

Kaitlyn Hillesland

Creative Direction & Marketing Leadership

# BE A COMFORT HERO


Alleviate the Distress of Those Who Are Chilly!

## Electric Heat to the Rescue!

No Matter the Space or Place  
IT'S NEVER COOL TO FEEL COLD


The discomfort felt in cold environments is just the beginning; exposure to chilly conditions can cause lack of productivity.

Multi-Pack Available




### Unit Heaters

Strong, reliable heat; for industrial work spaces.



### Under the Desk Heaters

Personalized warmth; safe & silent for office spaces.



### Wall Heaters


Comfortable warmth where space is at a premium.

Three of our many supplemental heating solutions!

Prevent restricted movement and hindered performance and unleash the comfort of electric heat!

# BECOME A COMFORT HERO TODAY!

[QmarkMEP.com](http://QmarkMEP.com)



STANDARD ELECTRIC



[EW-NE.com](http://EW-NE.com)

# ELECTRIC HEAT TO THE RESCUE

Save the Day with...


See how using our products can make you the comfort hero of your building!

## The Super Powers of Electric Heat

		Be Your Building's Hero!				
		Contractor	Engineer	Architect	Facility Manager	Owner
COMFORT	Multiple options to deliver desired comfort				*	*
	No cold blasts from unheated air, & no wasted energy		*	*	*	*
	Localized comfort, energy-efficient monitoring & control	*	*	*	*	*
	Comfortable, quiet, peace-of-mind operation	*				
SAFETY	Zero combustion by products, making it safe for indoor use			*	*	
	Increased comfort & peace of mind experience		*	*	*	*
	Cost savings on labor & install time	*	*	*	*	*
	 		*			
EFFICIENCY, CONSUMPTION & DELIVERY	Little to no wasted energy		*		*	*
	Minimal extra material & labor to install	*			*	*
	No need for unnecessary, costly & inefficient duct work	*	*	*	*	*
AFFORDABILITY	Upfront cost savings	*	*	*	*	*
	Lower overall install & operating costs	*	*	*	*	*
	Main system preservation & operational cost savings	*	*	*	*	*

Ask me which solution is best for you!

[QmarkMEP.com](http://QmarkMEP.com)



STANDARD ELECTRIC

[EW-NE.com](http://EW-NE.com)

# BE A COMFORT HERO

Alleviate the Distress of Those Who Are Chilly!

## Electric Heat to the Rescue!



### Under the Desk Heaters

Personalized warmth; safe & silent for office spaces.

No Matter the Space or Place  
IT'S NEVER COOL TO FEEL COLD

The discomfort felt in cold environments is just the beginning; exposure to chilly conditions can cause lack of productivity.

# ELECTRIC HEAT TO THE RESCUE

No Matter the Space or Place  
IT'S NEVER COOL TO FEEL COLD

The discomfort felt in cold environments is just the beginning; exposure to chilly conditions can cause lack of productivity.



«Kaitlyn»



2021  
**PRODUCT CATALOG**



**HEAT. ANYTIME. ANYWHERE.**  
When comfort is paramount and space is at a premium.



**EFF SERIES**  
Ceiling-Mounted Fan-Forced Heater



Anywhere it makes sense to keep your heating solution **out of the way** and **out of reach**, choose these fan-forced ceiling heaters. A comfort solution for, lobbies, restrooms or detention environments.

**CEILING HEATERS**

**Key Features:**  
**Flexible Installation**  
This heater accommodates three installation formats, so you can choose recessed mounting, T-Bar or surface application.

**Ready to Connect**  
This ceiling heater easily accommodates low voltage and pneumatic/electric control schemes like those typically found in centralized BMS applications.


**Fan Delay**  
The heater's fan waits until the desired temperature is achieved before blowing air into the room, and discharges all residual heat before shutting off.

**Enhanced Control**  
This ceiling heater has an included on/off switch for safe, simple installation and maintenance.

**Heavy-duty Design**  
This ceiling heater's 14-gauge steel louvered grille is fastened with tamper-resistant screws, for added security and durability.

**Technical Specifications:**  
Temp Range: 40°-90°F  
CFM: 150

**Ideal Spaces:**  
Hallways  
Lobbies  
Entrways  
Restrooms  
Detention Environments



Navajo White

**EFF SERIES**  
Ceiling-Mounted Fan-Forced Heater

**CEILING HEATERS**

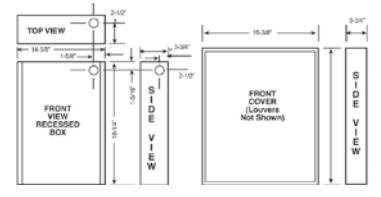
**Models & Specifications:**

ITEM INFORMATION		ELECTRICAL DATA					SHIP WT.
CATALOG NO.	UPC	VOLTS	WATTS	AMPS	BTU/Hr		
EFF1000	685360148106	120	500	3.5	5300	23 lbs	
EFF3007	685360159075	277	3000/7500	16.6/41.4	10326/26320	23 lbs	
EFF4006	685360159106	240	4000/2000	16.7/8.4	10326/5163	23 lbs	
EFF4024	685360159099	208	4000/2000	16.7/8.4	10326/5163	23 lbs	
EFF4007	685360159129	240	4000/2000	16.7/8.4	10326/5163	23 lbs	
EFF4004	685360159187	240/208	4800/2400	20.0/17.5	12582/6291	23 lbs	
EFF4007	685360159198	277/240	4800/2400	17.5/10.0	12582/6291	23 lbs	
EFF4840	685360155845	480	4800	5.8	16362	23 lbs	
EFF4840	685360155869	480	4800	5.8	16362	23 lbs	
EFF3005	685360159099	247	3000	8.6	10326	23 lbs	
EFF3006	685360159106	400	3000	5	10326	23 lbs	
EFF4003	685360159119	247	4000	11.5	10326	23 lbs	
EFF4006	685360159140	400	4000	6.7	10326	23 lbs	
EFF4003	685360159188	247	4800	18.8	16362	23 lbs	
EFF4006	685360159189	400	4800	8	16362	23 lbs	


UL Legend: \* = Popular Product, \* = Extended Offering, \* = Made to Order. Contact your local Marley Sales Representative for locally available stock items.  
\*ULC: Factory tested to UL listings. Not available to some states.

