



GENERAC®
BUILDER ALLIANCE



2023 Builder Program

ENERGY MANAGEMENT SOLUTIONS POWERING THE HOME OF THE FUTURE

Builder Benefits

Current trends within the market such as the home as a sanctuary, electrification of vehicles and appliances and severe weather events continue to reinforce the need for energy management solutions during new home construction

**SAVE
OVER 20%**
OF INSTALLATION
COSTS DURING
NEW HOME
CONSTRUCTION

With the **Builder Alliance Program**, Generac is committed to giving its builders a competitive advantage, multiple pathways to purchase, and an overall ease of integration all from the **#1 selling brand in home standby power** solutions.



COMPLETE ENERGY SOLUTION



TRAINING FOR EXISTING SUB-CONTRACTORS



SINGLE MANUFACTURER



OPPORTUNITY TO SELL AN UPGRADEABLE OPTION TO BE A GEN READY HOME



REBATE PROGRAM*

*Subject to qualification and availability



SALES TRAINING FOR BUILDERS AGENTS & DESIGNERS

New home construction – an ideal time to install

The new home construction process is the easiest and most affordable time to install Generac energy management solutions.

When it's installed during the wiring of the house, it allows the homeowner to save substantially on installation costs. Adding the savings together with financing options and the ability to roll costs into the mortgage, new home construction becomes the ideal time for homeowners to find value in Generac home energy management solutions.

When your customers are building a new home it is an exciting adventure. From room layouts to color schemes, there's one decision that can mean the difference between peace of mind and vulnerability – protecting their home with a Complete Energy Solution:

A program designed for Builders

- Flexibility to purchase through wholesale distribution or tap into our dealer network nationwide.
- Trusted competitive builder pricing.
- Sales training.
- Marketing support.
- 24/7/365 technical support for your homeowners.



The Products That Drive The Profit

Your customers are able to choose their level of protection depending upon their needs. From production homes to custom homes, to estates, there is a size solution for every customer's requirements.

Home Standby

Generac created the home backup generator category. Today, our generators are preferred by 7 out of every 10 homeowners who invest in home backup power. Generac offers a combined meter transfer switch to offer cost effective Gen Ready solutions to builders. With automatic operation and 24/7/365 support from our Wisconsin headquarters, a Generac home backup generator gives you the peace of mind in an increasingly uncertain world.



Clean Energy

Generac has harnessed innovation to provide cleaner, smarter energy solutions for the home. Generac's PWRcell Solar + Battery Storage system is a revolutionary, fully integrated solar + battery storage system that can help homeowners maximize their solar investment and prepare for outages.



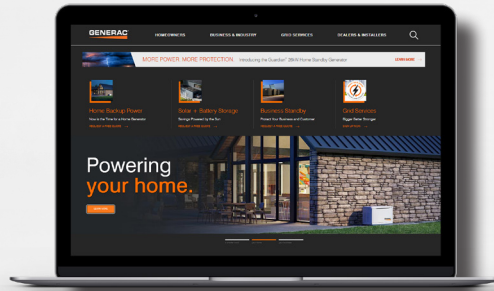
Smart Home

Generac's evolution into an energy technology solutions company creates many opportunities to integrate products, like ecobee, with residential device offerings, enabling direct monitoring and control of a significant portion of the home's electrical load.



HOW TO JOIN

Contact Generac by phone at 1-888-GENERAC, www.generac.com/Builder/, or builderinfo@generac.com



For any questions or to learn more, visit us at
[generac.com/builder](https://www.generac.com/builder)



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