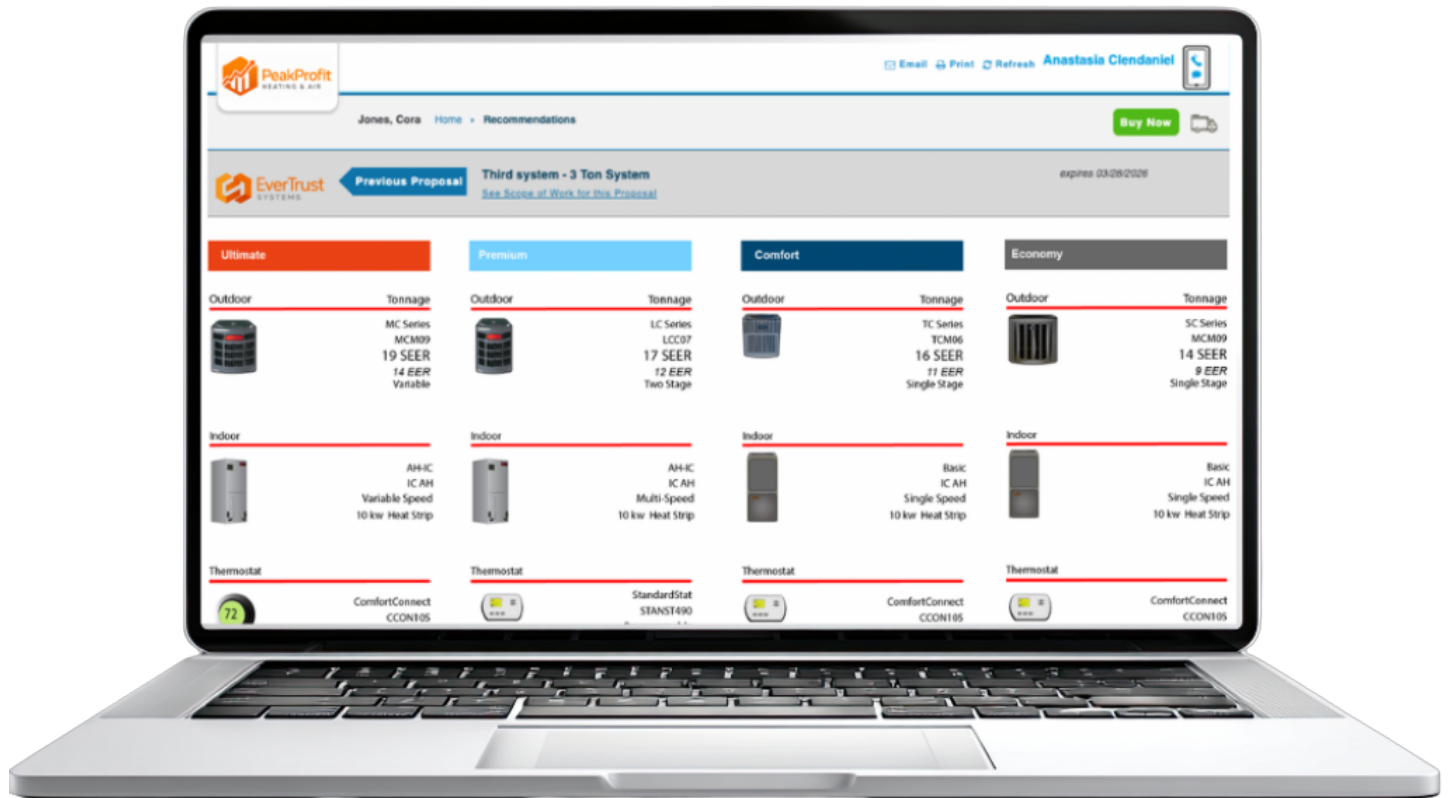


Pricebook Digital Launches Distributor Partnership Program to Help Distributors Grow Dealer Sales

New partnership opportunity enables distributors to extend the value of Pricebook Catalog by providing dealers with integrated sales tools that drive equipment sales and strengthen dealer relationships.



