MRCOOL®

CONTRACTOR

FULFILLMENT PROGRAM



Helping you grow and be seen like never before.

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FOR THE CONTRACTOR PROGRAM SIGN UP FORM

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Did you know?

MRCOOL® offers some of the highest rated contractor-grade ducted and ductless equipment available, backed by warranties that rival or exceed anyone else in the industry.

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FOR THE LATEST
MRCOOL® CATALOG



Central Ducted Hyper Heat

ENERGY STAR

MRCOOL® Central Ducted Hyper-Heat systems are contractor-grade solutions built for efficient, reliable performance in all climates. Hyper-Heat inverter technology delivers consistent heating in cold conditions while maintaining strong energy efficiency and quiet operation. The multi-position air handler simplifies installation and integrates easily into new or existing ducted systems.



Traditional Unitary HVAC

ENERGY STAR

We have you covered if your customer prefers more traditional HVAC equipment. Regardless of need or location, MRCOOL® is a one-stop shop offering mix and match solutions to heat and cool your customers' homes.



Universal® Split

ENERGY STAR Most Efficient 2025 www.energystar.gov

Designed for year-round comfort, it delivers powerful cooling in the summer and reliable heating in the winter—all in one advanced, easy-to-install unit. The upgraded blower and innovative M-Coil work together to provide strong, consistent airflow and enhanced temperature control.



Olympus E Star® & Multi-Zone Series

ENERGY STAR

This contractor-grade mini-split system employs Hyper Heat technology to ensure efficient and effective heating performance even when outdoor temperatures become bitterly cold

