

LCEC's GenerLink™ Builder Program

**Set Yourself Apart From Your Competitors
Make Safety a Part of Your Marketing Efforts**



LCEC is partnering with builders in our service territory by offering a builder discount on our new whole house transfer switch for portable generators, GenerLink™. This is an exciting opportunity to provide homeowners with the peace of mind of knowing that they will have a safe generator connection included with their new home. What will make this offer even more appealing to your customers is the opportunity to eliminate immediate out-of-pocket expenses by including the cost in their mortgage.

LCEC will provide you with all the marketing materials, selling aids and sales training needed to support this great addition to your product line.

If you are interested in this opportunity, please call (239) 656-2226 or complete the form included in this issue and fax it to LCEC at (239) 995-3733. For more information visit www.lcec.net.

GenerLink™ Overview

Safe Connection for Portable Generators

- Eliminates the use of extension cords and other hazardous connections
- Provides a safe connection from the electric meter directly to the generator
- Detects when a generator is operating and automatically disconnects from the utility grid
- Eliminates dangerous backfeed

Benefits of GenerLink™:

- Allows customers to run virtually any appliance up to capacity of their generator (maximum 15 kW)
- Easily installed behind the electric meter (maximum 200 amp service) by a certified LCEC technician
- Comes equipped with a 20 foot, 50 amp connecting cord
- 7 year manufacturer's limited warranty



LCEC
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 Phone (239) 656-2226 Fax (239) 995-3733
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GenerLink Participating Builder Agreement

As a quality builder in the Lee County Electric Cooperative, Inc., (LCEC) service area, I wish to be included as a Participating Builder in the *GenerLink, whole house transfer switch, program.*

Business Name _____

License Number _____

Tax Exempt ID* _____

**Must present copy of certificate*

Address _____

() -
Telephone Number

Signature:
Owner/License Holder

Date _____

Signature:
LCEC Representative

Please fax agreement and tax exempt certificate to Dianne Lawrence at (239) 995-3733 or E-mail to dianne.lawrence@lcec.net.



Enhanced Incentive Program Makes Good Cents

In an effort to improve our processes and to provide a more attractive reward program, LCEC has enhanced the Good Cents Home Sales Incentive Program. The current program rewards your sales staff with a \$35 gift certificate for a restaurant of their choice, for every five certified Good Cents Homes that they sell each quarter.

Effective January 1, 2007 the new incentive includes:

- A \$10 Visa Gift Card for each certified Good Cents Home
- Monthly rewards

So, if we certify five Good Cents Homes in one month for the same salesperson, they will receive a \$50 Visa gift card!

For more information on this program, call Dianne Lawrence at 656-2226.

New Cooperative Reimbursement Program

LCEC is proud to announce enhancements to the Good Cents Home Cooperative Reimbursement Program. These enhancements include increased reimbursement values and additional categories that will allow more builders to qualify and participate in this great opportunity.

Starting Jan. 1, 2007, the qualifications below will apply to receive cooperative reimbursements:

Quantity of Certified Homes to Qualify in a Calendar Year	Percent Of Approved Ad Cost Shared	Not to Exceed Per Calendar Year
5-10	25%	\$1,000
11-20	30%	\$1,500
21-30	35%	\$2,000
31-40	40%	\$3,000
41-50	45%	\$4,000
51+	50%	\$5,000

This means if LCEC certified 41-50 of your homes in 2006, you will receive 45 percent, up to the maximum of \$4,000 in cooperative reimbursement to use for your 2007 advertising. This is \$1,000 more than previous reimbursement amount!

For your convenience, The News-Press will begin forwarding your tear sheets and cooperative reimbursement claim forms to LCEC each month, making participating in this program easier than ever.

Look for your qualifying letters this month that let you know about your participation in the program. We are happy to be partnering with you and look forward to supporting your advertising programs.