



## DEALER GUIDELINES

Applicable to Dealers, Preferred Dealers, and Preferred Plus Dealers

Dealers are independent contractors not an agent or employee of Samsung HVAC and shall not be deemed to create a partnership, joint venture, or principal-agent relationship between the parties. Dealer is not authorized to assume or create any obligation or responsibility including, but not limited to, obligations based on warranties, guarantees, or other contractual obligations on behalf or in the name of Samsung HVAC.

### I. Code of Conduct

- Dealers agree to comply with all relevant federal, state, and local: laws, rules, regulations, orders, codes, and ordinances. Dealers also agree to maintain all necessary permits, licenses, and certifications required by local/state/federal and provincial authorities in connection with the responsibilities under this agreement.
- Dealers agree to use Samsung HVAC brand name in accordance with the guidelines and will do nothing that will impugn or damage the Samsung HVAC brand name. Dealers will not use the Samsung HVAC name in its legal, trade, or business name nor will the Dealer use the Samsung HVAC name in its website URL without prior permission from Samsung HVAC.
- Dealers will conduct business with the highest level of professional behavior when interacting with their customers, fellow dealers, employees, and suppliers.
- Dealers will continually strive to uphold the highest level of technical knowledge through continued education, training, and interaction with professionals in the HVAC industry.
- Dealers will follow procedures that ensure their safety as well as the safety of their co-workers and customers.
- Dealers will meet local codes and adhere to all laws, regulations, and ordinances pertaining to general HVAC business practices and the selling, servicing, and installation of Samsung HVAC products.
- Dealer agrees not to share confidential or proprietary information by Samsung HVAC or its affiliates.

### II. Marketing

- Dealers should participate in marketing Samsung HVAC products utilizing approved logos to ensure they are distinguishable from others.
- Dealer agrees to participate in all Samsung HVAC driven marketing activities.



### III. Customer Service

- Dealers will treat every customer with integrity, competence, and objectivity. Dealers are committed to responding to customer service issues in a timely manner.
- Dealers are committed to resolving customer complaints and will work with the customer to see that all problems have been addressed and corrective actions have been taken.
- Dealers are committed to responding to callbacks with a minimum of inconvenience to the customer.
- Dealer agrees to provide the end-user: relevant product warranties, registration information, literature, and instructions regarding the products.

### IV. Field Service

- Dealer agrees to register all products to receive the enhanced warranty.
- Dealers must have, at a minimum, two (2) Samsung trained technicians on staff at all times.
- Dealers will conduct field service work in a timely, systematic, and well documented manner.
- Dealers will document the service work accurately and professionally to maintain a comprehensive history of work on the system.
- Dealers will make no statements or promises concerning Samsung equipment that is not approved and supported by documentation from Samsung HVAC.
- Dealer agrees to ensure that warranty claim submissions are valid and proper.
- Dealer agrees not to remove or negate any safety device or feature of products.
- Dealer agrees not to alter any labels, plates, or tags on products.

### V. Termination

Except as otherwise provided by applicable law, Samsung HVAC may remove a Dealer's contact information from locator upon written notice to Samsung HVAC Wholesale Partner Stocking Distributor upon the occurrence of any of the following events:

- i. Failure by dealer to comply with Samsung HVAC marketing guidelines and policies
- ii. Lack of satisfactory representation of Samsung HVAC
- iii. Commencement of proceeding under any bankruptcy or insolvency laws by or against Dealer
- iv. Providing false information to Samsung HVAC
- v. At the request of the Dealer
- vi. At the request of the Wholesale Partner Stocking Distributor