

TOP 10

**REASONS TO BECOME
A MITSUBISHI ELECTRIC
DIAMOND CONTRACTOR®**

As an HVAC contractor, your ability to understand systems and recommend the right products, technologies and solutions to your customers is critical. Across the country, more and more homeowners are recognizing the comfort, efficiency and performance offered by all-electric heat pump systems. Contractors must be able to adapt to a changing HVAC landscape as new technologies become increasingly sophisticated.

As demand for these systems grows, so does the need for contractors specializing in their installation, maintenance and operation. Modern, variable-capacity heat pumps from Mitsubishi Electric can provide greater energy efficiency and a superior comfort experience compared to conventional heat pumps, furnaces and boilers — but only if installed and maintained by qualified contractors. When you join the Mitsubishi Electric Diamond Contractor® program, you join an elite group of contractors uniquely positioned to grow with the heat pump market and expand the reach of all-electric heating and air conditioning.

1

**NATIONWIDE
NETWORK**

The Mitsubishi Electric Diamond Contractor network is currently made up of over 4,000 manufacturer-trained contractors and distributors and reaches all corners of the country. You'll be in good company!

2

**THE MITSUBISHI
ELECTRIC BRAND**

Becoming a Diamond Contractor associates you and your business with a reputable brand. You'll be able to offer your customers trusted products and technologies from an industry leader.

3

**ACCESS TO
TRAINING**

Diamond Contractors are manufacturer-trained to expand their industry knowledge and hone their product expertise. Advanced training sharpens skillsets in everything from troubleshooting to servicing products and leads to fewer mistakes in the field.

4

STAY CURRENT

At Mitsubishi Electric, we provide innovative products to meet customers' needs. As technologies continuously change and improve, the need for tech-savvy technicians to ensure proper setup and operation is imperative. The advanced training you receive as a Diamond Contractor will allow you to uniquely understand Mitsubishi Electric systems and components — from basic to cutting-edge.

Learn more at Discover.MitsubishiComfort.com/Contractors

5

**ACCESS TO MARKETING
AND SALES TOOLS**

Contractors within the Mitsubishi Electric network enjoy access to advertising and marketing assets. Proprietary tools like Diamond Systems Builder™, is a comprehensive design software developed to take the guesswork out of equipment design, layout and planning.

6

**BALANCE
SUSTAINABILITY
AND COMFORT**

There is a rapidly growing demand for energy-efficient products and technologies to help meet decarbonization mandates set by governmental agencies, states and municipalities. The HVAC industry needs smart, efficient solutions to improve sustainability without sacrificing comfort. By specializing in all-electric, variable-capacity heat pump systems, you'll use strategic electrification as an opportunity to maximize your customer's comfort experience.

7

**MITSUBISHI ELECTRIC'S
PARTNERSHIPS**

Mitsubishi Electric partners with agencies, organizations and non-profits, including EEBA, the Department of Energy, Housing Alliance and more. Through these partnerships, Diamond Contractors benefit from staying on-pulse with industry trends, emerging solutions and new products before they go to market.

8

LEAD GENERATION

Qualified HVAC technicians are in high demand to build, install and maintain constantly evolving systems, but the market is still competitive. As a Diamond Contractor you can enjoy prioritized access to leads, giving you a leg up in securing jobs and providing Mitsubishi Electric's superior comfort and performance to an even wider range of customers.

9

**MADE FOR
PROFITABILITY**

Mitsubishi Electric ductless systems do not require installation of lengthy, bulky ductwork or running gas lines, meaning a faster installation and higher profit margins.

10

PROGRAM BENEFITS

The benefits of joining the Diamond Contractor program don't stop at the list above. Diamond Contractors also enjoy a rewards system for completing trainings, where points accrued help them reach new levels within the program. The program is designed to acknowledge contractors' hard work, effort and commitment to the Mitsubishi Electric brand.