

Appliance Solutions for Property Managers



The training guide to selling appliance replacements from The Home Depot®



Introducing



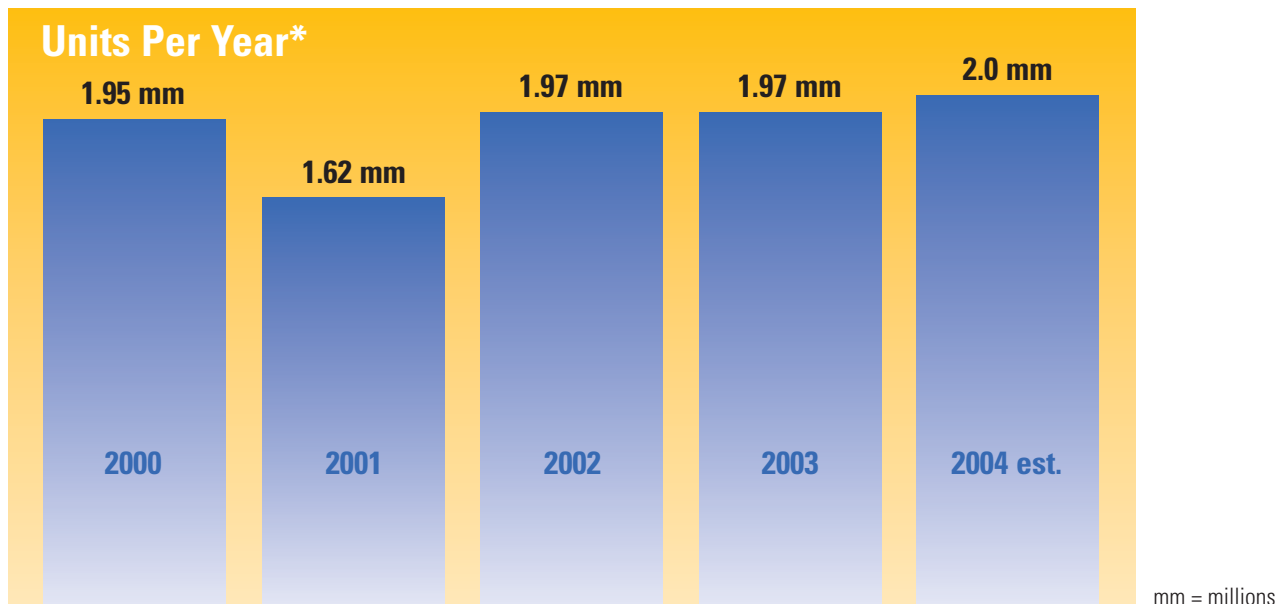
HOTPOINT®



Introducing ARDD Program

Appliances specially designed for the needs of apartment life.

Industry Outlook



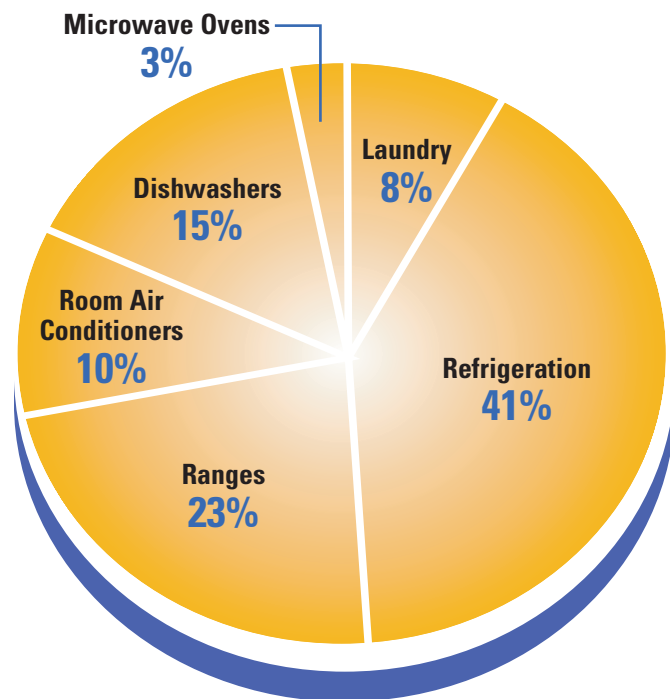
Industry Overview

- Consistent year-over-year volume
- \$1 billion total appliance opportunity
- Property management is very fragmented and decentralized with no major national player
- Over 10,000 property management companies nationwide

Customer Needs

- On-site delivery
- Accurate billing
- Knowledgeable sales support
- Strong brand name
- Competitive pricing
- Hassle-free transaction

*Source: GEA



Dollars Spent as Percent of Sales*

Since The Home Depot® has a large Pro customer base, The Home Depot is in a great position to be successful in this market.

