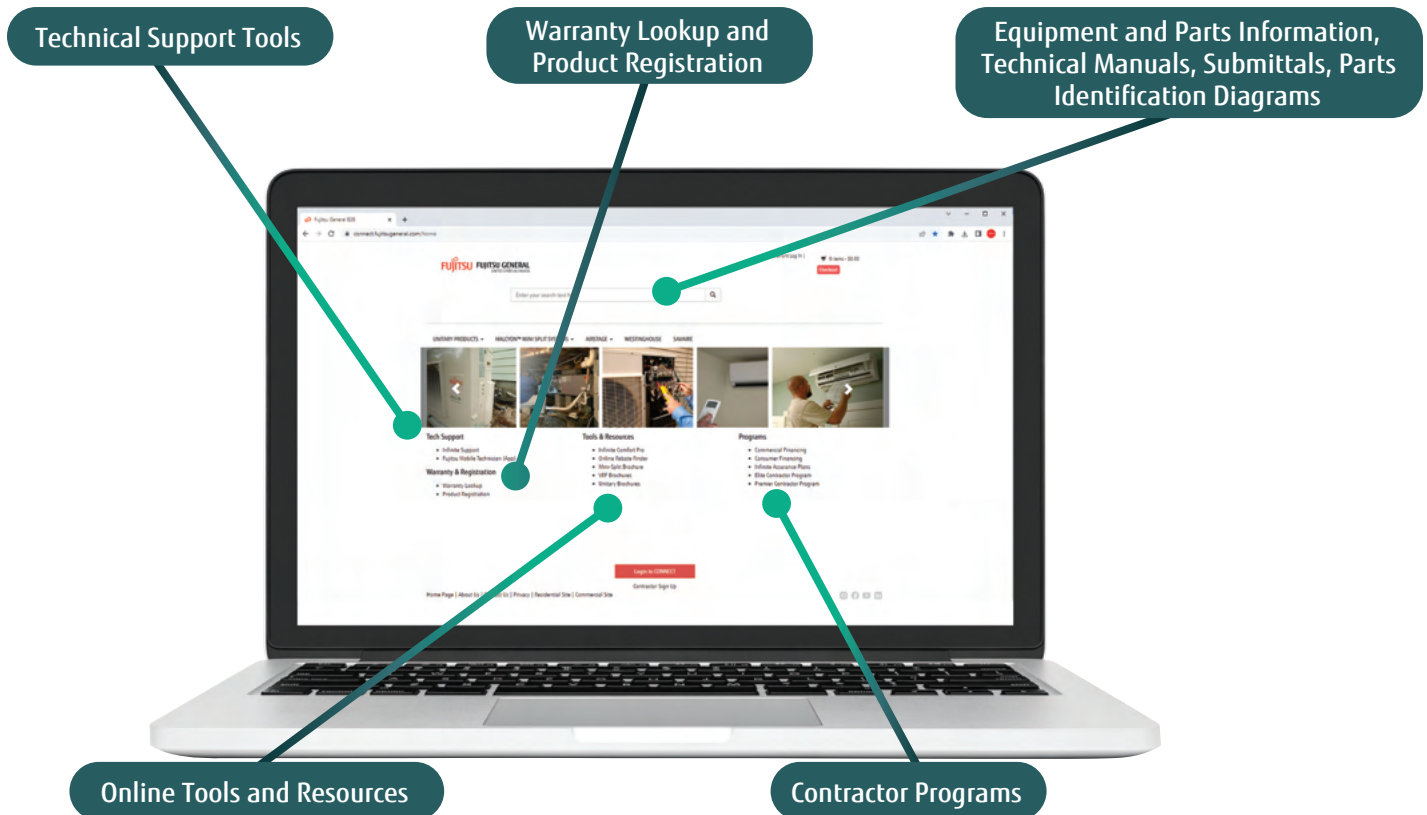


## E-tools and Apps, cont'd

# Contractor CONNECT

[connect.fujitsugeneral.com/](http://connect.fujitsugeneral.com/)

Without logging in, users have access to a wealth of useful information and tools.



## Mobile Technician

### Free App for Troubleshooting Tools in Your Pocket

For Android and iPhone

Available 24/7, this app provides troubleshooting on all current and retired mini-split and VRF models.

