

Introduction

Overview

- Give you the ability to provide a localized heating/cooling solution
- Great solution when traditional ducted system would be too costly or difficult to install
- Efficiency levels up to 26.1 SEER and 11.0 HSPF
- Super quiet operation



Introduction

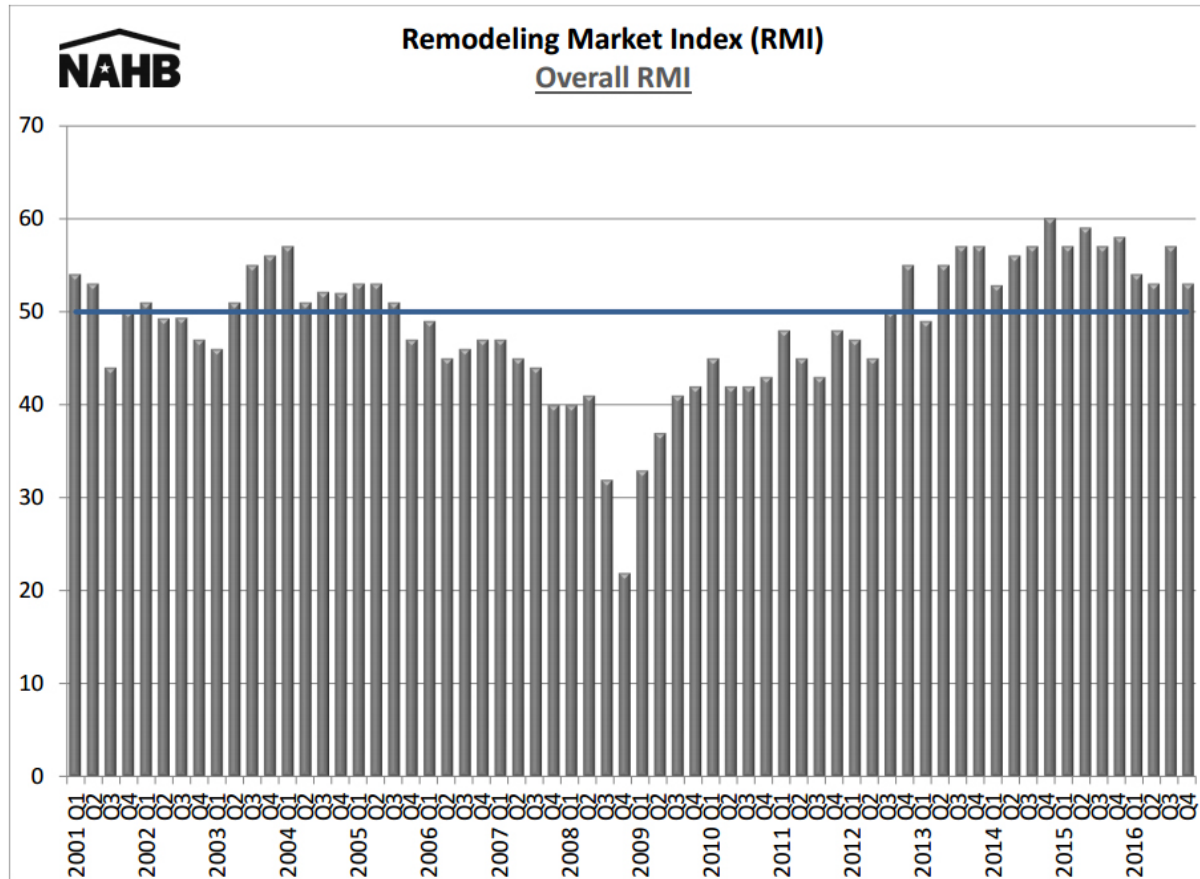
What is a Ductless Mini-Split?

- Small AC or Heat Pump System
 - Similar to traditional:
 - Condenser
 - Evaporator
 - Blow
- No duct
- No thermostat wire



Introduction

Why Now?