**Optional Accessories:**

CATALOG NO.	UPC	Description	SHIP WT.
EFF1000	685360159083	Fast-Action Heating, Remote - Remote, White	1 lbs
EFF1000	685360159096	Time Delay Relay, 45-60 seconds to close when energized. Use remote 24V or 320V power source	1 lbs
EFF1000	685360159099	1-Bar Flame Kit	4.5 lbs
EFF1000	685360159127	Single Pole 7-Stop (Field Installed)	1 lbs
EFF1000	685360159134	Double Pole Thermostat (Field Installed)	0 lbs
EFF1000	685360159135	208/240V Primary Transformer 24V Relay	1 lbs
EFF1000	685360159136	277V Primary 24V Sec. Transformer Relay	1 lbs



TOP VIEW  
FRONT VIEW  
SIDE VIEW



Suggested Controls  
MS26 or MG10W

**THE MARLEY Difference**

**INNOVATION & TECHNOLOGY**  
Custom design capabilities across product portfolio  
First to market with SmartSense™ controls  
Robust control offering featuring connected products

**COMPREHENSIVE SUPPORT & SERVICE**  
In-house customer service, tech services & engineering teams  
Manufacturing based in South Carolina, USA  
Close to most network of value representation  
Largest electronic network in the industry

**CUSTOM SOLUTIONS TEAM**  
50+ years of custom heating & ventilation design experience  
First class service & engineering team in-house  
Supporting you from design to installation & after-sales service

500,000+ sq. ft. manufacturing facility in Bennettsville, SC.  
Our American workers build the solutions you can rely on for years to come

**360° PROJECT SUPPORT**  
60+ representative agencies throughout North America  
Over 35 years of engineering and technical expertise in heating  
Products are designed, engineered & assembled in Bennettsville, SC

**A product for hard-to-heat spaces**  
provides comfort in many essential places

**WALL HEATERS**

- 11 AWH Series
- 12 CHA Series
- 13 EFA Series
- 14 CHA Series
- 15 CHA Series
- 16 CHA Series
- 17 CHA Series
- 18 CHA Series
- 19 CHA Series
- 20 CHA Series
- 21 CHA Series
- 22 CHA Series
- 23 CHA Series
- 24 CHA Series
- 25 CHA Series
- 26 CHA Series
- 27 CHA Series
- 28 CHA Series
- 29 CHA Series
- 30 CHA Series
- 31 CHA Series
- 32 CHA Series
- 33 CHA Series
- 34 CHA Series
- 35 CHA Series
- 36 CHA Series
- 37 CHA Series
- 38 CHA Series
- 39 CHA Series
- 40 CHA Series
- 41 CHA Series
- 42 CHA Series
- 43 CHA Series
- 44 CHA Series
- 45 CHA Series
- 46 CHA Series
- 47 CHA Series
- 48 CHA Series
- 49 CHA Series
- 50 CHA Series
- 51 CHA Series
- 52 CHA Series
- 53 CHA Series
- 54 CHA Series
- 55 CHA Series
- 56 CHA Series
- 57 CHA Series
- 58 CHA Series
- 59 CHA Series
- 60 CHA Series
- 61 CHA Series
- 62 CHA Series
- 63 CHA Series
- 64 CHA Series
- 65 CHA Series
- 66 CHA Series
- 67 CHA Series
- 68 CHA Series
- 69 CHA Series
- 70 CHA Series
- 71 CHA Series
- 72 CHA Series
- 73 CHA Series
- 74 CHA Series
- 75 CHA Series
- 76 CHA Series
- 77 CHA Series
- 78 CHA Series
- 79 CHA Series
- 80 CHA Series
- 81 CHA Series
- 82 CHA Series
- 83 CHA Series
- 84 CHA Series
- 85 CHA Series
- 86 CHA Series
- 87 CHA Series
- 88 CHA Series
- 89 CHA Series
- 90 CHA Series
- 91 CHA Series
- 92 CHA Series
- 93 CHA Series
- 94 CHA Series
- 95 CHA Series
- 96 CHA Series
- 97 CHA Series
- 98 CHA Series
- 99 CHA Series
- 100 CHA Series