- Troubleshoot error codes
- PT charts
- Pressure sensor value conversion
- Thermistor value conversion
- Includes a built-in flashlight
- Choose between metric or US measurements
- App available on both Android and iPhone



# Contractor Toolbox

Accessible from your CONNECT Workspace page, the Toolbox gives you easy access to your registrations and online training portal.



Contractor Resources

Elite/Premier Tier Ranking

Elite Contractor Onboarding

Primary Distributor Info

At-a-Glance Enrolled Programs

Employee Contact Info

Welcome Joe Contractor | [Log Out](#)

**HVAC Contractor Company (1090123)**  
 567 Street  
 City, STATE Zip  
 Phone +1(123)456-7890

**QUICK LINKS**

Warranty Lookup

Online Rebate Finder

Online Training

Register an install

Infinite Support

Marketing Dashboard

View Registered Units

Parts & Manuals

Infinite Comfort Pro

**CONTRACTOR RANKINGS**

**AIRSTAGE H, J, V-Series**  
Rankings for ELITE

20

22

249

**FUJITSU GENERAL**  
**AIRSTAGE**  
CONTRACTOR  
**ELITE**

**Unitary Rankings**  
for PREMIER

0

96

**FUJITSU GENERAL**  
**UNITARY**  
CONTRACTOR  
**PREMIER**

Points may take up to 24hrs after entry to update in our system. Read about the [2024 Elite Contractor](#) or [Premier Contractor](#) Programs

**Online Elite Onboarding Sessions**  
 Would you or someone on your team benefit from learning more about the perks that come with the Elite Contractor Program?  
 Join us for an upcoming session, offered monthly. [Click here for the full schedule.](#)

**DISTRIBUTOR INFORMATION**

**HVAC SUPPLY DISTRIBUTOR**  
 456 BOULEVARD  
 CITY, STATE ZIP

**PROGRAMS TO GROW YOUR BUSINESS**

Available to all Contractors:

**FUJITSU HOME COMFORT FINANCING**  
ENROLLED

**COMMERCIAL FINANCING**  
NOT ENROLLED

**INFINITE ASSURANCE PLANS (LABOR)**  
ENROLLED

Available only to Elite and Premier Contractors:

**LEAD GENERATION**  
ENROLLED

**PREMIER LEASING**  
NOT ENROLLED

**SALES BUILDER PRO APP**  
ENROLLED

**CONTRACTOR USERS**

Name	Email	Phone	Cell Phone	Admin
Joe Contractor	joe@hvac.com	1-123-456-7890	1-123-456-7890	Yes
Contractor 1	contractor1@hvac.com		1-345-678-9123	No
Contractor 2	contractor2@hvac.com		1-567-890-1234	No

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Please note we will continue to enhance this Tool and what you see may differ from what is shown here.

## E-tools and Apps, cont'd

# Infinite Comfort Pro

## Free App or Browser-Based Tool

The Infinite Comfort Pro app is designed to help HVAC contractors easily find Fujitsu General AIRSTAGE mini-split H-Series and VRF J-Series systems. This free app allows contractors and distributors to view Fujitsu General's product offering, sort using filters and provides access to many tools and resources.

### Products Tab

- View Single and Multi-zone product offering for H and J-Series systems
- Filter products by SEER, BTU, etc. Updated for M1!
- View product details

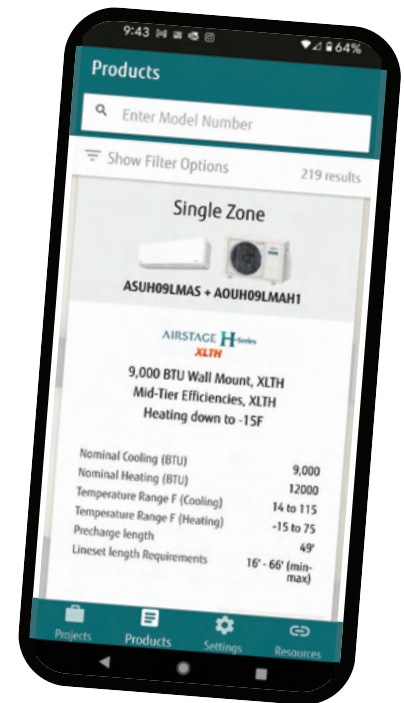
### Projects Tab

- Create and save systems to jobs
- Select Single-zone and Multi-zone systems based on your inputs
- View system details
- Email system details to yourself
- Built-in lineset length checker

