



Turn to the Experts.<sup>SM</sup>



## CE Florida Trade In Promotion

CE Florida is pleased to continue our Trade In Promotion for 2011. We are committed to saving consumers money and helping the environment and so we have developed the 2011 Trade-In Promotion. Consumers that trade in their old, inefficient HVAC systems for a new high efficiency Carrier System with a 5-star warranty\* will receive up to \$800 in instant trade in value. In addition, Carrier will recycle the old system at any of our 17 locations throughout Florida and we will donate a tree to be planted by American Forests® for every system recycled. This program will save homeowners hundreds of dollars, reduce energy usage and help restore and renew the environment through the reforestation work of American Forests®.



### Details of the promotion are;

- Promotion runs from January 1, 2011 to February 28, 2011. Installations must be completed 15 days after the end of the promotion and claims must be submitted 30 days after the end of the promotion.
- Qualifying systems and trade in amounts are listed on the attached Trade in Value grid. All trade in amounts are provided to the homeowner at time of purchase. Carrier Dealers should show the trade in amount as a reduction to the sales price on the homeowners contract.
- The attached claim form must be submitted along with a copy of the sales contract. The sales contract should include the brand and efficiency of the old system and the model and efficiency of the new system.
- CE Florida will credit the dealer 50% of the qualifying trade in value when the proper claim form has been submitted.
- Dealers can bring the old system to any CE location and CE Florida will recycle and dispose of the system in proper fashion. For each old system dropped off, CE Florida will donate a tree through American Forest®. The more systems donated, the more we can help the environment.

\*only available for CFAD dealers that can purchase and sell Five Star Warranty's. Max Trade –in for all others is \$500.

# ***“2011 Trade in Promotion”***

## **Claim Form**

### **TIME FRAME:**

**January 1st – February 28<sup>th</sup>, 2011**

Claim Forms must be submitted by March 30, 2011

### **PRODUCTS:**

**See attached Trade in Value grid**

Install Date: \_\_\_\_\_

Dealer Name: \_\_\_\_\_ Acct# \_\_\_\_\_

Consumer Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_, \_\_\_\_\_

Telephone #: \_\_\_\_\_ Start Up Date \_\_\_\_\_

Outdoor Unit Sold Model #: \_\_\_\_\_ Outdoor Unit Sold Serial#: \_\_\_\_\_

Indoor Unit Sold Model#: \_\_\_\_\_ Indoor Unit Sold Serial #: \_\_\_\_\_

Carrier Control Model#: \_\_\_\_\_

Five Star Kit # \_\_\_\_\_ (REQUIRED FOR \$600 Claim)

Contract Price \$ \_\_\_\_\_ A Copy of the contract must be included for claim to be valid. Contract must include brand and efficiency of old system.

Trade in Value: \_\_\_\_\_

**Dealer Signature:** \_\_\_\_\_

Promotion runs from January 1st, 2011 to February 28<sup>th</sup>, 2011. All installations must be completed by March 15, 2011 and claims must be submitted by March 30, 2011. Cannot be used in conjunction with any other offers

Please email or fax your Claim Form and Sales Contract to:

Central/North – [Cynthia.durham@carrierenterprise.com](mailto:Cynthia.durham@carrierenterprise.com) Fax: 407-358-5426

West – [Donna.pennachiette@carrierenterprise.com](mailto:Donna.pennachiette@carrierenterprise.com) fax: 727-213-6365

South – [Mary.verbiest@carrierenterprise.com](mailto:Mary.verbiest@carrierenterprise.com) fax: 954-247-2012

Trade in Value			Infinity® System (58MV/CV with Infinity™ Control)	Infinity® Series (58MV/CV with a Carrier branded control)	Furnaces Performance™ Series (58HDV, 58PHA, 58PHX, 58MTB, 58CTA, 58CTX, 58CLR, 58CMR, 58VLR, 58VMR, 58MEB, 58MEC with a Carrier branded control)	Comfort™ Series (58HDX, 58MXB, 58DLA, 58DLX, 58CLA, 58CMA with a Carrier branded control)	Infinity® Series System (FE4A, FE5 with Infinity™ Control)	Fan Coils Performance™ Series (FV4B, FV4C with a Carrier branded control)	Comfort™ Series (FX4D, FX4C, FX4B with a Carrier branded control)	
Category	Series	SEER								
Air Conditioners	CFAD only Infinity with 5 star kit	up to 17,18,21	Infinity® 21 Series (24ANA1) Infinity® 17 Series (24ANA7)	\$800				\$800		
	Infinity	up to 17,18,21	Infinity® 21 Series (24ANA1) Infinity® 17 Series (24ANA7)	\$600	\$400			\$600	\$400	
	Performance	up to 13, 15, 16	Performance™ Series 24APA7	\$600	\$400	\$300		\$600	\$500	
			Performance™ Series (24APA5, 38HDR)	\$300	\$300	\$200	\$100		\$200	\$100
Comfort	up to 13,14	Comfort™ Series (1 phase) 24ACA4, 24ACA3, 24ACB4, 24ACB3, 24ACB6, 24ACC6	\$100	\$100	\$50	\$50	\$100	\$50	\$50	
Heat Pumps	CFAD only Infinity with 5 star	up to 16,19	Infinity® 19 (25HNA9) Infinity® 16 (25HNA6)	\$800				\$800		
	Infinity	up to 16,19	Infinity® 19 (25HNA9) Infinity® 16 (25HNA6)	\$600	\$400			\$600	\$400	
	Performance	up to 13, 14,15, 16	Performance™ Series 25HPA6	\$600	\$400			\$600	\$400	
			Performance™ Series 25HPA5, 25HPA4, 38QRR	\$300	\$300	\$200	\$100	\$300	\$200	\$100
Comfort	up to 13,14	Comfort™ Series (1 phase) 25HCA5, 25HCA3, 25HCB6, 25HCB5, 25HCB3, 25HCC6	\$100	\$100	\$50	\$50	\$100	\$50	\$50	
Geothermal Units No unit only sales, must include Carrier control except water-to-water units	Two Stage		Packaged Units: 50YDV, 50YDH, 50YDD				\$600			
	Single Stage		Packaged Units: 50YEV, 50YEH, 50YED				\$400			
	Two Stage		Split Unit: 50YDS, 50YPS				\$300			
	Water-to-water		50YEW, 50YER				\$500			
Small Package Products	Infinity		50XL, 50XT				\$300.00			
	Performance		50VL, 50VT				\$200.00			