**CEILING HEATERS**

- 101 CHA Series
- 102 CHA Series
- 103 CHA Series
- 104 CHA Series
- 105 CHA Series
- 106 CHA Series
- 107 CHA Series
- 108 CHA Series
- 109 CHA Series
- 110 CHA Series
- 111 CHA Series
- 112 CHA Series
- 113 CHA Series
- 114 CHA Series
- 115 CHA Series
- 116 CHA Series
- 117 CHA Series
- 118 CHA Series
- 119 CHA Series
- 120 CHA Series
- 121 CHA Series
- 122 CHA Series
- 123 CHA Series
- 124 CHA Series
- 125 CHA Series
- 126 CHA Series
- 127 CHA Series
- 128 CHA Series
- 129 CHA Series
- 130 CHA Series
- 131 CHA Series
- 132 CHA Series
- 133 CHA Series
- 134 CHA Series
- 135 CHA Series
- 136 CHA Series
- 137 CHA Series
- 138 CHA Series
- 139 CHA Series
- 140 CHA Series
- 141 CHA Series
- 142 CHA Series
- 143 CHA Series
- 144 CHA Series
- 145 CHA Series
- 146 CHA Series
- 147 CHA Series
- 148 CHA Series
- 149 CHA Series
- 150 CHA Series
- 151 CHA Series
- 152 CHA Series
- 153 CHA Series
- 154 CHA Series
- 155 CHA Series
- 156 CHA Series
- 157 CHA Series
- 158 CHA Series
- 159 CHA Series
- 160 CHA Series
- 161 CHA Series
- 162 CHA Series
- 163 CHA Series
- 164 CHA Series
- 165 CHA Series
- 166 CHA Series
- 167 CHA Series
- 168 CHA Series
- 169 CHA Series
- 170 CHA Series
- 171 CHA Series
- 172 CHA Series
- 173 CHA Series
- 174 CHA Series
- 175 CHA Series
- 176 CHA Series
- 177 CHA Series
- 178 CHA Series
- 179 CHA Series
- 180 CHA Series
- 181 CHA Series
- 182 CHA Series
- 183 CHA Series
- 184 CHA Series
- 185 CHA Series
- 186 CHA Series
- 187 CHA Series
- 188 CHA Series
- 189 CHA Series
- 190 CHA Series
- 191 CHA Series
- 192 CHA Series
- 193 CHA Series
- 194 CHA Series
- 195 CHA Series
- 196 CHA Series
- 197 CHA Series
- 198 CHA Series
- 199 CHA Series
- 200 CHA Series

**FLOOR HEATERS**

- 201 CHA Series
- 202 CHA Series
- 203 CHA Series
- 204 CHA Series
- 205 CHA Series
- 206 CHA Series
- 207 CHA Series
- 208 CHA Series
- 209 CHA Series
- 210 CHA Series
- 211 CHA Series
- 212 CHA Series
- 213 CHA Series
- 214 CHA Series
- 215 CHA Series
- 216 CHA Series
- 217 CHA Series
- 218 CHA Series
- 219 CHA Series
- 220 CHA Series
- 221 CHA Series
- 222 CHA Series
- 223 CHA Series
- 224 CHA Series
- 225 CHA Series
- 226 CHA Series
- 227 CHA Series
- 228 CHA Series
- 229 CHA Series
- 230 CHA Series
- 231 CHA Series
- 232 CHA Series
- 233 CHA Series
- 234 CHA Series
- 235 CHA Series
- 236 CHA Series
- 237 CHA Series
- 238 CHA Series
- 239 CHA Series
- 240 CHA Series
- 241 CHA Series
- 242 CHA Series
- 243 CHA Series
- 244 CHA Series
- 245 CHA Series
- 246 CHA Series
- 247 CHA Series
- 248 CHA Series
- 249 CHA Series
- 250 CHA Series
- 251 CHA Series
- 252 CHA Series
- 253 CHA Series
- 254 CHA Series
- 255 CHA Series
- 256 CHA Series
- 257 CHA Series
- 258 CHA Series
- 259 CHA Series
- 260 CHA Series
- 261 CHA Series
- 262 CHA Series
- 263 CHA Series
- 264 CHA Series
- 265 CHA Series
- 266 CHA Series
- 267 CHA Series
- 268 CHA Series
- 269 CHA Series
- 270 CHA Series
- 271 CHA Series
- 272 CHA Series
- 273 CHA Series
- 274 CHA Series
- 275 CHA Series
- 276 CHA Series
- 277 CHA Series
- 278 CHA Series
- 279 CHA Series
- 280 CHA Series
- 281 CHA Series
- 282 CHA Series
- 283 CHA Series
- 284 CHA Series
- 285 CHA Series
- 286 CHA Series
- 287 CHA Series
- 288 CHA Series
- 289 CHA Series
- 290 CHA Series
- 291 CHA Series
- 292 CHA Series
- 293 CHA Series
- 294 CHA Series
- 295 CHA Series
- 296 CHA Series
- 297 CHA Series
- 298 CHA Series
- 299 CHA Series
- 300 CHA Series

