

NEVADA POWER COMPANY AIR CONDITIONING & HEATING CERTIFIED DEALER/REFERRAL SERVICE



Service Description

The service has two basic elements: a Dealer Certification program and a Referral Service that points *residential* customers of Nevada Power Company (NPC) in the direction of Certified Dealers. NPC will refer each customer to *only* three Certified Dealers per call. The names of additional dealers are only provided to the customer upon request, after a 24-hour period.

Benefits to the Certified Dealer

- **Guaranteed leads.** While there are other referral services available in town, NPC provides the lead to you, not just to the customer. We give you the power so you have a chance to make the sale every time you're referred. Plus, if you receive fewer leads than you paid for in any given month, the excess payment is carried over to the next month for you. You effectively pay for only the number of leads you actually get over the course of the year.
- **Direct association with NPC**, lending your company additional credibility as a reputable contractor.
- A **"Certified Dealer" logo** you can use during your participation in the network, that incorporates the NPC logo. This logo will be provided for your use in advertising, as well as in a format that can be used to identify your company vehicles (e.g., decals) and your technicians (e.g., patches) as belonging to the NPC Certified Dealer network.
- **Inclusion in the NPC Certified Dealer listing** used in the referral service.
- **Exclusive rights to qualified leads** from the NPC Referral Service; only Certified Dealers will receive referrals. In addition, all leads will be qualified by NPC with information provided about the residence, the problem, the intended financing method, etc.
- **A measurable advertising opportunity.** You can directly track cost per response, cost per sale, and therefore value of the referral service to your business. You can tell exactly how many leads you get from NPC, what it cost for those leads, and how many were converted to sales; few (if any) other advertising sources offer this capability.
- **An NPC commitment to promote the Referral Service** to its residential customers, ensuring maximum opportunities for participating dealers.
- **Dealer manuals, plus specialized training** to enhance your business.

Qualifications of the Certified Dealer

As with previous NPC offerings, minimum qualifications must be met in order to participate in the Referral Service as a Certified Dealer. The requirements include:

- maintenance of certain surety bond, insurance, and license limit levels
- maintenance of certain business and contractor subclassification licensing
- proper technician certification
- minimum time periods for residency and licensing

By meeting or exceeding these minimum qualifications, you can join and participate in the Certified Dealer offering on an ongoing basis.

Pricing

Basically, NPC agrees to provide you with a specific number of leads and the benefits listed above in exchange for an annual fee and a monthly lead fee. The annual fee is \$2000, a minor investment considering all the benefits you receive as an NPC Certified Dealer. The monthly fee provides your company a specific number of leads at \$50 per lead. While the monthly minimum purchase is 10 leads, you can also opt to purchase additional leads in multiples of 10. This flexibility allows all contractors the chance to participate in a way that tailors the volume of leads to the needs of their business.

Next Steps

- Contact NPC at 367-5111 to request a Contractor Participation Agreement packet or to ask any questions you may have.
- Review the information in the packet and, if you decide your company wants to become an NPC Certified Dealer, sign the participation agreement, enclose your payment, and send the materials to: Nevada Power Company, P. O. Box 230, Las Vegas, NV 89151, Attention: Bill Jackson, MS#29.
- NPC will then provide you with the NPC Certified Dealer materials before the service is introduced in January.