



a member of **DAIKIN** group

THERMAL MECHANICS INC. DEALER PROGRAM

The **“Thermal Mechanics Inc. Dealer Program”** is the most comprehensive, technology-forward and sophisticated program designed to position your company as the most visible, innovative, and convenient HVAC Solutions provider in your market. It’s designed to help you accelerate your results through branding, website positioning, consumer conversion experience, and financing solutions.

Depending on your sales volume, projected annual sales growth, and goals, each Track allows you to progress in your market. Below is an overview of the Tracks. You can get detailed information on what’s included in the track and investment levels here www.ciwebgroup.com/tmi

WEBSITE & SEO PACKAGES

TMI DEALER PROGRAM	1T - STARTER	2T - BUILDER	3T - DRIVER	4T - INNOVATOR	5T - LEADER	6T - DOMINATOR
TMI Plan IDS	1T	2T	3T	4T	5T	6T
Website - Investment	\$6,500.00	\$6,500.00	\$6,500.00	\$6,500.00	\$6,500.00	\$6,500.00
Website	Custom	Custom	Custom	Custom	Custom	Custom
Monthly Marketing & Tech Investment	\$600.00	\$2,000.00	\$4,000.00	\$5,000.00	\$7,000.00	\$10,000.00
One Time Content / SEO Monthly Blogs / Custom Blogs	3 / 1 / 0	4 / 2 / 0	5 / 3 / 0	6 / 0 / 3	7 / 0 / 4	8 / 0 / 5
SEO Phrases / Cities / Backlinks	20 / 2 / 30	25 / 2 / 50	30 / 3 / 70	35 / 3 / 100	45 / 4 / 120	50 / 5 / 120+
Integration - GoodLeap, Optimus & fyxify	Included	Included	Included	Included	Included	Included
Social Media Marketing	Daikin	Daikin	Daikin	Facebook (Weekly)	Facebook (Weekly)	Facebook (2x / Week)
Local Listings			70	70	70+	70+

The following are included in all plans: Financing Integration, FMS/CRM Integration, Hosting, Maintenance, Security, Backups, Support, Call Tracking, Basecamp Project Management, Quarterly Strategy Sessions, Access to MySocialMediaGraphics.com, Reporting & Results Tracking.

*Additional fees for fyxify FMS/Service Pro will apply. Learn more at www.ciwebgroup.com/fyxify

Schedule a Strategy Session Today

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BRANDING PLANS



The **"TMI Branding Plans"** Program is the most comprehensive, technology-forward and sophisticated program designed to position your company as the most visible, innovative, and convenient HVAC Solutions provider in your market. It's designed to help you accelerate your results through branding, website positioning, consumer conversion experience, and financing solutions.

Depending on your sales volume, projected annual sales growth, and goals, each Track allows you to progress in your market. Below is an overview of the Tracks. You can get detailed information on what's included in the track and investment levels here www.ciwebgroup.com/tmi

BRANDING PACKAGES

TMI BRANDING PLANS	1T - STARTER	2T - BUILDER	3T - DRIVER	4T - INNOVATOR	5T - LEADER	6T - DOMINATOR
TMI Plan IDS	1T	2T	3T	4T	5T	6T
Branding - One Time Investment	\$2,500.00	\$3,500.00	\$4,500.00	\$5,500.00	\$6,500.00	\$7,500.00
Custom Graphics - Annual	2	3	4	5	6	7
Logo	PNG	PNG	PNG	PNG	Vector	Vector
Color Specs	X (3)	X (5)	X	X	X	X
Tagline	-	-	X	X	X	X
SM Profiles	-	-	-	X	X	X
Messaging / Voice / Identity	-	-	-	-	X	X
Mascot	-	-	-	-	-	X

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