### Resources Tab

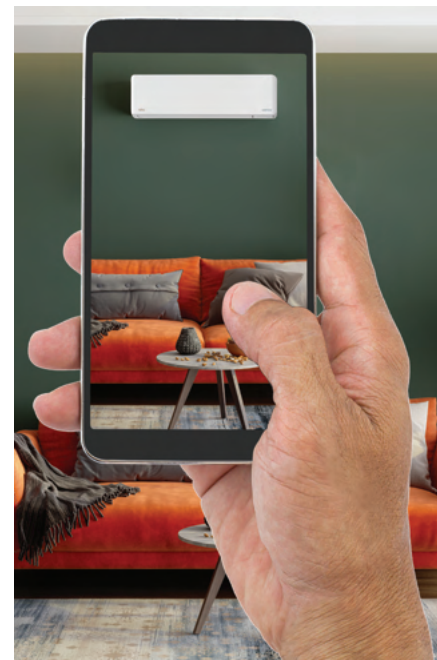
- Product Registration
- Warranty Lookup
- Online Rebate Finder
- Financing
- ViewIt Tool

Using Augmented Reality (AR) contractors can show homeowners what a wall mount looks like in their home. This tool can also run off of a QR, so you can have homeowners use it on their own without an app.



Available for Android and iPhone. Also available on a web browser at [infinitecomfortpro.com](http://infinitecomfortpro.com)

To Find This App, Search "Infinite Comfort Pro"





# Advanced Education

- In person
- Live web
- Online



## In person



### AIRSTAGE Training Academy Classes

Fujitsu hosts our primary AIRSTAGE Training Academy facility in our corporate location in Pine Brook, NJ. There are a growing number of Regional Distributor hosted ATA facilities as well. ATA facilities provide contractors advanced technical training along with hands-on experiences in our training lab spaces. The courses are designed for seasoned contractors who have already installed and serviced Fujitsu AIRSTAGE or other brands of mini-split and VRF equipment.

### Regional Distributor and Sales Rep Hosted Classes

Fujitsu Distributors and Sales Reps offer Fujitsu product training to provide you with the ability to properly apply products to the job, install and service Fujitsu products and help you become comfortable offer the products to your customers.

### Sales Training

Consumer research consistently demonstrates that most homeowners make their HVAC buying decisions based on their contractor's recommendation. This training program is designed to teach contractors to consistently offer Fujitsu AIRSTAGE ductless products across a wide range of applications, while simultaneously teaching skills designed to overcome objections, such as cost. This training program focuses on selling whole-home applications of Fujitsu AIRSTAGE H and J-Series multizone systems – without ignoring opportunities to sell installations of single zone systems.

## Online

### Live Web Training

Can't make it to an in person training? No problem! Our trainers offer a wide variety of classes live online. With many courses, dates and times to choose from, we make it easy to find a learning option that is best for you. Fujitsu's Live Web Training courses are designed to provide in-depth, advanced training on technical aspects of Fujitsu HVAC systems. They are designed for individuals already experienced with Fujitsu Mini-splits.



### Fujitsu Online Learning Academy

Taking Online Learning to a new level! The Online Learning Academy has more courses, new content and a great user interface. Course completion earns a Training Certificate (pdf) as well as points for improved ranking and Elite or Premier status in our Contractor Locator and warranty programs. Access the Online Learning Academy through the Toolbox on the CONNECT site.



## Technical Support

- Friendly Field Support
- Infinite Support
- Product Registration
- Product Warranty

While Fujitsu heating and cooling systems are extremely reliable, there may be times you need support, whether you're installing or servicing equipment. There are several ways to receive support – you can choose the option that works best for you. We have technicians who speak English and Spanish.

- **Call us at 866-952-8324 (M-F, 8AM – 8PM EST)**  
This is a dedicated line for technical support featuring auto callback and a VIP line for our Elite and Premier Contractors.
- **Email [ServiceHVAC@fujitsugeneral.com](mailto:ServiceHVAC@fujitsugeneral.com)**  
Send us an email and we will respond within 24 hours.