**CONVECTORS**

- 301 CHA Series
- 302 CHA Series
- 303 CHA Series
- 304 CHA Series
- 305 CHA Series
- 306 CHA Series
- 307 CHA Series
- 308 CHA Series
- 309 CHA Series
- 310 CHA Series
- 311 CHA Series
- 312 CHA Series
- 313 CHA Series
- 314 CHA Series
- 315 CHA Series
- 316 CHA Series
- 317 CHA Series
- 318 CHA Series
- 319 CHA Series
- 320 CHA Series
- 321 CHA Series
- 322 CHA Series
- 323 CHA Series
- 324 CHA Series
- 325 CHA Series
- 326 CHA Series
- 327 CHA Series
- 328 CHA Series
- 329 CHA Series
- 330 CHA Series
- 331 CHA Series
- 332 CHA Series
- 333 CHA Series
- 334 CHA Series
- 335 CHA Series
- 336 CHA Series
- 337 CHA Series
- 338 CHA Series
- 339 CHA Series
- 340 CHA Series
- 341 CHA Series
- 342 CHA Series
- 343 CHA Series
- 344 CHA Series
- 345 CHA Series
- 346 CHA Series
- 347 CHA Series
- 348 CHA Series
- 349 CHA Series
- 350 CHA Series
- 351 CHA Series
- 352 CHA Series
- 353 CHA Series
- 354 CHA Series
- 355 CHA Series
- 356 CHA Series
- 357 CHA Series
- 358 CHA Series
- 359 CHA Series
- 360 CHA Series
- 361 CHA Series
- 362 CHA Series
- 363 CHA Series
- 364 CHA Series
- 365 CHA Series
- 366 CHA Series
- 367 CHA Series
- 368 CHA Series
- 369 CHA Series
- 370 CHA Series
- 371 CHA Series
- 372 CHA Series
- 373 CHA Series
- 374 CHA Series
- 375 CHA Series
- 376 CHA Series
- 377 CHA Series
- 378 CHA Series
- 379 CHA Series
- 380 CHA Series
- 381 CHA Series
- 382 CHA Series
- 383 CHA Series
- 384 CHA Series
- 385 CHA Series
- 386 CHA Series
- 387 CHA Series
- 388 CHA Series
- 389 CHA Series
- 390 CHA Series
- 391 CHA Series
- 392 CHA Series
- 393 CHA Series
- 394 CHA Series
- 395 CHA Series
- 396 CHA Series
- 397 CHA Series
- 398 CHA Series
- 399 CHA Series
- 400 CHA Series


**BASEBOARDS**

- 401 CHA Series
- 402 CHA Series
- 403 CHA Series
- 404 CHA Series
- 405 CHA Series
- 406 CHA Series
- 407 CHA Series
- 408 CHA Series
- 409 CHA Series
- 410 CHA Series
- 411 CHA Series
- 412 CHA Series
- 413 CHA Series
- 414 CHA Series
- 415 CHA Series
- 416 CHA Series
- 417 CHA Series
- 418 CHA Series
- 419 CHA Series
- 420 CHA Series
- 421 CHA Series
- 422 CHA Series
- 423 CHA Series
- 424 CHA Series
- 425 CHA Series
- 426 CHA Series
- 427 CHA Series
- 428 CHA Series
- 429 CHA Series
- 430 CHA Series
- 431 CHA Series
- 432 CHA Series
- 433 CHA Series
- 434 CHA Series
- 435 CHA Series
- 436 CHA Series
- 437 CHA Series
- 438 CHA Series
- 439 CHA Series
- 440 CHA Series
- 441 CHA Series
- 442 CHA Series
- 443 CHA Series
- 444 CHA Series
- 445 CHA Series
- 446 CHA Series
- 447 CHA Series
- 448 CHA Series
- 449 CHA Series
- 450 CHA Series
- 451 CHA Series
- 452 CHA Series
- 453 CHA Series
- 454 CHA Series
- 455 CHA Series
- 456 CHA Series
- 457 CHA Series
- 458 CHA Series
- 459 CHA Series
- 460 CHA Series
- 461 CHA Series
- 462 CHA Series
- 463 CHA Series
- 464 CHA Series
- 465 CHA Series
- 466 CHA Series
- 467 CHA Series
- 468 CHA Series
- 469 CHA Series
- 470 CHA Series
- 471 CHA Series
- 472 CHA Series
- 473 CHA Series
- 474 CHA Series
- 475 CHA Series
- 476 CHA Series
- 477 CHA Series
- 478 CHA Series
- 479 CHA Series
- 480 CHA Series
- 481 CHA Series
- 482 CHA Series
- 483 CHA Series
- 484 CHA Series
- 485 CHA Series
- 486 CHA Series
- 487 CHA Series
- 488 CHA Series
- 489 CHA Series
- 490 CHA Series
- 491 CHA Series
- 492 CHA Series
- 493 CHA Series
- 494 CHA Series
- 495 CHA Series
- 496 CHA Series
- 497 CHA Series
- 498 CHA Series
- 499 CHA Series
- 500 CHA Series

**HAZARDOUS ENVIRONMENT PRODUCTS**

- 501 CHA Series
- 502 CHA Series
- 503 CHA Series
- 504 CHA Series
- 505 CHA Series
- 506 CHA Series
- 507 CHA Series
- 508 CHA Series
- 509 CHA Series
- 510 CHA Series
- 511 CHA Series
- 512 CHA Series
- 513 CHA Series
- 514 CHA Series
- 515 CHA Series
- 516 CHA Series
- 517 CHA Series
- 518 CHA Series
- 519 CHA Series
- 520 CHA Series
- 521 CHA Series
- 522 CHA Series
- 523 CHA Series
- 524 CHA Series
- 525 CHA Series
- 526 CHA Series
- 527 CHA Series
- 528 CHA Series
- 529 CHA Series
- 530 CHA Series
- 531 CHA Series
- 532 CHA Series
- 533 CHA Series
- 534 CHA Series
- 535 CHA Series
- 536 CHA Series
- 537 CHA Series
- 538 CHA Series
- 539 CHA Series
- 540 CHA Series
- 541 CHA Series
- 542 CHA Series
- 543 CHA Series
- 544 CHA Series
- 545 CHA Series
- 546 CHA Series
- 547 CHA Series
- 548 CHA Series
- 549 CHA Series
- 550 CHA Series
- 551 CHA Series
- 552 CHA Series
- 553 CHA Series
- 554 CHA Series
- 555 CHA Series
- 556 CHA Series
- 557 CHA Series
- 558 CHA Series
- 559 CHA Series
- 560 CHA Series
- 561 CHA Series
- 562 CHA Series
- 563 CHA Series
- 564 CHA Series
- 565 CHA Series
- 566 CHA Series
- 567 CHA Series
- 568 CHA Series
- 569 CHA Series
- 570 CHA Series
- 571 CHA Series
- 572 CHA Series
- 573 CHA Series
- 574 CHA Series
- 575 CHA Series
- 576 CHA Series
- 577 CHA Series
- 578 CHA Series
- 579 CHA Series
- 580 CHA Series
- 581 CHA Series
- 582 CHA Series
- 583 CHA Series
- 584 CHA Series
- 585 CHA Series
- 586 CHA Series
- 587 CHA Series
- 588 CHA Series
- 589 CHA Series
- 590 CHA Series
- 591 CHA Series
- 592 CHA Series
- 593 CHA Series
- 594 CHA Series
- 595 CHA Series
- 596 CHA Series
- 597 CHA Series
- 598 CHA Series
- 599 CHA Series
- 600 CHA Series

