

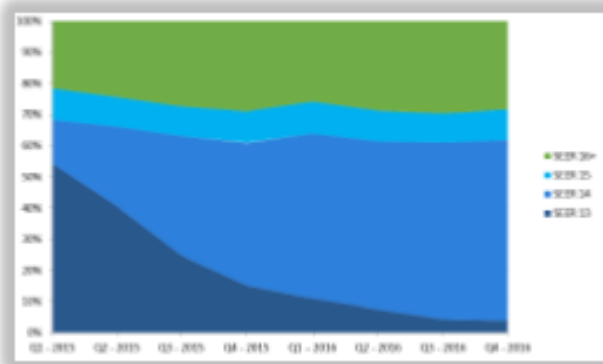
THE HARDI UNITARY HVAC MARKET REPORT FAQ

HARDI resources that fuel your competitive advantage.
Heating, Air-conditioning & Refrigeration Distributors International

D+R
International

What is the Unitary HVAC Market Report?

D+R International has partnered with HARDI to collect unitary HVAC sales data. Using the collected data and a stock replacement model, D+R develops market sales estimates. The goal of this effort is to better inform HARDI and its participating members about the state of HVAC. This program is provided at no cost to HARDI Wholesale Distributor Members.



What do I get for participating?

Each participating distributor has access to quarterly data displaying its own sales compared to HARDI regions and the national market. Analyses show market trends by:

- Equipment type
- Efficiency
- Fuel type (heating equipment)
- Ducting type (cooling equipment)
- Refrigerant type (cooling equipment)

■ Distributors are invited to attend the annual *Unitary HVAC Market in Review* webinar to see analyses of market trends. (Above)

■ Participating distributors gain access to www.drintldata.com, a web-based data analysis tool to put market- and distributor-level sales data at your fingertips. (Right)



What can I do with these tools?

- **Understand current market sell-through activity** – We release data one month after the close of each quarter, providing the timeliest HVAC sales data available to anyone in the market.
- **Quantify market share** – Because we capture outbound contractor shipments – not inbound distributor purchases – you can evaluate your business based on a more accurate snapshot of true industry share.
- **Assess sales performance** – Your team can use this data to gain an understanding of how its sales compare to its performance in previous years, and to the overall market.
- **Plan for future purchasing** – Using market and company trends, your team can make more informed purchasing decisions.

Interested in participating? Have any additional questions?

If you are interested in participating or have questions about this program, please contact D+R at HARDI@drintl.com.