## Friendly Field Support

Sometimes there's no getting around the need for on-the-job support and our team is here to help.

- **Distributor Technical Service Advisors (TSA)**  
Fujitsu distributor TSAs are empowered to provide field support to contractors in the areas of training, application support and tech support both by phone and in person.
- **Fujitsu Regional Support Specialists (RSS)**  
Similar to a TSA, an RSS offers on-the-job training for contractors and provides both phone and in-person tech support.

Having a team in the field increases repair efficiency, reduces installation errors and call backs, increases contractor technical knowledge and provides support above and beyond the warranty.

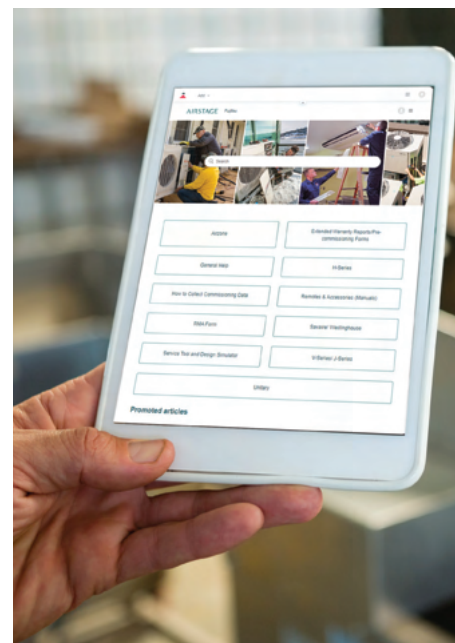
## Infinite Support

### Point, Click and Go to Fujitsu's Online Support Platform

Our Tech Support team utilizes a user-friendly call ticketing platform as its online customer service and case management system.

- Superior customer service from Fujitsu call center technicians
  - Technicians can locate cases quickly through model and serial number searches
  - Registrations and manuals are readily available on the same page
  - Speedy case creation and resolution
  - Interactive Visual Troubleshooting (Our admins or technicians can initiate this feature while troubleshooting with all callers needing assistance).
- Online chat feature with live service agents
- Receive an email notification when a ticket is created and updated by Fujitsu Tech Support
- Create cases, track case status and update cases as needed
- Access to self-help menu and documents like tech tips and service bulletins, videos and disassembly instructions
- Community Forum

Set Up a free account at [FujitsuGeneral.Zendesk.com](https://FujitsuGeneral.Zendesk.com)



# Product Registration

Register installed systems at [fujitsugeneral.com](http://fujitsugeneral.com).

- Receive a longer warranty when systems are registered.
- Improves your customer experience when contacting Tech Support.
- Earn points toward reaching Elite and Premier status.
- Once Elite or Premier status is achieved, you earn Loyalty Reward dollars used to promote your Fujitsu AIRSTAGE business for each system you register.

## Tips & Tricks

You do not have to be logged into CONNECT to register systems.

- Select your company's name from the dropdown list to ensure you are receiving the perks you deserve.
- Within 24 hours of registration the email address entered for the registration will receive an email confirmation and warranty certificate.

# Product Warranty

Fujitsu warranties are among the most comprehensive in the industry. While the chart below provides a brief summary, please refer to the full warranty statements for each product category for details and exclusions. Warranty may vary by model.

Product	Standard Warranty	Residential Extended Warranty	Commercial Extended Warranty
<b>H-Series</b>	Parts – 5 Years Compressor – 7 Years	When online product registration <sup>^</sup> is completed within 60 days of installation, Parts and Compressor Warranty is extended to: <b>Standard Contractors - 10 years</b> <b>Partner, Elite, Elite Plus Contractors – 12 years</b>	When online product registration <sup>^</sup> is completed within 60 days of installation, Parts and Compressor Warranty is extended to: <b>Partner, Elite, Elite Plus Contractors – 10 years</b>
<b>J-Series</b>	Parts – 1 Years Compressor – 2 Years	When online product registration <sup>^</sup> is completed within 60 days of installation, Parts and Compressor Warranty is extended to: <b>Standard Contractors - 10 years</b> <b>Partner, Elite, Elite Plus Contractors – 12 years</b>	When online product registration <sup>^</sup> is completed within 60 days of installation, Parts and Compressor Warranty is extended to: <b>Partner, Elite, Elite Plus Contractors – 10 years</b>
<b>V-Series</b>	Parts – 1 Years Compressor – 2 Years	Not Applicable	<b>Systems that have been properly commissioned have a Warranty of 10-Year Parts/10-Year Compressor for both Standard and Partner, Elite, Elite Plus Contractors.</b>
<b>Unitary</b>	With registration <sup>^</sup> , 5 or 10 Years, depending on model	When online product registration <sup>^</sup> is completed within 60 days of installation, Warranty is extended to: <b>Standard Contractors - 10 years</b> On select premiere Unitary systems* when online product registration <sup>^</sup> is completed within 60 days of installation, Warranty is extended to: <b>Premier Contractors – 12 years</b>	Not Applicable