**Perimeter heat that promotes your vision**



INCREASED OUTPUT, CONTROL OPTIONS, AND CUSTOM CAPABILITIES

**Did You Know?**  
We have a full complementing line of direct convectors available for applications that require a different connection, aesthetic, or layout.

**Quiet, Natural Airflow**  
Connections do not require a fan or blower, so they don't create dust and other allergens. They provide safe, easy-to-maintain source of heat with no moving parts.

**Control Options**  
Add anything from a single-unit built-in thermostat to a fully programmable remote control. These units can be installed with any length, color or on-line option. They are designed to your exact specifications for a fully integrated comfort solution.

**Customizations AVAILABLE!**  
Introducing the THX  
The out-of-sight, out-of-mind UL listed in-floor perimeter heater

**2500 SERIES**  
Electric Baseboard Heater

**BASEBOARD**

For quiet, comfortable heating, choose these baseboard heaters. These fan-free heating units deliver warmth and comfort in a low-profile housing that's safe to install on the wall or directly on carpet, tile or other flooring.

**Key Features:**  
**Fast-Action Heating**  
Connection heats the room rapidly, without uneven hot and cold zones, providing comfort from floor to ceiling.  
**Frame Allergies in the Air**  
Heat your space without kicking up dust or other allergens. The radiant connection airflow doesn't rely on a blower or fan to move warm air throughout the room.  
**Install Quickly and Easily**  
Wire up and connect this baseboard quickly and easily with its large wiring compartment, dual knockouts and built-in cable clamp.  
**Optimum Efficiency**  
For maximum efficiency, the unit converts all incoming electric energy into heat, according to Department of Energy standards.  
**Safe Operation**  
For worry-free warmth, these UL Listed baseboard heaters offer an overheat protection feature that prevents the unit from running when an intake is blocked.

**Ideal Spaces:**  
Living/Family Room  
Kitchens  
Bedrooms  
Bathrooms  
Homes  
Waiting Rooms  
Restrooms

**UL**  
White Navajo White

Scan the QR code to access additional specs and features.

For more information visit MarleyMEP.com/Products/Ceiling-Heaters

**CP SERIES**  
Radiant Ceiling Panels

**RADIANT HEATERS**

Radiant ceiling panels go where other comfort solutions can't. With three mounting options, they can fit any ceiling space, helping to offset heat loss through perimeter windows and entrances. Install them in your bathroom, office or studio - anywhere you need to keep warm and conserve floor space for activities.

**Key Features:**  
**The Clear Choice**  
Keep floor and wall space free for use with radiant ceiling panels. They are compatible with almost any ceiling type and make a welcome addition to any cold room.  
**Save Money and Energy**  
By offsetting heat loss, efficiently radiant ceiling panels are able to keep you comfortable without overtaxing your main HVAC system or your energy budget.  
**Easy Operation**  
Radiant ceiling panels put out heat with no moving parts. This makes them quieter to operate and also lowers their maintenance cost and effort.  
**Preserve Your Heating Envelope**  
Radiant ceiling panels provide clean, gentle, comfortable heat. This makes them a perfect choice for offsetting heat loss in drafty spaces and rooms with large windows.  
**Keep Clear**  
With no fan or exhaust, radiant ceiling panels heat without drying out your air. This also reduces the need to clear settled dust and particles from your ceilings, walls and drapes.

**Ideal Spaces:**  
Living/Family Room  
Offices & Retail Spaces  
Homes & Lobbies  
Conference Rooms  
Laboratories  
Yoga Studios  
Bedrooms  
Restrooms

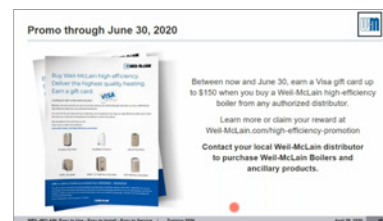
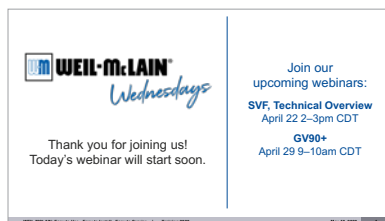
**UL**  
White Custom Colors and Finishes Available

Scan the QR code to access additional specs and features.

