



Boost Your IAQ Revenue Stream With Lamp-Replacement Sales

Don't miss out on rewarding lamp replacement business. Contractors are typically only getting 10 to 20% of their customers to buy replacement lamps, meaning they are missing out on 80-90% of this revenue stream. That's nuts! For example: if you charge \$150 for a lamp replacement, and sell to only 10% of homeowners that's \$1500 revenue. If you sold to the other 90% that would be \$15,000 revenue!

Fresh-Aire UV is committed to promoting lamp replacement sales. Simply register the products online and we will send your customers a reminder postcard with a 10% discount coupon (since there is no set price the 10% is completely arbitrary). Contractors are reminded as well. Consider that, on average, contractors pay \$30-50 in advertising and promotions just to **get into a house**. So offering a 10% coupon on a lamp replacement (average price \$100-150) is only \$10-15 to **get them in**.

Online registration is fast and easy and automatically activates the product warranty. In most cases all parts (except lamps) are under warranty for the life of the product. Product registration is required for postcards and reminders to be sent.

Benefits of Online Registration

- Lamp replacement notification after one or two years
- Email/postcard sent to customers with your contact info
- Contractor gets list with customer lamp replacement dates
- Helps us keep you informed about our latest products and opportunities

How to register products online:

Online warranty registration is easy, just visit the website below that matches the brand you are selling, and fill out the form.

Fresh-Aire UV

www.freshaireuv.com/product-registration.html

Platinum IAQ

www.platinumiaq.com/register.html

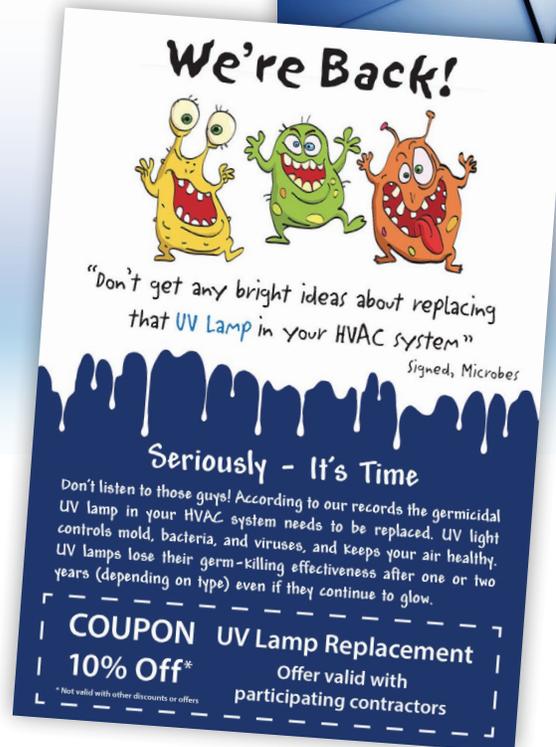
Patriot IAQ

www.patriotiaq.com/register.html

All other OEM Products (Trade Pro, Elite UV, etc)

www.iaqwarranty.com

Customers who have registered their products receive postcards prompting them to contact their contractors for lamp replacement.



800-741-1195

WWW.FRESHAIREUV.COM