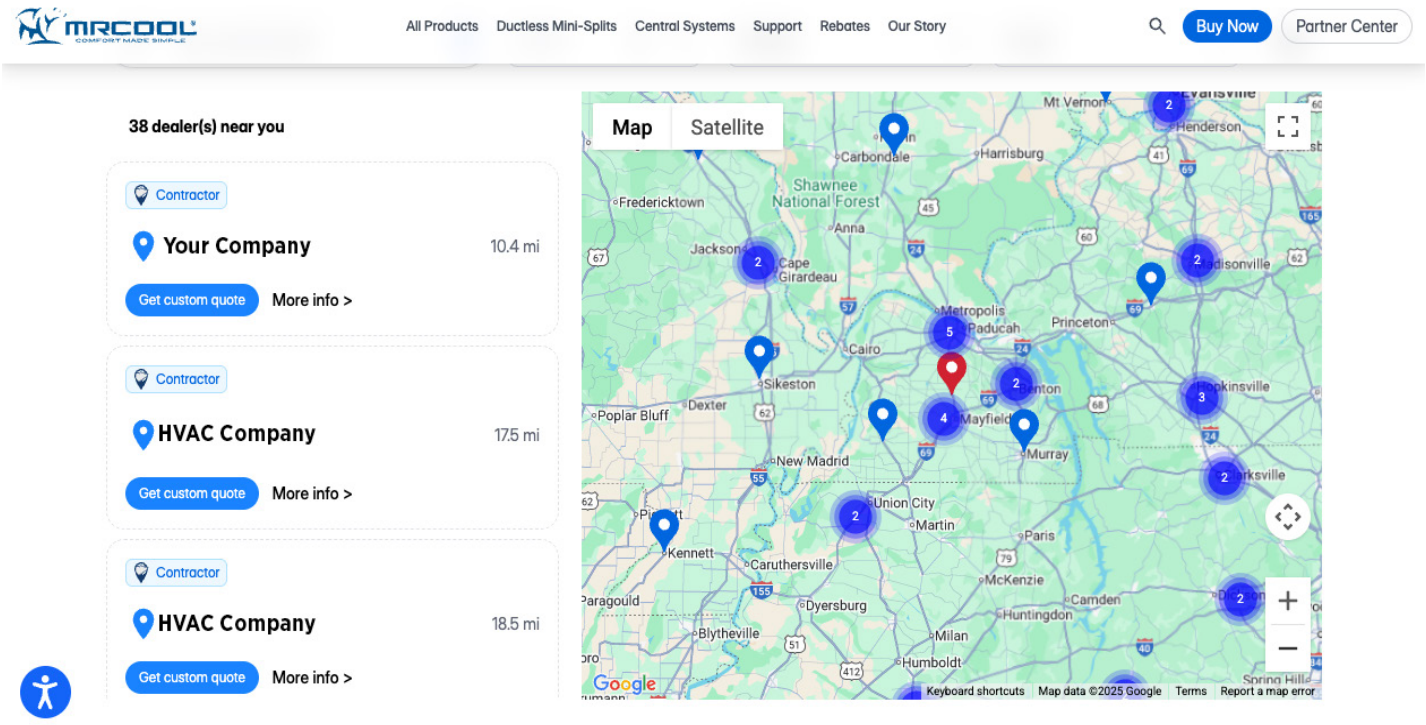


Specialty Equipment

In addition to their standard heating and cooling solutions, MRCOOL® offers an expanded catalog of specialty equipment designed for diverse consumer needs. This diverse lineup includes high-volume, low-speed (HVLS) fans, geothermal systems, and water heaters, alongside portable refrigeration options such as the MRCOOL® Compact Refrigeration System walk-in cooler units. By providing these specialized tools, MRCOOL® enables users to manage complex climate and storage requirements with the same focus on efficiency and value found in their traditional HVAC products.

The MRCOOL® Advantage

Our targeted advertising drives customers to our website, where they can use the our “Buy Now” platform to instantly connect with local MRCOOL® contractors, purchase HVAC equipment, and schedule installation—all in real time.



What are the Key Benefits?

The MRCOOL® Contractor Fulfillment Program gives you the tools to succeed and grow alongside our established brand, supported by reliable, innovative products and knowledgeable, helpful staff. In addition to this, we also offer:

- **Innovative Products:** We constantly push the boundaries of what is possible in the HVAC world to create the best products for you, your family, and your customers.
- **Quality Construction:** Top-of-the-line manufacturing processes ensure the utmost integrity and excellence to maximize product efficiency, lifespan, and customer satisfaction.
- **Exceptional Warranties:** We offer some of the best warranties in the industry for many of our products. A number of systems now feature built-in labor warranties, as well!
- **Discounted Pricing:** Depending on your Contractor Tier, pricing can be greatly discounted.
- **Quality Marketing:** Our marketing approach leverages targeted advertising (social media sponsored ads, TV commercials, emails, magazine ads, billboards, etc.) to funnel visitors to MRCOOL.com.

  Additionally, collaborations with social media trendsetters boost the caliber of our leads, which we then share with you! Our team of videographers, writers, and graphic designers help grow your business so you can focus on what’s important - serving your customers
- **Low Risk:** Buy Back Guarantee (minus 15% restocking fee)
- **Installation Opportunities:** Contractors have the option to offer installation services to customers, increasing their earning potential.

Path to Success: Contractor Tiers

Tier Benefits

	BRONZE TIER	SILVER TIER	GOLD TIER	PLATINUM	DIAMOND
	$5,000 Annual Purchase Volume	$50,000 Annual Purchase Volume	$100,000 Annual Purchase Volume	$250,000 Annual Purchase Volume	$500,000 Annual Purchase Volume
Dealer Pricing	✓	✓	✓	✓	✓
FREE Shipping ($1,000 Min. Order)	✓	✓	✓	✓	✓
Critical Parts Allotment 1		✓	✓*	✓*	✓*
Level 1 Discounted Pricing			✓	✓*	✓*
Critical Parts Allotment 2				✓	✓*
Level 2 Discounted Pricing				✓	✓
Additional Critical Parts				✓	✓
Branded Utility Vehicle**					✓

**Received at previous level.*

***Vehicle shown for demonstration purposes only. Actual vehicle make and model may vary. No cash alternative in lieu of branded utility vehicle. Limited to one vehicle per contract period. Alternative incentive options may be available. Ask your rep for more details.*



Eligibility

At MRCOOL®, we value building strong partnerships with skilled installation and service contractors. To ensure we maintain the high standards our customers expect, we ask that our partners meet the following criteria:

Licensing & Regulations Compliance

As part of the professional commitment, contractors must hold all necessary licenses, permits, and certifications required by state and local laws, ensuring a high level of service and safety for customers.

Strong Online Presence

A robust online presence is essential for building trust with potential customers. A dedicated website, positive customer reviews, or active social media profiles (such as Facebook) are all valuable tools for connecting with your community and showcasing your expertise.

MRCOOL® HVAC Expertise

Contractors should specialize in HVAC installation and service, with a focus on MRCOOL systems, and be dedicated to offering comprehensive support, including installation and maintenance of MRCOOL® units, regardless of the purchase origin.

SCAN HERE TO GET STARTED ❱

This program is available to both new and current MRCOOL dealers; contact your MRCOOL representative for details.

Questions? Call today: (270) 640-9822