Consumer Requirements

- Property management companies
- Property owners
- National/regional accounts
- Hotels/motels
- Government organizations

Site Requirements

- Delivery site must be in a zip code that GE services (the Appliance Ordering System verifies the zip code when you enter the order).
- There can only be one stop per order. Multiple drops add additional freight charges to the order.
- All buildings over three stories must have elevator access.
- All driveways and walkways must be passable.
- All stairs and stairwells must be 100% complete.
- Handrails must be available on all stairways as required by OSHA.
- All outside entrances must be accessible and clear of construction materials, including scaffolding and debris.



How does Apartment Replacement Direct Delivery differ from Depot Direct?

	Depot Direct	ARDD/Pro (Direct Delivery)
Vendors	GE and Maytag	GE only
Selection	Any GE or Maytag Appliance carried by The Home Depot	Only specific GE appliances found in the ARDD/Pro system
Max # units per order	12, but no more than 2 pieces per model	20
Delivery availability	Validated by zip code during ordering	Validated by zip code during ordering
Delivery scheduled by	The Home Depot during the point of sale	GE after point of sale
Guaranteed delivery date	Yes	No (order is either delivered in 3-5 days or in more than 5 days)
Customer	End user (consumer)	Property manager/Pro-builder
ESPs	Yes	No
Services	Unpacking, icemaker installation, door swing, and haul away	No services available
Inventory	Kept at vendor warehouse and shipped to delivery agent when order is placed	Kept at vendor warehouse and shipped to delivery agent when order is placed
Appliance hook up	Yes	No
Rebates	Yes (availability determined by manufacturer)	No

ARDD Appliance Basics And Quick Tips

Unlike retail consumers, Pro customers are looking for basic features and low maintenance, at a value price.

Refrigeration

- Refrigeration case dimensions (HxWxD) for specific install application becomes a major determining factor.
- Wire shelves are usually requested over glass shelves.
- Knowing RH or LH refrigerator door swing is critical for install applications.
- Most refrigerators come without icemakers. Optional icemaker kits are available.
- To eliminate refrigerator coil damage, frost free refrigerators are preferred over manual defrost models.

See Feature Gallery on pages 6-7.



Ranges

Electric or gas models are available in 20", 24" and 30" free-standing widths



Electric Ranges

- Electric ranges come in standard or self-clean configurations.
- Upswept porcelain cooktops allow easy cleanup.
- Burner coils are generally 6" or 8".
- Electric ranges do not come with electric cords.

See Feature Gallery on page 8.

Gas Ranges

- Gas ranges come with standing pilot or electronic ignition.
- Lift-up cooktops make cleaning under burners easy.
- Gas ranges come from the factory set up for natural gas but can be converted to use L.P. gas.

See Feature Gallery on page 9.



Dishwashers

- Most dishwashers are designed to fit a standard 24" opening. Some efficiency apartments use an 18" dishwasher.
- Number of cycles and options typically differentiate dishwashers. Some offer an extended main wash cycle for pots and pans.
- A heating element is used during cycles and to maintain incoming water temperature. It is also used on dry cycle.

See Feature Gallery on page 10.

Washers

- Capacity and cycle selection are the critical factors
 - Typical cycles include Regular, Permanent Press and Delicate.
- Two-speed motors provide slower speeds for delicates.
- Capacity of tub is measured by cubic footage.
- Washers are electric only.
- Combined or stacked laundry centers are designed for small spaces.

Dryers

- Dryers are available in gas and electric configurations, however property managers prefer electric because of lower initial costs and less lifetime maintenance.
- Electric dryers do not come with electrical cords.
- Dryers have timed and automatic cycles.

Coin-op

- Property managers look for
 - Basic cycles
 - Low maintenance
 - Ease of repair
 - Speed of service
 - Washer "downtime" costs property managers money
- Coin boxes are sold separately.

See Feature Gallery on page 11.



Refrigerator Feature Gallery

Engineered for quality. Designed for durability.



