



An Innovation in Keeping Customers. GET COMFORTABLE WITH YORKCARE™ PROTECTION.

The YorkCare Protection Plan — Built to Be Your Future Business Card

Customer retention is now more important than ever. That's why York® offers the YorkCare™ Comfort Plan—up to 10 years of extended protection for your customers; a great way to keep them coming back to you for service. YorkCare opens doors and closes sales. Allowing you to give customers the added peace of mind that comes with an excellent extended warranty, YorkCare protection provides you with a great tool for building business today and down the road.

With a low price and guaranteed income from all covered repairs, this one-of-a-kind extended warranty program gives you more opportunities to sell *and* it helps you grow your service and referral business.

Peace of Mind for Your Customers

- Provides them with up to 10 years of total parts-and-labor coverage
- Offered directly by you and York—giving them one place to go for service: your company
- Can be transferred to a new owner if your customer sells his or her home
- Paid via a one-time payment at the time of purchase—increasing your profit margin, while offering them extended protection



You'll be the one they trust, so retaining customers will be easier than ever. This translates into extra income from scheduled clean and check services and the replacement of equipment not covered by YorkCare. Plus, with the competitive advantage of this outstanding program, you'll have a better chance of closing the deal...every time.

Powerful Profits for Your Company

- Offers you a mark-up on all equipment and parts after the 30th day
- Requires normal clean and check service—providing you with extra income
- Includes a generous travel-time allowance
- Can be offered for up to 10 years—retaining customers and their service business during that entire period
- Increases potential for replacement sales



It's Time to Get Comfortable™

An Extended Protection Plan FOR YOU AND YOUR CUSTOMERS

Increasing Your Profit Margin without Increasing Your Overhead

With YorkCare™, potential value is added to every sale. Extended protection on HVAC systems is becoming more and more popular with homeowners. And since YorkCare is available at such a low price, you can offer it as an inexpensive option and still make a considerable profit. And there's no overhead involved.

Fast, Easy Online Payments

YorkCare's easy-to-use Internet system, offers you efficient processing of contracts and simplifies the filing of claims. So, not only do you profit more, but you also get quick, effective payments.

Get Comfortable with "Customers for Life"

Keeping your customers happy leads to *keeping* your customers. With an affordable price, and great long-term coverage available, YorkCare sets you up to have customers for life. As a registered YorkCare service provider, you'll be your customers' trusted supplier. So, whenever there's a problem with their home comfort equipment, you'll be the one they turn to for help. That means increased income from scheduled clean and check services *and* added income from sales of replacement equipment and referrals.



More Coverage, Faster Payments... This Innovative Plan Is Designed for You.

YorkCare offers your customers up to 10 years of protection. Add to that simple work defect codes for easier reimbursements, online filing for quick payments, and an excellent potential for additional sales and referral business—and you have an outstanding extended warranty program. Ask your York distributor for more on the YorkCare Comfort Plan today.

 **YORK**®
It's Time to Get Comfortable™

7 Ways to Build Income with the YorkCare Comfort Plan:

1 Potential to Boost Profits on Every Sale

Because it's offered at a low price, it's attractive to any customer. Because it costs you considerably less, you make a solid additional profit on every plan sold.

2 More Opportunities to Sell

You'll maintain a solid relationship with customers over the life of their plans, performing service and eventually getting their replacement business.

3 Required Service Means Additional Income

Make money on normal clean and check service visits that are required to maintain plan eligibility.

4 Guaranteed Income from All Covered Repairs

Excellent labor rates, great parts mark-up, and a generous travel-time allowance are just some of the added benefits—and they're all at no additional cost to the customer.

5 Increased Potential for Additional Sales

You'll be the one your customers will call for any problem with any piece of home comfort equipment.

6 Improved Referral Business

Your "Customers for Life" will definitely refer you to family and friends for their home comfort needs.

7 Enhanced Service Business

YorkCare helps educate homeowners on the benefits of service and preventive maintenance agreements.