For more information visit MarleyMEP.com/Products/Ceiling-Heaters

Kaitlyn Hillesland | Creative Direction & Marketing Leadership | 3

Kaitlyn





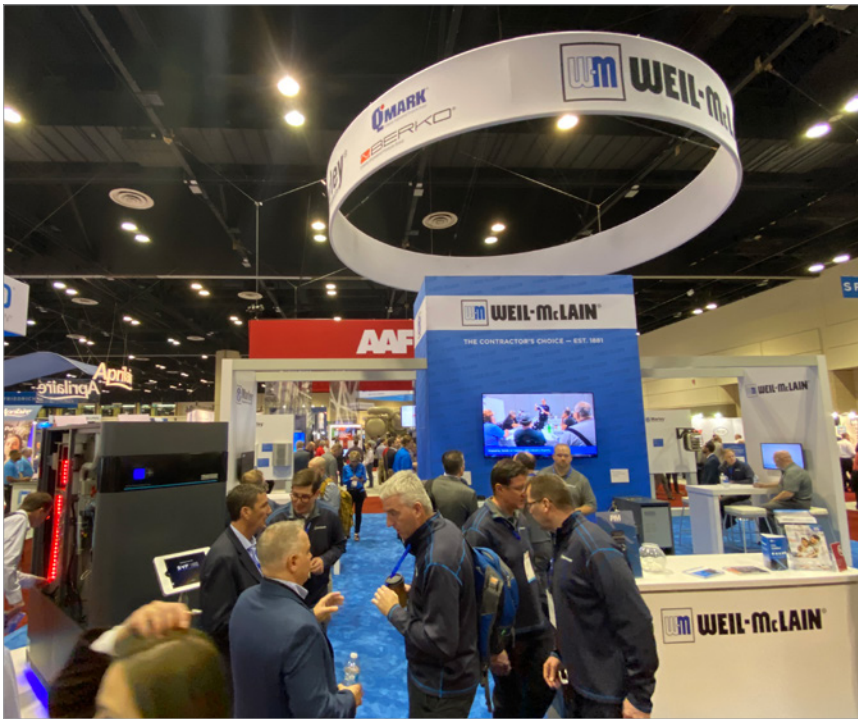
## Direct Report

*Grace Turcich | Graphic Design Intern at Weil-McLain*

As my first internship, I was nervous about being mentored, not knowing if I would be challenged enough or if I would be completely lost. Kaitlyn exceeded every expectation I had imagined for a mentor. She perfectly balanced my internship experience by challenging me but constantly supporting me. Kaitlyn taught me advanced skills and techniques with patience, enthusiasm, and meticulousness.


At the end of the three month intern program, I returned to school with a significantly higher skillset than my peers. She taught me invaluable lessons which has helped me prepare for post-graduation work. Kaitlyn is a dedicated employee, an experienced and creative problem-solver, and a supportive mentor. She successfully gives constructive feedback with clear communication and she quickly adapts to the needs of any project. She inspires me to design practically yet creatively. She inspires me to find new things to learn and challenge myself to become the best designer I can be. Kaitlyn has been my biggest supporter in and out of work and anyone would be lucky to have her as a mentor and co-worker.











### EVERGREEN® PRO EASY-UP MANIFOLD

**Saves time:** Ready to install design reduces average single boiler installation time.

**Saves money:** Kit costs less than the cost of all components and reduces assembly time.

**Reduces errors:** Helps ensure correct piping strategy by incorporating the primary/secondary piping requirements.





### ECO® TEC

Water | Gas | 80-199 MBH

Color touchscreen display for simple system set up and navigation.

Whisper-quiet operation with sound dampening heat exchanger air silencer.

Wall mount boiler, with optional floor-stand base, available in four heat-only sizes and three combi sizes.



### CGa

Water | Gas | 52-245 MBH

2021 DOE Compliant.

Stainless steel burners for quieter ignition, longer life, and improved combustion.

Easily accessible controls, vertical flueways and top cleaning for easy and quick servicing.

### AquaBalance® Parts Kit

Unplanned service starts with the right parts.



Stocked with the most commonly needed parts for emergency repairs reducing unnecessary downtime and optimizing customer service.





“Features of the Aqua Pro include convenient top connections for easy access, a digital temperature control ensuring **accurate delivery temperature for optimal comfort**, and no anode to check and maintain.”

**Supply House** | March 2019



HeatingHelp.com

New High Efficiency Condensing Boilers Revitalize First Residential Conversion in Calgary

"We have a long standing relationship with Weil-McLain, and we trust the quality of their boilers. The SVP boilers were the perfect match for the space."

HeatingHelp.com | November 14, 2019



CONTRACTOR

For Boilers, Design Details Matter

"Weil-McLain's SmartSequencing controls an algorithm that runs as many boilers as possible at the minimum input, therefore maximizing efficiency."

Contractor | August 22, 2019



building management

Features of the Aqua Pro include convenient top connections for easy access, a digital temperature control ensuring accurate delivery temperature for optimal comfort, and no anode to check and maintain."

Building Operating Management | April 2019



MECHANICAL

JobsitesPlus

"A construction project in Calgary, Canada, called Cube, features several firsts ... It's also the first building in Canada to feature the latest advancement in condensing boiler heating technology."

