



Heat up your business with the LG Pro Dealer Program

Become an LG Pro Dealer and take advantage of all the program has to offer.



Life's Good.

Built for Pros who mean business

Innovation. Reputation. Commitment.

LG is a global leader in innovative HVAC and water heating technology, providing advanced solutions that deliver the performance, efficiency, and reliability professionals expect, helping you build trust and support long-term customer relationships. Whether you are working on a retrofit, room addition, or new construction, LG's expansive product lineup helps provide you with the a range of solutions to meet diverse project needs.

Recognized for its quality and strong reputation, LG empowers its Pro Dealers with the tools, training, and support resources help them stand out and succeed. When you partner with LG, you are backed by a brand focused on supporting your business objectives over time.



Why LG? Why Now?

Hybrid Design Flexibility

LG's hybrid solutions are designed to offer flexibility, to integrate ducted and ductless solutions within a unified configuration. This adaptability can help support a range of homeowner needs and installation scenarios, including more complex applications.



Advanced Inverter Technology

LG's advanced inverter technology is designed to support enhanced energy efficiency, responsive temperature control, and reduced-noise operation. Whether it's a ducted or duct-free solution, technology can help provide consistent comfort and potential operating efficiencies for homeowners.



R-32 Refrigerant

LG has adopted R-32 as a refrigerant option across many of its products for its cost profiles, availability and performance characteristics in residential applications. With zero Ozone Depletion Potential (ODP) and a low Global Warming Potential (GWP) of 675, R-32 aligns with applicable environmental standards and regulatory requirements. Widely available in the U.S., LG has R-32 products available for distribution, offering a lower-GWP refrigerant option compared to certain legacy alternatives.



Brand Prestige

LG's reputation as a trusted, quality brand can help support Pro Dealer's market positioning.. Homeowners may recognize and value the LG name, which can help facilitate customer conversations regarding the features and reliability of the solutions offered.



Pathway to Platinum Program

LG's Pathway to Platinum program is intended to support participating dealers by rewarding exceptional performance and commitment through program criteria beyond product registration. By combining advanced training, tools, and targeted support, LG is working to help provide resources intended to support service standards and professional development in the HVAC and water heating market.

Program Highlights:

- **Enhance Performance:** Utilize a comprehensive blend of education, marketing support, and business development tools from LG intended to support technical development, sales readiness, and customer engagement.
- **Maximize Leads:** Gain access to LG-generated consumer where available, which may help support sales opportunities.
- **Incentivizing Training:** Improve installation quality and customer satisfaction through participation in training modules focused on installation practices and technical knowledge
- **Boost Brand Presence:** Leverage LG's marketing initiatives to help increase local market visibility and support customer engagement efforts.

Pathway to Platinum recognizes program participation and encourages long-term collaboration. Join us in helping shape the future of the HVAC industry.

Products:




LG offers a comprehensive portfolio of HVAC, water heating, and control solutions that support residential comfort, connectivity, and energy efficiency.

With LG HVAC products, homeowners can enjoy zoned heating and cooling, supporting temperature and humidity management under appropriate conditions. From stylish wall-mounted units to elegant ceiling cassettes, our indoor solutions are available in multiple configurations to accommodate a variety of spaces. Outdoors, LG's compact and sleek HVAC units are engineered for reduced-noise operation and flexible application options. For a more traditional approach, our unitary (ducted) residential solutions, including Multi-Position Air Handling Units, A-Coils, and furnaces, offer energy-efficient options and connectivity features, helping bridge existing infrastructure with modern technology.

Our water heating solutions are developed with a focus on usability optimization, ease-of-use, and reliability. The Inverter Heat Pump Water Heater features DUAL Inverter Compressor technology intended to support efficient operation, reduced noise, and available smart capabilities such as leak detection and demand response. It includes intuitive digital controls and two separate heat sources for backup operation, which may support backup performance and eligibility for certain utility or incentive programs, where applicable. The Air-to-Water Heat Pump Monobloc is a compact, all-in-one outdoor unit with built-in hydronic and indoor components for streamlined installation. It supports precise temperature control with advanced inverter technology and allows remote management through the LG ThinQ® app. Transitioning to a heat pump water heating solution may help support reduced energy consumption, improved efficiency, and quieter operation, depending on installation, usage, and operating conditions.