Introduction

Applications

- Room additions
- Sunrooms
- Media rooms
- Home offices
- Upstairs bedrooms
- Rooms at end of duct run that don't heat or cool to desired comfort levels



Features and Benefits for Customers

Overview

- Sleek design
- Easy, flexible installation
- Simple operation
- Low sound operation
- Outstanding energy savings
- Security



Features and Benefits for Customers

Sleek Design

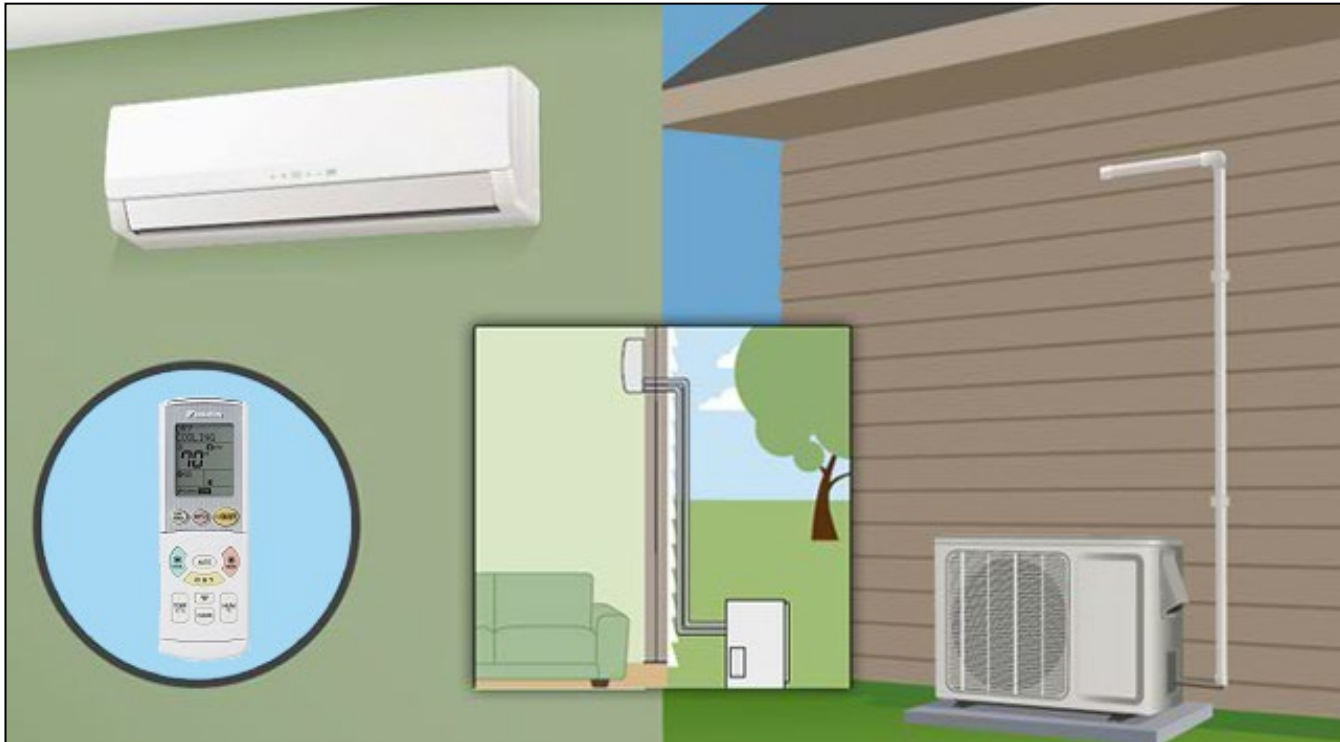
- Sleek wall/ceiling mount indoor designs blend with any decor



Features and Benefits for Customers

Easy Installation

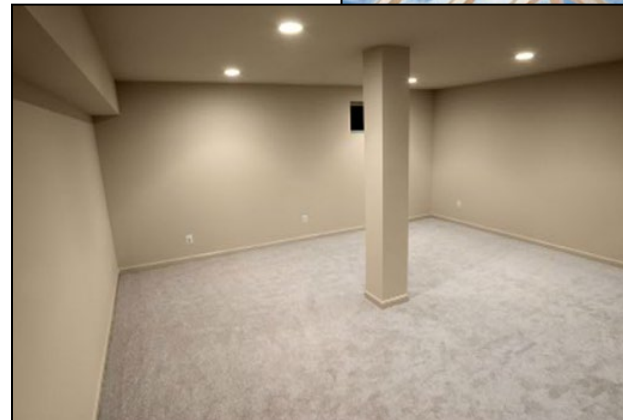
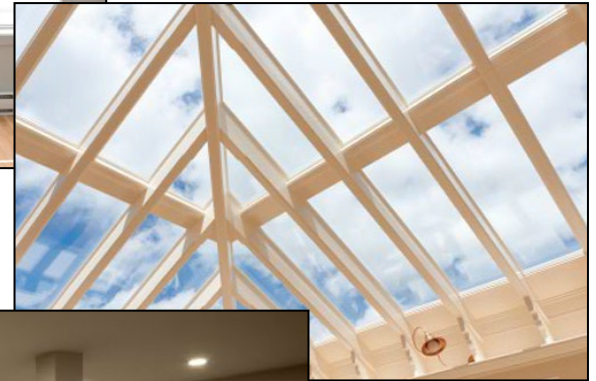
- Requires no ductwork or thermostat wire



