

# PNM Distributor Discount Program Information for Customers



Instant Rebates for Commercial and Industrial Customers on Energy-Efficient HVAC Equipment **Sold through Distributors**



## WHY SHOULD I BUY HIGH-EFFICIENCY HVAC EQUIPMENT?

High-efficiency heating, ventilation and air conditioning (HVAC) systems:

- Save energy
- Provide greater comfort
- Offer improved technology
- Are better for the environment
- And most importantly: **SAVE YOU MONEY!**

## WE KNOW THE BARRIERS

- **Education.** You may not be aware of all the factors that impact your HVAC investment decisions – especially the offset of higher upfront purchase price against lifetime energy cost savings.
- **Timing.** A peak-season system failure can force a rushed replacement of HVAC equipment – and you may not be prepared to make the best decision.
- **Cost.** The upfront purchase price of efficient equipment is usually higher, which may lead you to overlook the significant back-end savings on energy costs, repairs and maintenance.

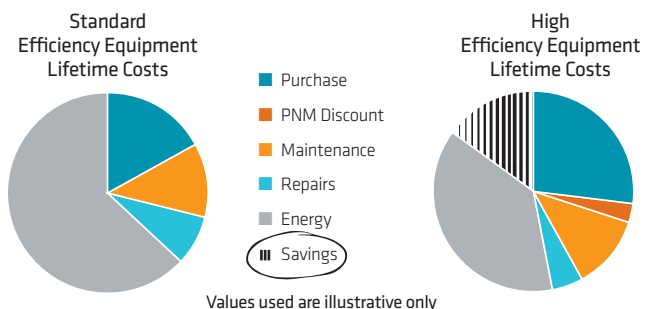
## PNM OFFERS A NEW SOLUTION: THE DISTRIBUTOR DISCOUNT PROGRAM

PNM recognizes these barriers to greater adoption of high-efficiency HVAC systems, and has developed a new program to help.

The **PNM Distributor Discount Program** offers **instant, point-of-sale rebates** on energy-efficient HVAC products purchased from participating distributors. It's a **fast, easy way to pay less** for high-efficiency equipment – no applications, no waiting for a rebate.

## THE SMART CHOICE

- **Save instantly upfront** with the PNM Distributor Discount Program's point-of-sale rebate
- Long-term and often substantial **energy cost savings**
- **Avoid expensive emergency repairs** due to equipment failure during peak seasons
- Latest technology = **better performance**
- **Less downtime** and **reduced maintenance expenses**
- **Greater comfort** for everyone in your facility



## QUESTIONS?

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Talk to us.