LG Pro Dealers get more support, more training, and more leads

LG Pro Dealer Benefits			
Priority Technical Support	✓	✓	✓
Discount with JB Warranties ¹	✓	✓	✓
LG Product Purchase Program	✓	✓	✓
Synchrony Finance Promotions ²	✓	✓	✓
LG Seasonal Promotions	✓	✓	✓
LG Consumer Leads	✓	✓	✓
LG Dealer Locator	✓	✓	✓
Access to the LG Academy	✓	✓	✓
Marketing Evaluations by Mediagistics	✓	✓	✓
Access to Marketing Resource Center	✓	✓	✓
15% Discount on Podium	✓	✓	✓
Discount on Rilla	✓	✓	✓
Discount on LG Appliances through our LG Product Purchase Program	✓	✓	✓
5X Miles for Registering Water Products	✓	✓	✓
12/12 Warranty for HVAC and 10/10 for Water Products ³	✓	✓	✓
1 Year Labor Warranty for Heat Pump Water Heaters	✓	✓	✓
Invitation to Pro Dealer Summit	✓	✓	✓
Opportunity for Platinum Premier Status ⁴	✓	✓	✓
Perks Plus	✓	✓	✓

¹Standard limited warranty terms are 5 years parts, 7 years compressor (does not include labor) for a qualified LG Residential and Light Commercial HVAC Product. Ten-year extended parts and compressor limited warranty (no labor) available for qualified registered LG Residential and Light Commercial HVAC Products. If installed by an LG Pro Dealer, qualified registered LG Residential and Light Commercial Products may be eligible for twelve-year cumulative extended parts and compressor limited warranty (no labor). Full limited warranty terms are available at <https://lghvac.com/warranty-page/>.

²Financing is provided by Synchrony Bank, an independent company. Synchrony is not obligated to offer other financing in connection with any LG HVAC RLC products. Synchrony is not an agent or affiliate of LG Electronics U.S.A., Inc. (LG), and is solely responsible for any financing programs. LG shall have no responsibility with respect to any financing programs between Synchrony and financing customers of Synchrony. Financing customers or potential financing customers should contact Synchrony directly with any concerns or issues regarding its financing programs.

³LGEUS provides a limited warranty on eligible RLC products (parts only, no labor), which may be accessed at <https://lghvac.com/warranty-page/>. An optional extended limited warranty, the LG Assurance Care Plan, is offered by JB Warranties, an independent third-party provider. Limitations and Exclusions apply. Please visit <https://lghvac.com/warranty-page/> to view the terms and conditions.

⁴Format and participation details are to be determined and will be communicated when appropriate.

LG Electronics, U.S.A., Inc. reserves the right to modify the LG Pro Dealer Program benefits and general eligibility requirements at any time. See the LG Pro Dealer Program Overview for complete details.

A program, built for you



I've been part of the LG Pro Dealer Program, and it's a great opportunity. The responsive support from our distributor, with prompt responses to calls and voicemails, helps benefit our customers and contributes to our overall operations.

Jack Restivo
Owner of Restivo Heating and Air Conditioning



LG's wide range of opportunities, product offerings, and support, coupled with our commitment to evolving technology, reflect a company dedicated to offering exciting, new, and practical solutions to our customers.

Tara Parish
Office Manager at Climate Experts of Del Marva



Saying LG to a customer reflects recognized brand value.. As an LG Pro Dealer, this helps differentiate my business, providing access to product and program information that I can share with both technicians and customers, enabling us to better support informed decision-making and customer engagement.

Jairo Muy-Cando
Project Manager at The Otto Company



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DISCLAIMER: "These statements reflect individual experiences and opinions. Actual experiences may vary. Testimonials are provided for illustrative purposes only and do not guarantee specific results or outcomes."



Join The LG Pro Dealer Program Today

Support your operations with our well-engineered, stylish, and easy-to-install Residential and Light Commercial HVAC systems.



Contact your local LG distributor to become an LG Pro Dealer with one of the most recognizable brands in the world.



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Life's Good.

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