Stone Mountain, Georgia Aug 11, 2026 ([Issuewire.com](https://www.issuewire.com)) - Pricebook Digital, a leading provider of HVAC product data and sales software, announced the launch of its [Distributor Partnership Program](#), giving distributors a new way to help their dealers sell more equipment while increasing engagement, strengthening loyalty, and driving long-term growth.

Built on the foundation of [Pricebook Catalog](#), the new program allows distributors to offer [PricebookPlus™](#) licenses to their dealers as part of proprietary dealer programs, incentive initiatives, training programs, or strategic growth campaigns. Because PricebookPlus connects directly to a distributor's existing Pricebook Catalog, dealers automatically have access to the latest equipment pricing, product information, system matchups, rebates, promotions, and images - without requiring duplicate maintenance.

The platform also enables contractors to present multiple equipment options to homeowners, an approach that has been shown to improve sales performance. According to research from the Air Conditioning Contractors of America (ACCA), contractors who present four or more options increase their premium equipment mix from 26% to 42% of total sales, while improving close rates by more than

10 percent.

The Distributor Partnership Program transforms the distributor's Pricebook Catalog investment into a dealer-facing sales platform, enabling contractors to create professional, multi-option homeowner proposals while ensuring distributors remain in control of the products, pricing, and brand presented throughout the sales process.

"Distributors have always played an important role in helping their dealers succeed, but today's contractors need more than products - they need tools that help them sell," said **John McCarthy, CEO of Pricebook Digital**. "Our Partnership Program allows distributors to leverage the product data they're already maintaining in Pricebook Catalog to power dealer sales through PricebookPlus. When dealers sell more equipment, distributors benefit from increased equipment sales, stronger dealer relationships, and greater visibility into the success of their programs."

Unlike traditional software licensing, each partnership is designed around the distributor's business objectives. Distributors maintain complete control over how licenses are issued, managed, and deployed, whether as part of a dealer loyalty program, sales incentive, training initiative, or another customized offering. Dealers only see the distributor's products, while distributors can issue or revoke licenses as needed and maintain full ownership of their program.

The program also provides distributors with powerful reporting and analytics that measure dealer engagement, sales performance, equipment sold, and overall program effectiveness. These insights help distributors identify top-performing dealers, uncover growth opportunities, and evaluate the return on their dealer initiatives. In addition, Pricebook Digital provides comprehensive virtual or onsite onboarding and training for participating dealers, helping ensure successful adoption and long-term program success.

The Partnership Program also helps distributors differentiate themselves in an increasingly competitive marketplace by offering dealers more than product availability and pricing. By combining accurate product data with professional sales presentations, training, and reporting, distributors can provide technology that helps contractors improve close rates, increase premium equipment sales, and deliver a better buying experience for homeowners.

The announcement builds on Pricebook Digital's vision of creating a connected ecosystem for the HVAC industry. While Pricebook Catalog serves as the trusted source for equipment data, pricing, matchups, and product content, PricebookPlus extends that same information directly to contractors, creating a seamless connection between distributors and their dealer network. Together, the two platforms help distributors support dealer success while maintaining consistent product information across every stage of the sales process.

The Distributor Partnership Program is now available to Pricebook Catalog customers and distributors throughout the United States and Canada.

For more information about Pricebook Digital's Distributor Partnership Program or to schedule a consultation, contact **Nate Simons, Senior Channel Development Representative**, at sales@pricebook.digital.

About Pricebook Digital

Pricebook Digital provides the HVAC industry's most comprehensive product data and sales software

solutions, helping manufacturers, distributors, and contractors streamline operations and increase sales. Its connected ecosystem - including **Pricebook Catalog**, **PricebookPlus™**, **PricebookCore™**, and **Pricebook DataSource™** - delivers accurate equipment data, pricing, system matchups, professional sales presentations, and business insights that help HVAC professionals work more efficiently and sell with confidence. From data to deals, Pricebook Digital helps the HVAC industry grow.
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