

*How do you stand out  
in a sea of ordinary?*

# *TRANQUILITY*

It's an innovative whole-home approach helping you build more comfortable, quieter, healthier high-performance homes.

# Welcome to Tranquility by Trane

It's an innovative whole-home approach to building healthier, high-performance homes. Grow your business by offering homebuyers a great value proposition: build a home that helps improve the health and well-being of their families.

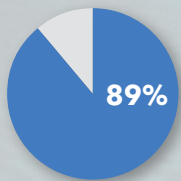
## How do you get started?

Your in-market Trane BDM facilitates the entire Tranquility whole-home process. We'll tailor a plan from a suite of services using our building science expertise, providing options and coordinating with other building envelope manufacturers, facilitating relationships with installers and more — for every Tranquility home you build.

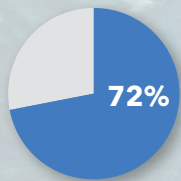
## Why build Tranquility homes?

Less waste. Reduced callbacks. Increased profits. Drive business growth and differentiation as a builder of healthy homes. More and more buyers want quiet, efficient and healthier homes. And we'll help you build them.

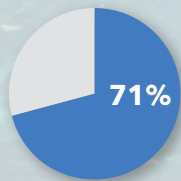
Health has become a key driver in the home space and buyers will pay at least 5% more for premium brands with value. A recent Eco Pulse Study™ study by the Shelton Group reports:



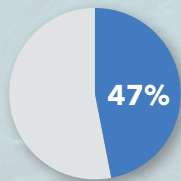
89% of people who expect to buy a new home in the next two years say higher energy efficiency would cause them to choose one new home over another



72% believe their house has a moderate to strong impact on their health



71% of consumers believe that an energy-efficient home is a healthy home



47% of consumers believe that smart technology makes a healthy home possible

Healthy homes are a healthy business. Find out more at [trane.com/builders](http://trane.com/builders) and become an Authorized Tranquility by Trane Builder today.

## Tranquility by Trane helps builders:

- Grow business, sell more homes, drive profitability
- Reduce costly callbacks
- Differentiate yourself in the market
- Engage more well-informed homebuyers
- Simplify path to HPH ratings and certifications
- Leverage Trane national brand and third-party recognition:
  - For 5 consecutive years, Trane has earned the title of America's Most Trusted HVAC Brand by Lifestory Research
  - ENERGY STAR rated Trane products
  - CERTIFIED asthma and allergy friendly® Trane CleanEffects™ Air Cleaner—the first certified to date

Your In-market Trane BDM leads the effort to help you build healthier homes with this suite of services:

## Tranquility menu:

- Building Science expertise
- Trane-approved third-party mechanical design
- Premium equipment
- Ventilation, filtration and strategies for optimal IAQ and comfort
- Trane zoning
- Nexia controls and diagnostics with dealer remote configuration
- Testing and rating to ensure quality
- Alliances with other building envelope manufacturers—we provide you with options and facilitate coordination
- Marketing and communications resources

# TRANQUILITY

exclusively from



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