<sup>^</sup> Residents of California and Quebec are not required to register the system in order to obtain all of the rights and remedies applicable to this Limited Warranty.

\* Select Unitary systems include Air Conditioners: FOC18, FOC16; Heat Pumps: FOP20, FOP16; Furnaces: FF80TV, FF96TV, FF97MV, FF98MV; Air Handlers (must be part of a qualifying and matched AC or HP outdoor unit): FHRNVT, FHRNVV; FHRNVM; Evaporator Coils (must be part of a qualifying and matched AC or HP outdoor unit): FCCN, FCCA; Residential Packaged Units: RDF(A/X)ZS Dual Fuel Series (single phase only, residential applications only)





# Loyalty Programs

- Elite Contractor Program
- Premier Contractor Program

Elite and Premier Contractors are distinguished from other contractors because of the level of training they've earned, the installation experience they've demonstrated and the support and service they provide to their customers. Becoming part of the Elite or Premier Contractor program earns you access to Fujitsu's top-notch sales support tools.

## Elite Contractor Program for AIRSTAGE H, J, and V-Series Systems

Partner, Elite and Elite Plus status is earned based on the number of product registration points earned the prior calendar year (Jan 1 – Dec 31). The minimum required points for both Product Registration and Training must be achieved to reach each level.

Learn more here:



Product Registration Points Minimum (Based on prior calendar year)	12	20	100+
Priority Listing on Contractor Locator	✓	✓	✓
Extended Warranty*	✓	✓	✓
VIP Priority Tech Support	✓	✓	✓
Loyalty Rewards		✓ \$6/Ton Registered	✓ \$12/Ton Registered
FTA In-person Training		✓ 1/year	✓ 4/year
Consumer Leads Powered by Schedule Engine (free)		✓	✓
Ad Builder		✓	✓
Fujitsu Brand Store Access		✓	✓
Digital Marketing Tools		✓	✓
Direct Mail Tools		✓	✓
Promotions		✓	✓
1 Year DOA Unit Replacement		✓	✓
90 Day Labor Policy		✓	✓
1 Year Parts Warranty		✓	✓
Personal Use Program			✓
Contractor Event			✓

\*Extended Warranty:

- RESIDENTIAL: Homeowners receive an extra two-year parts and compressor warranty for a total of 12 years on residentially installed systems (Airstage H-Series and J-Series) when registered within 60 days.
- COMMERCIAL: Owners receive an extended parts and compressor warranty for a total of 10 years on commercially installed systems (Airstage H-Series and J-Series) when registered within 60 days.

# Premier Contractor Program for Unitary Systems



## Joining the Premier

Fujitsu's Premier Contractor Program is for residential Unitary contractors. Fujitsu Premier Contractors are distinguished from other contractors because of the elevated level of installation experience and training taken, and the support and service they provide to their customers. Becoming a Premier Contractor earns you access to Fujitsu's top-notch sales support tools.