Icemaker-ready

Design includes an internal water supply and necessary hookup to let you add an icemaker as desired. Optional icemaker available. Model number GEIM4A.



Easy to use temperature controls

Simple-to-set temperature controls minimize error and improve temperature stability in the fresh food and freezer compartments.



Structural door support

Fresh-food compartment cross-braces provide extra support to keep the door from sagging, even with heavy loads.



Galvanized door

Galvanized-finish door and case provides extra protection against rust and the unique inner door material is less likely to crack over time.



Large Crisper

To hold and help preserve fruits and vegetables.



A3315ABRWW

(Americana™ model shown)

Not all features available on all models.



Removable Gasket

Exclusive removable gasket is quick and easy to replace, with a metal retainer strip that provides door support.



Stronger door alignment

Stronger door alignment supports heavier door loads and was designed with a heavy-duty, factory-set center hinge.



More storage

Two full-width door shelves provide maximum storage flexibility.



Maintenance free condenser

Condenser coils are encased and don't require cleaning in normal operating environments.



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Electric Range Feature Gallery

Engineered for quality. Designed for durability.



Electronic clock and minute timer

Easy-to-use electronic touchpad controls make cooking simple.



Lift-up cooktop

Cooktop lifts up to allow easy clean-up of hard-to-reach spots underneath.



5.0 cu. ft. capacity

Americana's coil range has an oven that is big enough to handle just about any cooking possibility.



ABS300JWW
(Americana™ model shown)



One-piece upswept cooktop

No cracks or crevices to trap dirt! The porcelain enamel-on-steel surface wipes clean easily.



Plug-in surface elements

Unplug to remove drip bowls and clean in the dishwasher. Recessed areas are designed to catch spillovers and make cleaning simple.



Removable full-width storage drawer

Conveniently store cooking utensils close at hand. Drawer removes easily for cleaning underneath.

Not all features available on all models.

Gas Range Feature Gallery

Engineered for quality. Designed for durability.



Lift-up cooktop with easy-clean subtop

Cooktop lifts up to allow easy clean-up of hard-to-reach spots underneath.



Capacity Plus™ gas range

Provides an impressively large oven interior for cooking more dishes and large meals at one time.



One-piece upswept cooktop

No cracks or crevices to trap dirt! The porcelain enamel-on-steel surface wipes clean easily.

AGBS300PJWW

(Americana™ model shown)



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Dishwasher Feature Gallery

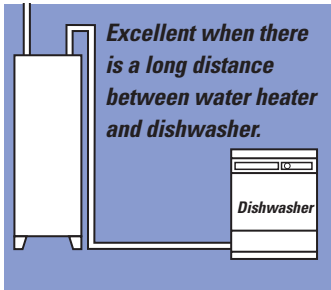
Engineered for quality. Designed for durability.



Hot Prewash Option

Prewash option preheats water to allow tenants to wash dishes at any time.

Great for apartments with long distances from the hot water heater.



Quiet motor

Features a quiet, cooler, and energy efficient motor. Reduces noise in apartments.



ADW1000KWW
(Americana™ model shown)



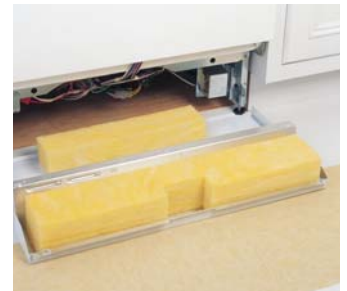
Durable Tub and Door Liner

Robust tub and door liner is resistant to leakage caused by cracking, peeling, chipping or rusting.



Heated Dry On/Off

Circulates warm air to quickly and gently dry dishes.



Sealed toe kick insulation

A fiberglass insulation in the toe kick minimizes operating noise.

Not all features available on all models.

Laundry Feature Gallery

Engineered for quality. Designed for durability.



100% front serviceable

Easy access to operational parts without moving the unit.



Auto balance suspension system

An innovative rod and spring floating suspension system designed to handle off-balanced loads on any type of floor.

WHDSR209D

(GE® model shown)



Reverse-A-Door

The ultimate in flexibility. Change door swing to accommodate your laundry area.



Upfront lint filter

Close at hand for cleaning and optimizing dryer performance.



DuraDrum™ interior

Provides long-lasting dependability and durability.