Mechanical Hub | November 2019

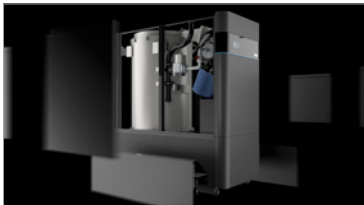
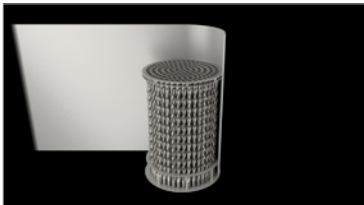
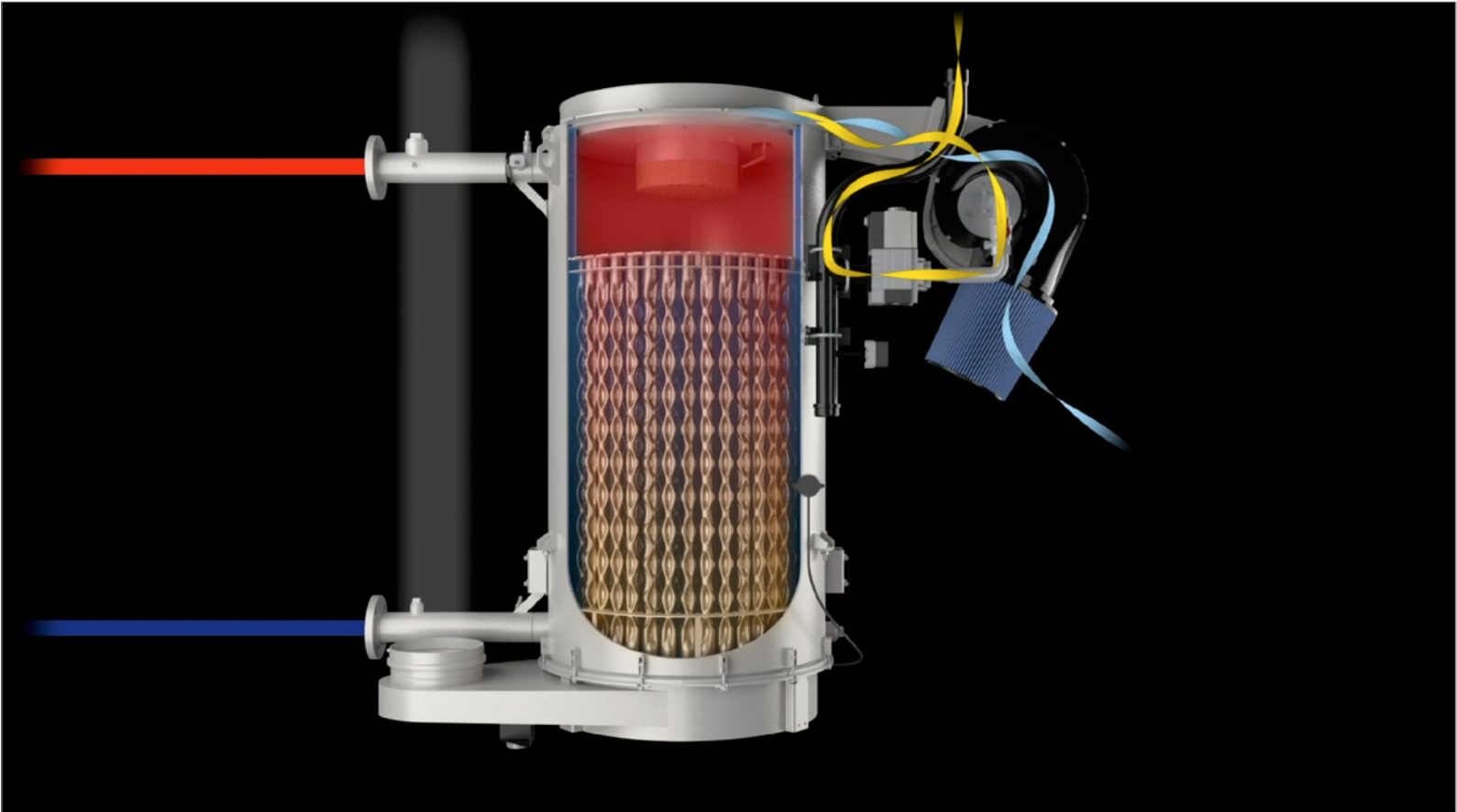


## Vendor

*Jonn Kutyla | Founder & Business Development at PiXate Creative*

Kaitlyn, is very detailed and organized and very easy to work with. We love working with her and are looking forward to working with her again. I wish more clients were like Kaitlyn. Her feedback is clear, and easy to follow.





# YOU CAN HAVE IT ALL



**Quick access for serviceability**

**Serviceable & replaceable condensate tray**

**Roller casters for placement in tight spaces**

**Our uniquely-designed SVF family of boilers feature industry-leading efficiency, controls and durability in one complete package.**

Available in 7 models, the Weil-McLain SVF commercial boiler features a stainless steel firetube heat exchanger, a sleek exterior look, and simple, user-friendly controls to make installation and operation easy. Best of all, with superior thermal efficiencies, the SVF line offers cost savings and energy efficiencies to building owners. See how the SVF can work in your space!

Download technical specs at [Weil-McLain.com/SVF](http://Weil-McLain.com/SVF)



Scan this code to learn more about SVF boilers

**WEIL-McLAIN**  
The Contractor's Choice | Established 1881 | [Weil-McLain.com](http://Weil-McLain.com)

**WEIL-McLAIN**  
High Efficiency

**SVF™ 1500-3000**  
HIGH EFFICIENCY CONDENSING BOILER  
Natural Gas / Propane 1500-3000 MBH  
Up to 96.8% Thermal Efficiency



**Industry-Leading Thermal Efficiency**

- Features a 96.8% thermal efficiency rating, the highest in the industry for a condensing boiler.
- Superior thermal efficiency is achieved through the use of the highest quality materials and cutting edge design.
- Superior thermal efficiency is achieved through the use of the highest quality materials and cutting edge design.
- Superior thermal efficiency is achieved through the use of the highest quality materials and cutting edge design.

**Heat Exchanger Design**

**Advanced Unity™ Control**

- This advanced control system provides superior performance and reliability.
- Features a built-in diagnostic system that allows for easy troubleshooting.
- Features a built-in diagnostic system that allows for easy troubleshooting.
- Features a built-in diagnostic system that allows for easy troubleshooting.

