HASSLE-FREE MONTHLY PAYMENTS
FOR ALL YOUR
HEATING AND COOLING NEEDS

2017 AD KIT
Microf is a relationship-based company that was established to accommodate the growing demand for more flexible rental purchase options surrounding the replacement of residential heating/cooling systems. Microf provides competitive and convenient rent-to-own solutions through a network of preferred HVAC Contractors in an effort to “restore the heating/cooling needs of the consumer with an affordable monthly payment.” Microf exhausts extensive resources educating their actively enrolled contractor on how to maximize the opportunity of generating more revenue for their business.

Microf offers lease purchase solutions that differ from traditional lenders with rigid credit scoring models. Flexible and affordable payment arrangements with multiple discount opportunities are offered to a wide range of consumers. Microf currently promotes our lease purchase solution to select distributors. These strategic partnerships grant Microf access to a preferred network of trusted HVAC sales professionals in support of Contractor education.

Contact Information
Jessica Bennett
marketing@microf.com
229.854.0888

MICROF POLICY STATEMENT
The advertising claims provided in this ad kit have been carefully written and thoroughly reviewed for accuracy and validation exactly as written. You may NOT change, modify or alter the claims provided in the ad kit in any way. The claims are available and authorized for your use ONLY exactly as written. If you alter any of the materials, we reserve the right to take reasonable action, including without limitation, termination of our arrangement and seeking indemnification from you regarding legal costs incurred relating to any modification or alternation.
**OFFICIAL PROGRAM RULES**

**Hit 5 RPAs and earn $500 towards Microf Advertising!**

**Earnings are DOUBLE over 2016!**

**STATUS** | **REQUIREMENTS** | **BENEFITS**
--- | --- | ---
**GOLD LEVEL** | • Complete Microf Training  
• 50 RPAs per calendar year | • $100 per RPA  
Can be used for advertising or the Microf Materials catalog

**SILVER LEVEL** | • Complete Microf Training  
• 25 RPAs per calendar year | • $50 per RPA  
Can be used for advertising or the Microf Materials catalog

**BRONZE LEVEL** | • Complete Microf Training  
• 10 RPAs per calendar year | • $20 per RPA  
Can be used for advertising or the Microf Materials catalog

- Program dates are based on installed and funded RPA production between January 1, 2017 and December 31, 2017.

- All accruals can be used for advertising or the Microf Merchandise Catalog.
  - Bronze Level Contractor - $20 per RPA  
  - Silver Level Contractor- $50 per RPA  
  - Gold Level Contractor- $100 per RPA

- All earnings will be tracked beginning January 1, 2017.

- Orders from the Microf Merchandise Catalog will be placed through the Microf Marketing Department and products will be shipped based on availability. Email marketing@microf.com

- Invoices from approved advertising must be submitted to the Microf Marketing Department and must be accompanied by an official copy of the advertisement and a copy of the invoice. Approved advertising must meet the guidelines as outlined in the 2017 Microf Style Guide and Ad Kit. Email marketing@microf.com

- Incentives can be accrued throughout 2017 and must be used by January 1, 2018 or will be forfeited.

- Microf will need an IRS W-9 form on file before any payouts will be made and contractors will receive an IRS 1099 for any spend in 2017.
STYLE GUIDE: LOGO, COLORS AND MORE

The included Style Guide is your reference guide when working with the Microf brand. A strong, cohesive brand identity is crucial to our growth and success at Microf. These are the standards for all printed and online materials created for marketing purposes, both internal and external. Whether it be magazine ads, radio ads or web pages, consistency is vital. All publications, correspondence and advertising that include the Microf logo should be submitted to the Microf Marketing Department for approval before printing or submitting.

For more information: Refer to the Microf Style Guide

ADVERTISING DISCLAIMERS

Dealers promoting Microf as an option can use the following advertising disclaimers that Microf has approved:

- Hassle-Free Monthly Payments for All Your Heating and Cooling Needs
- Restore the Heating/Cooling Needs of the Consumer with an affordable monthly payment

[Note: to comply with Georgia law, do not attach this slogan to a specific item such as a particular HVAC unit]
WEB DISCLAIMERS

- Lease-Purchase Option*
  *The transaction advertised is for a rental purchase agreement. Ownership of leased merchandise not acquired until all required payments have been made by the lessee and lessee exercises the purchase option. Not all services and benefits available in all states.
- Minimum Financial Requirements Needed for Approval
- Comfort Made Easy
- Rental Purchase Option* (or) Rent-to-Own*
  *The transaction advertised is for a rental purchase agreement. Ownership of leased merchandise not acquired until all required payments have been made by the lessee and lessee exercises the purchase option. Not all services and benefits available in all states.
- Microf’s innovative rent-to-own strategy provides unmatched flexibility to consumers in our service areas through limited declinations and quick response times.
- No Credit Needed
- No Credit Required

ATTENTION: The disclaimers with * must include the additional disclosure.

SEARCH ENGINE OPTIMIZATION & KEYWORDS

In order to optimize your website, a list of suggested keywords are included in the ad kit that are specific to HVAC lease purchase options.

