

➤ **LIXIL
BUILDER
ADVANTAGE
PROGRAM**

*American
Standard*



➤ MAKING BETTER HOMES A REALITY, EVERYWHERE



LIXIL Water Technology Americas (LIXIL) is a growing and influential water company that unites leading bathroom, kitchen and sanitary brands for the builder market. Together, we bring better living solutions to people everywhere.

Our LIXIL Builder Advantage program positions you to achieve a competitive advantage while exceeding the expectation of every customer. We are uniquely positioned to meet every need, whether your customer favors pure practicality and value, advanced technology, or unlimited luxury. As your single source for the fixtures and fittings your customers deserve and demand, we look forward to building a relationship that saves you time and money.

› WHOLE-HOUSE PLUMBING SOLUTIONS FOR EVERY STYLE

Our well-established bathroom and kitchen brands offer a wide range of style options—from traditional to transitional to contemporary—to help bring overall project design visions forward while delivering long-lasting performance, enduring beauty and value for the investment.



American Standard

Steeped in history, these luxury designs impress the most discerning homeowner.

- › Handcrafted elegance to elevate every environment
- › Complete collections representing Classic, Golden Era, Modern and Contemporary design movements
- › State-of-the-art features that deliver convenience and trouble-free operation

DXV



Built on a 150-year heritage of bringing reliability, beauty, and value home to millions.

- › Coordinating collections in a range of styles
- › More than 130 high-efficiency toilets with 1,000 g MaP rating
- › Water-conserving showerheads and faucets that never sacrifice performance for efficiency
- › EverClean® Surface that inhibits the growth of stain- and odor-causing mold, mildew and bacteria on the surface



GROHE

German engineered incorporating advanced technologies in clean, cosmopolitan designs.

- › Distinctive design aesthetics from traditional to modern and contemporary
- › Leading technology that enhances use, enjoyment and longevity
- › Superior water- and energy-saving performance

HOW LIXIL BUILDER ADVANTAGE WORKS FOR YOU

We have developed a tiered rewards program featuring a variety of key support opportunities, including product solutions, rebate programs, dedicated rep support and more.



LIXIL BUILDER ADVANTAGE REWARDS

- Specify or install LIXIL branded products
- Partner with LIXIL distributors/showrooms



LIXIL BUILDER ADVANTAGE SELECT

- Minimum of 3-year exclusive commitment
- Advertisements and photography must not reference competing plumbing manufacturers
- Participate in an annual audit of model homes and communities

YOUR COMMITMENT

To become a member of the LIXIL Builder Advantage program, we require a level of commitment that ensures homeowners experience the design excellence, craftsmanship and performance our brands deliver. Builders must agree to the following to be eligible for the program:

- Complete the terms and conditions agreement before benefits begin
- Allow LIXIL to promote the builder’s brand on social media



LIXIL BUILDER ADVANTAGE REWARDS	LIXIL BUILDER ADVANTAGE SELECT
MARKETING ASSISTANCE	
Access to our exclusive library of photography, videos and national advertising campaigns	✓
New product signage detailing key features and benefits	✓
Dedicated sales representative	✓
Quarterly Builder Newsletter Subscription	✓
Product warranty booklet	✓
Eligibility for model home co-op:	
Open-house sponsorships starting at \$250 per year	✓
“LIXIL Builder Advantage: Products <i>At a glance</i> ,” our product reference guide	✓
Listing on builder landing webpage with direct link to your website	✓
TRAINING AND RESOURCES	
Eligibility for onsite plumber/installer training	
Personal product specification consultation with a LIXIL representative	✓
Access to personal or virtual product training	✓
MODEL HOME AND DISPLAY BENEFITS	
Take advantage of no-charge select products and displays for your model home and selection center. Up to \$750 in brass Up to \$750 in chinaware Up to \$1,750 in bathing Up to \$5,000 for complete model based on a case-by-case basis 1 model per 50 homes. No-charge product amount is based on list price.	✓
ANNUAL PRODUCT REWARDS	
5% DXV on list price 3% GROHE on list price 2% American Standard on list price	✓
CUSTOMIZED ANNUAL OR QUARTERLY REBATE	✓

Rebate claims can begin after rewards program approval or Select contract is executed for purchases moving forward.

Let’s get started. Sign up now at LIXILBuilderAdvantage.com



Link to Good Living

