

We have several updates coming down the pipeline and want to ensure we communicate these changes effectively over the next couple months. Below, I will describe the updates, timing, communication plan & training for each. There will be several training webinars explaining these adjustments March 12 – April 16 (date/times below). Please communicate this out to your TM/Dealers.

Updates:

- **2019 Dealer Locator logic will have adjustments.**
 - Proximity to the homeowner still remains the same with the radius dealer selects. What is changing is the “**order**” at which dealers appear in that radius.
 - The order will be based on a grade driven by the *dealers engagement* to the customer (answer phone calls & form leads). In addition, their order will be impacted by their online presence (google review rating, frequency of review), as well as their lead disposition (providing a lead status in Dispatch).
 - Lastly, the dealers **MUST** update their information inside of MAX. If they do **NOT** fill out the required profile details, they will not receive a lead.
- **Google Review changes on Dealer Locator.**
 - Google has changed how they allow businesses like americanstandardair.com to pull Google dealer Google reviews into the dealer locator. Starting April 8, if a dealer wants their reviews to display on the locator, they must provide the DAC group with manager access to their GMB (google my business) account. We have created a PDF (attached) that explains all the details.
 - **DAC CONTACT DETAILS**
 - americanstandardair@dacgroup.com (cc’d)
 - **502-582-3565 ext. 4144**
- **MAX Profile Updates.**
 - We made some updates / changes to the layout of the dealers MAX profile and have added some additional fields we are requesting they answer. The fields are below are “required” if the dealer would like to receive leads from the dealer locator.
 - **Existing Required Fields**
 - Terms of Service
 - Business Name
 - Full Address (City, State, Zip)
 - Local Phone Number
 - Hours of Operation (24/7 – Weekends etc...)
 - Service Radius
 - Dealer Website
 - **New Required Fields**
 - Lead Contact Emails
 - Lead Type
 - Answering Service
 - Segment Participation

Timing:

- **Dealer Locator Logic**
 - April 8 – Launch the new locator logic
- **Google Review**
 - April 8 – All reviews on the dealer locator will be removed (unless dealer provides DAC group)
- **MAX Profile**
 - March 11 – Launch the new profile update. Dealers will be able to update their profiles at this time.

Communication/Training:

- We will be sending a webinar invite to you & your dealers. Please feel free to attend to as many of these webinars as possible. In addition, do not forget to remind and invite your dealers to attend as well.
- **Webinar dates/times**
 - March 18 | March 26 | April 4 | April 8 | April 16