



NCI MEMBERSHIP

*The Road to Success
with Performance-Based Contracting™*

**Wow Your Customers
Differentiate Your Company
Make Double-Digit Net Profits
Generate Leads in Every Season**



MEMBERSHIP = SUCCESS

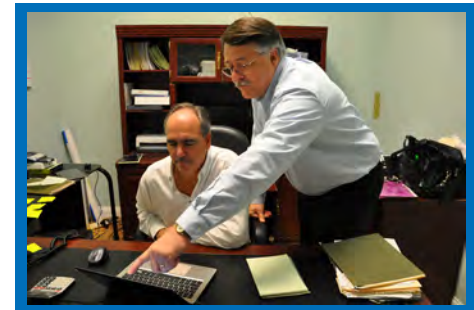


Our exclusive membership will put your company on the road to successfully implementing performance-based contracting in your company.

National Comfort Institute (NCI) offers a unique membership experience you won't find anywhere else in the industry. Throughout the past two decades, NCI has developed a game-changing program around the concepts of Performance-Based Contracting™, a method that will have an extraordinary impact on your business. From the owner to the technician out in the field, CSR's to the sales team, NCI has a cohesive performance-based business model designed to launch your company to new heights in growth and profitability.

What is Performance-Based Contracting?

A contractor who practices Performance-Based Contracting™ delivers comfort, safety and energy efficiency with proven documented results. Through total system diagnostics, customers see their systems in a whole new light and understand the value of the services provided. The Performance-Based Contracting™ approach teaches customers about their HVAC systems in simple terms, identifies real performance issues, and plays a key role in differentiating you from your competition.



Top Notch Training

As a member, you'll have access to cutting-edge training and certification programs that will help you improve every area of your company, including technical, business management, customer service, and sales/marketing. Learn from knowledge experts like Jim Davis who has helped save countless lives by training contractors in Carbon Monoxide Safety & Combustion. Or let John Garofalo, David Holt, and Nita Brooks teach you how to lead your team to success, improve your sales approach, and develop Key Performance Indicators (KPIs) to help keep you and your staff accountable.

It's All About You

Whether you're a Technical Excellence, Business Leadership, or Business Excellence member, you have access to every member benefit NCI offers. Just take a look at the menu of available benefits and select those that are best for you and your company.



"We have embraced the Performance-Based Contracting™ philosophy and practices. As a result, we have experienced significant increases in revenue, customer referrals, maintenance agreement sales, measureable improvement in delivered capacity, improved employee morale and pride (in service and self)."

Craig Campbell,
Airwest Air Conditioning and Heating, Inc., Anaheim, CA

All NCI Members have access to these exciting member benefits:

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|  <p>Unlimited Toll-Free Support (800-633-7058) Monday - Friday, 8am - 5pm EST, NCI support is available in all areas of your company: technical, marketing, sales, or business.</p> |  <p>Conference and Event Discounts The spirit of sharing & peer support is predominant as members willingly celebrate the success of fellow contractors. All NCI members qualify for significant discounts toward meeting registrations.</p> |
|  <p>PerformanceTalk™ Email Discussion Group This group is filled with the wisdom of over 2,000 member participants. Ask a question, get help, find out what other members think about a subject.</p> |  <p>Member Rewards Program Earn rebates, receive discounts, and take part in exclusive purchasing programs with our vendor partners. Your savings and earnings go straight to the bottom line to improve your profit!</p> |
|  <p>Technical Downloads Library Members have full access to hundreds of useful downloads like sizing charts, engineering data, as well as in-depth procedures and forms.</p> |  <p>ContractorsIMAGE™ Marketing Services Discounts Quality, knowledge and performance-based themed marketing pieces and forms set ContractorsIMAGE apart: all at a special, discounted price for members.</p> |
|  <p>Marketing Downloads Library Direct mail pieces, consumer sales literature, advertisements, and much more - all easily customizable with your logo - await all members in the Download Library.</p> |  <p>Find a Certified Professional Lead Generator All member companies with employees who have current NCI Certifications get listed on NCI's consumer websites (searchable by zip code).</p> |
|  <p>Online Business Tools Downloadable tools like forms to determine proper technician wages, crew efficiencies, and benchmarking service are a few of the available business-related files members can access.</p> |  <p>NCILearn24/7™ Technical and non-technical NCI courses are available 24/7 to train your entire team with this low-cost, high-value Members-Only subscription. Included with your Business level membership.</p> |
|  <p>i-NCI Tools and Applications These digital sales and technical tools are optimized for tablets and smartphones. Our Home Comfort Analysis and other i-NCI specialized tools are available only to NCI members.</p> |  <p>NCiSeries Webinar Program Led by the NCI team, with decades of experience, this webinar series is given twice a month. Annual Subscribers and Business level members get all webinars and the Archive included.</p> |
|  <p>Technical, Business Management, Sales-&Marketing Training Discounts Key to success as a performance-based organization is continuing education for you & your staff. All members qualify for significant discounts.</p> |  <p>NCI Online University Discounts Choose from over 100 mentored and self-directed online courses. You'll find training for every type of employee - at all learning levels. All discounted for NCI members.</p> |
|  <p>Business, Sales, & Technical Coaching Our member-exclusive coaching programs are designed to guide you through the process of implementing the Performance-Based Contracting™ business model in your company.</p> |  <p>ComfortMaxx™ Software Discounts This state-of-the-art cloud software helps you perform residential and commercial HVAC testing and diagnostics, allowing you to sell your customers high performance quality renovations.</p> |
|  <p>NCI Training Bucks Program You can earn NCI Training Bucks in a number of different ways, and use them for virtually all your training needs. NCI Bucks never expire; they carry over from year-to-year with no penalties.</p> |  <p>Instruments and Resale Products Your performance-based business requires specific products and support materials to be successful. Members get discounts on tools, instruments, software, printed materials, and more.</p> |



3 Levels of Membership Available:

Technical Excellence Membership



Join NCI as a Technical Excellence member and transform your HVAC business from the ground up. This membership gives you all the tools and support you need to launch and maintain a performance-based culture in your company. From cutting-edge procedures to field support and marketing materials, get the tools necessary to provide true delivered performance to your customers.

Business Leadership Membership



NCI's Business Leadership level provides unbeatable value for a contractor who is ready to profitably grow his or her performance-based business. It includes all the benefits of Technical Level membership, plus many of the tools and services that are optional to Tech members – at no additional cost. You automatically have full access to benefits like our Learn 24/7 Online University with hundreds of classes and bi-monthly online webinars, triple NCI Training Bucks, and \$1,200/year in Bonus Bucks – plus bigger discounts to special training events and more. In addition, Business Leadership members have access to remote coaching and live coaching – two services only available at this level or higher.

Business Excellence Membership



Business Excellence membership includes all the benefits of both Technical Excellence and Business Leadership, plus some other terrific features and benefits that help medium to large-sized HVAC contractors take their businesses to the next level.

Additional benefits to moving up to Business Excellence include:

- A personal NCI coach with Semi-monthly Remote Coaching calls
- \$2,400/year in Bonus NCI Training Bucks
- Special Business Excellence Member-only offers

“When you become a member of NCI, you join a group of the smartest, advanced, loyal, giving bunch of HVAC contractors in the United States. At your feet are products, training, seminars, webinars, and support staff from the best people I have had the pleasure of working with. The contractors will also offer you real life solutions, tips, and occasionally will tell you what NOT to do to avoid problems.

Vince DiFilippo,
DiFilippo's Service Company