<table>
<thead>
<tr>
<th>Keyword</th>
</tr>
</thead>
<tbody>
<tr>
<td>air conditioner monthly payment</td>
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<tr>
<td>air conditioner monthly payments</td>
</tr>
<tr>
<td>air conditioning monthly payments</td>
</tr>
<tr>
<td>central air conditioner monthly payments</td>
</tr>
<tr>
<td>monthly payment air conditioner</td>
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<tr>
<td>monthly payment air conditioning</td>
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<tr>
<td>monthly payments central air conditioning</td>
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<tr>
<td>monthly payments air conditioner</td>
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<tr>
<td>monthly payments air conditioning</td>
</tr>
<tr>
<td>monthly payments an air conditioner</td>
</tr>
<tr>
<td>monthly payments for air conditioning units</td>
</tr>
<tr>
<td>monthly payments for heating and air conditioning</td>
</tr>
<tr>
<td>monthly payments heating</td>
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<tr>
<td>monthly payments heating system</td>
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</tbody>
</table>
NEWSPAPER ADS

Microf has created a library of newspaper ads to explain to your customer the simple way to replace their new HVAC system with our lease purchase solution. These ads are available in multiple standard sizes.*

MAGAZINE ADS

Magazine is one of the few mediums that allow smaller companies to level the playing field against the bigger guys. With the four color, creative ads that Microf is providing, your company’s brand will stand out.*

*These ads are in standard sizes and allow for co-branding.

Questions/Problems:
Jessica Bennett | marketing@microf.com | 229.854.0888
DIGITAL ADS

The Internet is the “stickiest” place to have an ad. Digital ads are the new media for reaching all ages. People spend more time on-line and we must go where the eyeballs are.*

BILLBOARD

Outdoor advertising is the only type of media that has constant exposure. No other type of advertising allows your message to be displayed 24 hours a day, seven days a week. Repetition is also extremely helpful when you are trying to increase your product awareness, or when you simply want to get your message across to millions of people. This can easily be accomplished with billboard campaigns. Microf has provided billboard art.

RADIO

Radio plays an important role in building brand awareness. The frequency in which it delivers your company’s message allows for a strong name recognition. Microf has created an assortment of :30 radio scripts. Some that can be tagged and others with a “donut” which allows for inserted personalized company content. See radio scripts for sample formats.

*These ads are in standard sizes and allow for co-branding.
Questions/Problems:
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DIRECT MAIL

Direct Mail is perfect for communicating with your existing client base, or with a list of potential clients. By working with our mail house partner, American Marketing & Mailing Service, Inc., you can customize any of our contractor direct mail postcards. These can in turn be sent to your customer base, or a new list that American Marketing can purchase based on potential customers in your area. These are vetted via credit scores.

To order, contact Justin Bennardo at JBennardo@ammsusa.com. Minimum order of 200 pieces is required.

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Product Description</th>
<th>Data Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.5 x 8.5 Postcards</td>
<td>4 color 2 sides 100# Gloss Cover Gloss Coated Both Sides Standard Class Postage</td>
<td>Summarized Credit With Homeowner Select</td>
<td>$.69 Each</td>
</tr>
<tr>
<td>Official Snap Apart Mailers</td>
<td>4 color 2 sides 70# White Offset Folded to letter size with snap a part edges Standard Class Postage</td>
<td>Summarized Credit With Homeowner Select</td>
<td>$.72 Each</td>
</tr>
<tr>
<td>8.5 x 11 Letter Package</td>
<td>4 color 1 side 60# White Offset #10 Window Envelope Inkjet black tagline Standard Class Postage</td>
<td>Summarized Credit With Homeowner Select</td>
<td>$.75 Each</td>
</tr>
</tbody>
</table>
BROCHURES

Microf has created a brochure to easily explain to consumers the mission and services of the company. The brochure is available in both English and Spanish versions. There is also the capability to customize each with your company’s information.

You can send the files from the ad library to your own printer for customization or we can help. Cost is $175 for 250 brochures.

LANDING PAGES

Websites are a great way to promote education and sales of HVAC rental purchase solutions. Working with you, the Microf Marketing Department will help you develop a landing page with graphic and editorial content along with a direct link to the Microf website.
SOCIAL MEDIA POSTS

The secret to success is relationships and more companies are finding that social media is a key ingredient to building those relationships. Microf has created a library of social media posts that will allow your company to connect with the Microf target audience.

FACEBOOK COVER PHOTOS

Since most people are visual, the ability to have a fresh design on Facebook is key. Microf is providing you with 4 cover photos that can be changed out quarterly.

BLOGS

You may already be aware, but content is king. By providing educational information to your customers they begin to see you as the expert in your field. Microf has a library of blog topics to provide your customers with valuable information.
These types of signage are perfect for keeping your message and phone number in front of the public at all times. Each of these mediums are a relatively inexpensive way to promote the MICROF product and your business while at a community event, on an outdoor fence, or while driving around town.

VEHICLE MAGNETS
18" x 24" Magnet

YARD SIGNS
18" x 24" Yard Signs

BANNER STANDS
2.5' X 6' Vertical Banners
Standard Retractable (vertical) Banner Stand

OUTDOOR BANNERS
4' x 6' Banners with optional grommets

MAGNETS, YARD SIGNS AND OUTDOOR BANNERS CAN BE CUSTOMIZED WITH YOUR COMPANY’S LOGO AND CONTACT INFORMATION
www.microf.com