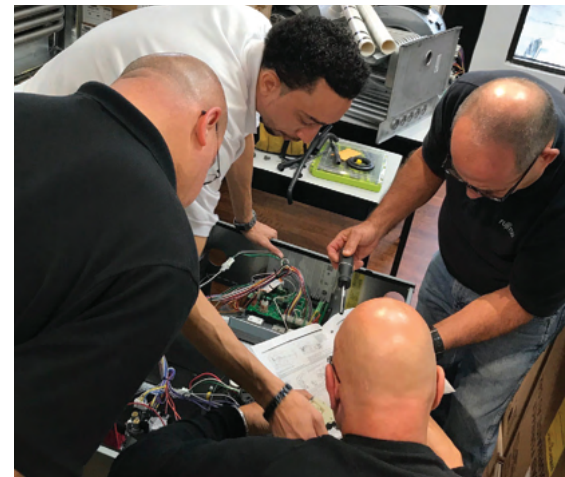
- Consumer leads direct to your inbox or cell phone
- Loyalty Rewards Program
- Priority ranking on the [fujitsugeneral.com](https://fujitsugeneral.com) Contractor Locator
- Access to online Advertising Builder marketing platform
- Free in-person training for 1 employee per year
- Special promotions, financing and rebates
- Additional service and support tools including priority status in our tech support phone queues, 1-year unit replacement or 90-day DOA labor policy
- Select Unitary products receive an extra two years parts and compressor warranty for a total of 12 years on residentially installed systems

## Points Requirements To Reach Premier Tier

Registered Unit Points (based on motor bearing units)

30

NOTE: Contractors that earn Premier status will remain Premier for 12 months from the date of earning the status.



## How Points Are Earned and Removed

Points are earned based on completed trainings and systems installed.

### Registration

- Contractors earn 1 point for each motor bearing unit registered
- Registration points expire 12 months from the time they are awarded
- Register systems via link either on [connect.fujitsugeneral.com](https://connect.fujitsugeneral.com) or [fujitsugeneral.com](https://fujitsugeneral.com) sites.

**Training** (While training points are not counting toward status in 2024, training points earned in 2024 will be a component of 2025 status.)

- In-person classes are worth 1 point per course hour and are graded on a pass/fail (70%+ is passing)
- Online classes are worth 1 point each and are graded on a pass/fail basis
- Training points expire after 24 months from the time they are awarded

Learn more here:



# Resources

Main number ..... 973-575-0380 / 888-888-3424

Service ..... 973-575-0381 / 866-952-8324  
[ServiceHVAC@fujitsugeneral.com](mailto:ServiceHVAC@fujitsugeneral.com)  
[FujitsuGeneral.Zendesk.com](https://fujitsu-general.zendesk.com)

Controls Inquiries ..... [ControlsSupport@fujitsugeneral.com](mailto:ControlsSupport@fujitsugeneral.com)

Parts Department ..... [PartsInfo@fujitsugeneral.com](mailto:PartsInfo@fujitsugeneral.com)

Warranty Department ..... [Warranty@fujitsugeneral.com](mailto:Warranty@fujitsugeneral.com)

Registration Department..... [Registration@fujitsugeneral.com](mailto:Registration@fujitsugeneral.com)

Training Inquiries & Scheduling ..... [TrainingHVAC@fujitsugeneral.com](mailto:TrainingHVAC@fujitsugeneral.com)

Marketing Department..... [Marketing@fujitsugeneral.com](mailto:Marketing@fujitsugeneral.com)

CONNECT Site Support ..... [ConnectSupport@fujitsugeneral.com](mailto:ConnectSupport@fujitsugeneral.com)

Infinite Comfort Pro..... [InfiniteComfortPro.com](https://InfiniteComfortPro.com)

Fujitsu General America website .... 

CONNECT Landing Page..... 

H-Series Catalog ..... 

VRF Catalog ..... 

Unitary Brochure ..... 

Checklist for  
Success!



## Getting Started as a Fujitsu Contractor

- ☐ Create an online CONNECT account. Be sure to select a Primary Distributor in the Toolbox once your account is approved.
- ☐ Explore in-person and online training options and educate yourself and your team.
- ☐ Purchase and install Fujitsu systems.
- ☐ Register installed systems to earn maximum warranty benefits, points towards Elite status and eventually, Loyalty Rewards dollars.

## Equip Yourself with Tools for Success

- ☐ Follow us on social media.
- ☐ Consider enrolling in selling programs:
  - Financing (Consumer and Commercial)
  - Sales Builder Pro Selling App
  - Worry Free Leasing
  - Infinite Assurance Labor Warranty Plans
- ☐ Download our apps:
  - Infinite Comfort Pro for sales support
  - Mobile Technician for troubleshooting

**FUJITSU**

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[fujitsugeneral.com](https://fujitsugeneral.com)

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