



Media Contact:

[Kate Krejci](#)

Griffin & Company, Inc.  
888-420-0256, ext. 102

## **Builders: Increase Home Values and Improve Your Bottom Line with More Benefits from the Generac® Builder Alliance Program**

**Waukesha, Wis. — January 27, 2011—** Chosen as the most used brand in *Builder* magazine's annual brand use study two years in a row, there should be no question that a partnership with [Generac® Power Systems](#) is the right one. With more benefits from the [Builder Alliance Program](#), Generac allows homebuilders, remodelers and architects to be more profitable by easily promoting and selling residential generators to their customers.

The Builder Alliance Program is a no cost program for builders; there's no inventory to carry or minimum purchasing requirements. This year Generac has improved the program in several ways. It has replaced its rebate program with preferred pricing for Builder Alliance members, and is offering special incentives for builders to install a generator on a model home. Program members will also have the ability to work with any contractor they choose to install the systems, positioning them as the generator experts. Finally, in an industry first, Generac is introducing SmartBIM objects for its most popular automatic standby generators and transfer switches, so that builders can more easily and cost-effectively incorporate standby generators into their building designs.

“By partnering with Generac, builders are joining a network backed by a recognized brand with a solid reputation, and more than 50 years of experience designing and engineering generators,” says Ryan Jeske, vice president of sales, Generac. “We continue to develop innovative products that not only meet the needs of end users but keep builders ahead of the competition.”

The Builder Alliance Program makes it easier than ever to add a standby power generator to any home. Every home is an opportunity with Generac because customers are able to choose their level of protection depending on their needs, whether it's a few essential circuits, managed whole-house or complete whole house coverage. To make it even easier, Generac offers homeowner brochures, sales tools, free access to its learning center, and service training so builders and contractors can become experts on standby power systems.

Enrolling in the program is easy, Jeske explains. “The builder, remodeler or architect signs up online with a simple online registration form. Once enrolled in the program, Generac provides members with

free consumer-oriented sales brochures, marketing materials and training information to help them promote the product and close the sale.”

To obtain additional information regarding the Generac Builder Alliance Program or to enroll as a member, visit [www.Generac.com/builder](http://www.Generac.com/builder).

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**About Generac (NYSE: GNRC)**

*Since 1959, Generac has been a leading manufacturer of backup power generation products serving residential, light commercial and industrial markets. Generac's power systems range in output from 800 watts to 9 megawatts and are available through a broad network of independent dealers, retailers and wholesalers. Generac is committed to developing a long-term vision that promotes environmentally responsible products, processes and partnerships and strives to be a positive contributor of sustainable growth in the backup power generation industry. For more information on Generac and its extensive line of both portable and automatic generators, visit [www.GENERAC.com](http://www.GENERAC.com).*