Features and Benefits for Customers

Flexible Installation

- Flexible installation options solve comfort issues that traditional units sometimes can't



Why Ductless?

Features and Benefits for Customers

Simple Operation

- Remote control



Features and Benefits for Customers

Efficient, Precise Comfort



Standard window unit –
blasts air at full force

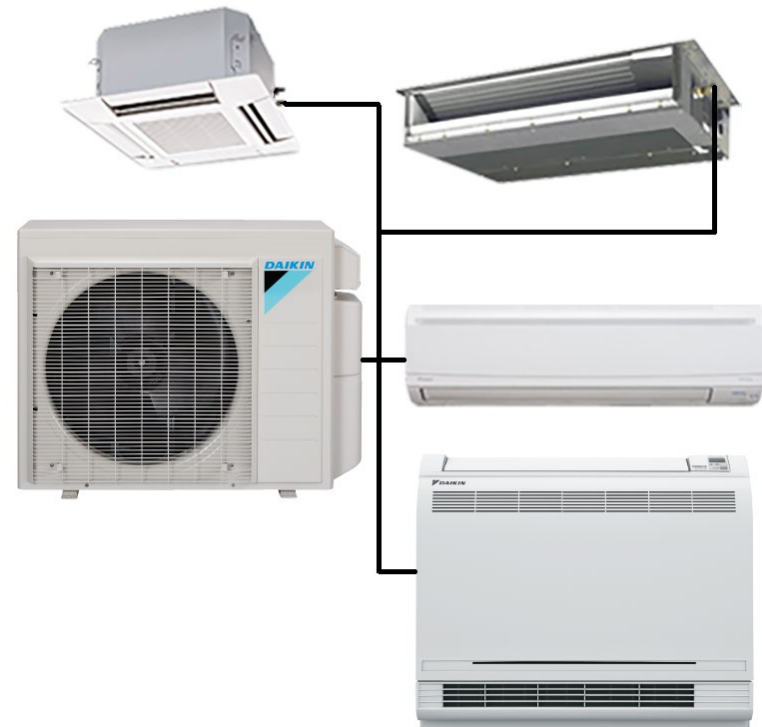


Mini-split system – ramps up to full speed, delivering only
the air that's needed for the desired comfort level

Features and Benefits for Customers

Zoning

- Condition only the room you are using...
- Create your own comfort zone



Features and Benefits for Customers

Quiet

- Low sound operation, down to ___ dbA outdoors and ___ dbA indoors

Adjust sound level examples



Features and Benefits for Customers

Energy Savings

- Up to 26.1 SEER and 11.0 HSPF
- Energy Star ratings
- Possible tax credits / rebate programs



Features and Benefits for Customers

Security

- Not vulnerable to insects, weather elements, or theft



Benefits to You

Benefits to Dealer/Installer

- Expand offering
- Offer another innovative, reliable solution to meet customer needs
- Easy to install



Selling Tips

Points to Keep in Mind

- Connect the system with the customer's needs
- Explain all the benefits
- Critical: Explain in terms the customer will understand



Selling Tips

Example – Low Sound Comparison

- Whisper = 20 dB
- Light rainfall = 30 dB
- Mini-split indoor unit = 26 dB

Adjust sound level examples



Selling Tips

Example – Low Sound Comparison

- Conversation at kitchen table = 60 dB
- Quiet, calm room = 40 dB



Selling Tips

Example – Efficiency Comparison

- Compare SEER to MPG
- At up to 26.1 SEER, the mini-split AC provides an opportunity for significant savings

