



Commercial Finance

Frequently Asked Questions

Q1. What is Heatcraft Commercial Finance?

A1. Heatcraft Commercial Finance, through a partnership with Horizon Keystone Financial, will provide financing for end-users on the purchase of refrigeration equipment and ancillary services. A financing solution eases the financial burden through affordable monthly installments in lieu of a large upfront payment.

Q2. Who is Horizon Keystone Financial?

A2. Horizon Keystone Financial has been a leader in the HVAC/R finance industry for over 20 years. They are very familiar with the HVACR industry, including the needs and challenges of distributors, contractors and end customers that this industry serves. Horizon Keystone has relationships with many familiar names in the distribution business and also has a similar financing arrangement with Lennox Commercial.

Q3. Is Heatcraft financing the equipment?

A3. Financing is provided by Heatcraft financial partner, Horizon Keystone Financial.

Q4. How does it work?

A4. The process is very simple.

1. Contractor offers the customer a monthly payment option/quote and connects the customer with Heatcraft Commercial Finance, if the customer is interested in pursuing.
2. The customer completes a simple application form and submits it to Heatcraft Commercial Finance for approval within 2-6 business hours.
3. Once approved, Heatcraft Commercial Finance e-mails documentation to the customer based on the total project quote provided by the Contractor.
4. Customer signs and returns the documentation to Heatcraft Commercial Finance.
5. Heatcraft Commercial Finance issues a PO by e-mail to the Contractor. The Contractor orders the equipment, completes the install, and provides Heatcraft Commercial Finance with an invoice & S/N.
6. The Contractor is paid within 24-48 hours of submission and acceptance of the invoice. The Contractor should not order or install until a PO is received.

Q5. Why should I finance through Heatcraft Commercial Finance vs. a bank?

A5. In refrigeration applications, maintaining uptime is critical. When faced with unexpected equipment problems getting a quick decision on financing for replacement equipment could save an operator thousands of dollars. The Heatcraft Commercial Finance application and approval process provides a decision in hours, along with a lot less paperwork than would be required with a traditional financial institution. It's quick, easy, and convenient.

Q6. How does a Distributor/OEM customer benefit?

A6. The Distributor/OEM customer benefits by:

- Receiving payment quicker
- Not tying up their own capital
- Encouraging an upsell to premium equipment
- Encouraging replacement vs. repair and a higher invoice amount
- Provides a value added service to an end-user, easing the financial burden when it comes to purchasing new refrigeration equipment



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Q7. What is the minimum/maximum amount that can be financed?

A7. Heatcraft Commercial Finance can finance jobs as low as \$5,000 to as high as \$500,000, and requires no financials for jobs up to \$150,000.

Q8. Are there any tax advantages to the customer to finance their refrigeration?

A8. Under Section 179 of the tax code, many equipment purchases are 100% tax deductible, which could save customers thousands of dollars. The customer should consult their tax advisor or ask Heatcraft Commercial Finance about the current tax advantages.

In fact, as of May 1, 2014, small businesses can write off \$25,000 of their equipment purchases this year.

Q9. What is the length of terms available to a customer?

A9. Terms are available for as short as 24 months or as long as 60 months. Most customers choose the 60 month term.

Q10. Can Heatcraft Commercial Finance provide flexible or customized payment schedules?

A10. Yes. Heatcraft Commercial Finance realizes that many businesses that require refrigeration have seasonal business cycles. Restaurants may be busier in the summer than the winter and thus may want to adjust their monthly payments to better match their revenue stream. Heatcraft Commercial Finance can work with businesses to create flexible payment schedules to accommodate their needs.

Q11. Is the financing limited to equipment only?

A11. The financing amount covers the total project, inclusive of installation, extended warranties, crane service, ancillary equipment (such as Walk-in Panels), electronic controls, and service contracts. Everything can be bundled into one affordable payment.

Q12. How long does the credit approval process take?

A12. Most companies are approved within 2-6 business hours of Heatcraft Commercial Finance receiving their application.

Q13. What if a Contractor needs money prior to installation to order the equipment?

A13. Heatcraft Commercial Finance will advance approved contractors up to 50% of the total project with the P.O, upon request, on projects over \$10,000.

If a Contractor is not approved with Heatcraft Commercial Finance for advance funding, and needs additional terms to move forward, Heatcraft Commercial Finance will advance payment directly to the Distributor, upon request.

Q14. As a Distributor/OEM, is there a financial recourse if I sell the equipment and the end-user defaults?

A14. There is no financial recourse to a Distributor or OEM Panel supplier. The process operates in the same manner as it would in a cash-based transaction. The financial obligations reside strictly with the customer receiving the financing.

Q15. Is there a cost for a Distributor/OEM to participate in the program?

A15. There is no cost for a Distributor/OEM distributor or contractor to participate in this program.



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Q16. How does the Contractor receive the \$100 promotion?

A16. The Contractor receives the \$100 promotion each time the Contractor sells equipment that is financed through Heatcraft Commercial Finance, for projects with a total value of \$10,000 or above. The Contractor is limited to one promotion per project. This is a limited time promotion and is subject to change.

Q17. How does a Contractor get set up to start using Heatcraft Commercial Finance?

A17. Contractors that are interested in offering Heatcraft Commercial Finance to their customers should print a Dealer Enrollment form online at www.Heatcraftfinancing.com. Fax or scan the Enrollment back to Heatcraft@horizonkeystone.com or 800-555-5875, and you will receive an e-mail confirmation and approval within 24 hours you are enrolled and ready to start selling more Heatcraft total solutions. It's that easy!

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Phone: 800-555-5815

Fax: 800-555-5875

Email: Heatcraft@horizonkeystone.com

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