

2024 Dealer Tier *Benefits*

Kohler Home Energy Direct Dealer Program				
General Requirements	Silver	Gold	Platinum	Titanium
Whole goods and aftermarket parts base multiplier	0.75	0.74	0.72	0.71
A) Achieve an 85% acknowledgment rate on Kohler Leads ⁹	0.74	0.73	0.71	0.70
B) Achieve a 25% closed-won rate on Kohler Leads with a site-visit date ⁹	0.74	0.73	0.71	0.70
Achieve A and B ⁹	0.73	0.72	0.70	0.69
Annual whole goods and AMPS rebate ¹⁰	-	1.0%	1.5%	2.0%
Co-op marketing funds ¹¹	-	Up to 2.0%	Up to 2.0%	Up to 2.0%

⁹Direct dealers are eligible to receive multiplier enhancements A and/or B. The acknowledgment rate is calculated based on the number of lead opportunities accepted or rejected in Partner HQ between 1/1/24 and 12/1/24. Dealers have 24 hours to accept or reject lead opportunities before they expire, excluding nights, weekends, and holidays. Kohler Partner HQ close rates are calculated based only on valid Kohler-provided opportunities assigned to the dealer. This excludes invalid, duplicate, and no response stages; opportunities deemed not qualified through our call center; and excludes opportunities with a creation date of <120 days or dealer-entered opportunities. Opportunities must have a site-visit date entered as well as being marked "closed-won" to count toward the multiplier enhancement. Multiplier enhancements will be applied to dealers' multiplier in 2024 and include whole goods and aftermarket parts.

¹⁰Direct dealers are eligible for the annual rebate based on their 2024 tier. Rebates are calculated based on whole goods products and aftermarket parts invoiced in 2024. Indirect purchases are not counted toward the annual rebate accrual.

¹¹Co-op marketing funds are available at the beginning of the calendar year and are based on the previous year's direct whole goods purchases only; indirect purchases are not counted.