DVL223EB Electric

DVL223GB Gas

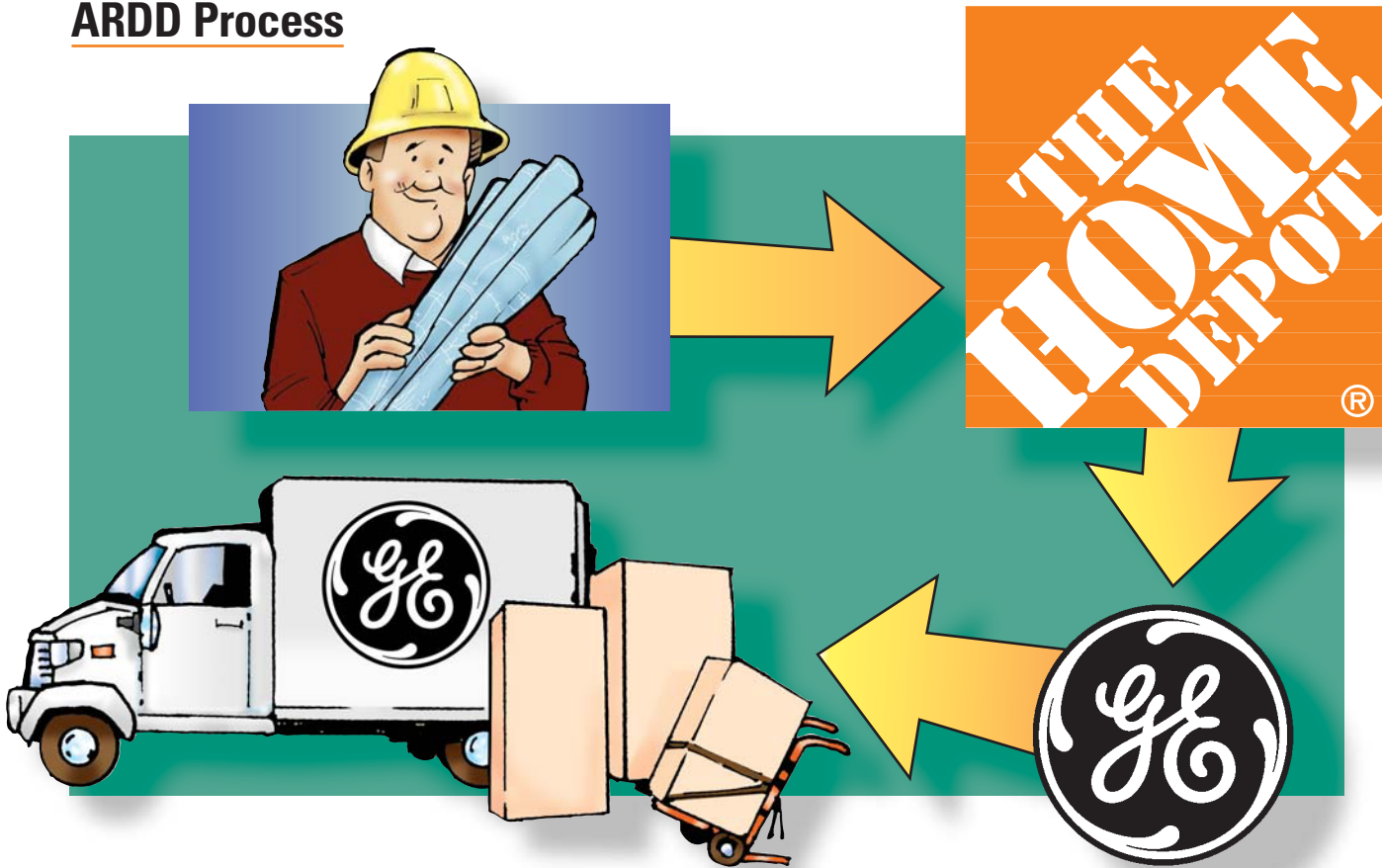
(GE® model shown)



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ARDD Process



The Home Depot® Benefits

- **Eliminates Warehouse**
- **Eliminates Backroom Functions**
- **Leverage the GE Delivery Network**

Customer Benefits



- **On-site Delivery** – The Home Depot offers appliance delivery to your property.
- **Reliable Quality** – You and your tenants will enjoy the consistent, reliable performance you expect from The Home Depot.
- **Quick Replacement** – Whenever you need appliance replacement, The Home Depot has the answer.
- **Owner's Manual** – Available online at AmericanaAppliances.com.