**Installation Ease**

- The boiler is designed with the installation of the boiler in mind.
- The boiler is designed with the installation of the boiler in mind.
- The boiler is designed with the installation of the boiler in mind.
- The boiler is designed with the installation of the boiler in mind.

**Firetube performance, perfected.**

**SVF™ STAINLESS VERTICAL FIRETUBE**

Industry-leading thermal efficiency up to 96.8%  
Stainless steel firetube heat exchanger  
Advanced Unity™ control  
Easy to install and service  
Weil-McLain reliability

**STAINLESS VERTICAL FIRETUBE (SVF) BOILER**

**SVF™ STAINLESS VERTICAL FIRETUBE**

**Firetube performance, perfected.**

**Expanding the power of stainless:**  
Our state-of-the-art 1500-3000 MBH firetube boiler.

The SVF 1500-3000 Stainless Vertical Firetube line delivers industry-leading efficiency and reliability through the use of the highest quality materials and cutting edge design. This powerful boiler is ideal for schools and municipal buildings, meets all standard bid specs for new construction projects and is ideal for hybrid applications and replacement boilers needs.

- Industry-leading thermal efficiency up to 96.8%
- Vertical, stainless steel heat exchanger
- Available in 4 sizes: 1500/2000/2500/3000 MBH
- Water boiler with natural gas and propane fuel options
- 160 psf working pressure
- Up to 10:1 turn down ratio
- Easy access, serviceable stainless steel condensate tray
- Integrated roller casters and leveling legs for contractor-friendly installation
- Standard "door-fit" design
- Zero clearance, side-by-side installation capable
- Hinged cover plate for quick access to burner and firetubes for time-saving preventive maintenance
- Advanced Unity™ control system (70-3000 MBH compatibility) with built-in set-up wizard
- Weil-McLain built-to-last reliability and longevity

**WEIL-McLAIN**  
SIMPLIFIED SOLUTIONS FOR OUR COMPLEX WORLD™

**Firetube performance, perfected.**

**The Complete Bid spec:**

- 1500, 2000, 2500 & 3000 MBH
- Stainless Steel Firetube Heat Exchanger
- Industry-leading thermal efficiency up to 96.8%
- 160 PSF Working Pressure
- Water, Natural Gas & Propane

**Efficient Unity™ Control**

- This advanced control system provides superior performance and reliability.
- Features a built-in diagnostic system that allows for easy troubleshooting.
- Features a built-in diagnostic system that allows for easy troubleshooting.
- Features a built-in diagnostic system that allows for easy troubleshooting.

**Service Ease**

- The boiler is designed with the installation of the boiler in mind.
- The boiler is designed with the installation of the boiler in mind.
- The boiler is designed with the installation of the boiler in mind.
- The boiler is designed with the installation of the boiler in mind.

**Boiler Room & System Compatibility**

- The boiler is designed with the installation of the boiler in mind.
- The boiler is designed with the installation of the boiler in mind.
- The boiler is designed with the installation of the boiler in mind.
- The boiler is designed with the installation of the boiler in mind.

**WEIL-McLAIN**

**Introducing the SVF™ STAINLESS VERTICAL FIRETUBE 1500 - 3000**

Continuing the Weil-McLain commitment to building our commercial high efficiency boiler portfolio, we proudly announce the expansion of the SVF family to include the SVF 1500, 2000, 2500 and 3000 MBH boiler models.

- 1500, 2000, 2500 & 3000 MBH
- Stainless Steel Firetube Heat Exchanger
- Industry-leading thermal efficiency up to 96.8%
- 160 PSF Working Pressure
- Water, Natural Gas & Propane

**Available in early August 2019**

**GO INSIDE THE BOILER**  
Take a look inside the SVF 1500 boiler with our Virtual Reality

**TRAINING WEBINAR**  
Get up to an in-depth understanding of the SVF 1500 boiler

**PRODUCT DETAILS**  
Get to know the SVF product line, size and configuration details

**WATCH VIDEO | REQUEST NOW | VIEW SPECS**

**Ultra-Low NOx**

Weil-McLain also proudly announces the addition of the SVF 1000 to the SVF 150-1100 product family. Designed specifically for highly regulated emissions regions, both the SVF 750 & SVF 1000 are (ULC) certified with the 15 ppb NOx emissions requirement. Pricing for the SVF 1000 can be found in the current boiler room price sheet.

**SVF 1000 high-efficiency commercial boiler designed specifically for ultra-low NOx applications.**

**Immediate Stock Availability Now!**

**LEARN MORE**

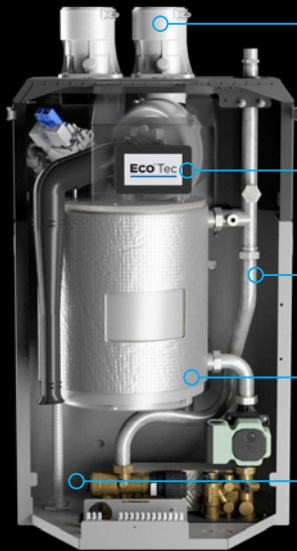




## YOUR *new* FAVORITE BOILER

Intelligently Designed for Contractors & Homeowners

Once you get to know the ECO<sup>®</sup> Tec, it will be your first choice for high-efficiency residential boiler installations.



Multiple **venting options** reduce common installation obstacles

Visual & intuitive **digital display** for easy control at a glance

Available **service kits** for streamlined installation and maintenance

**ENERGY STAR<sup>®</sup> Most Efficient** recognition helps homeowners save on energy costs

**Spacious design** for easy installation and service

Get your hands on an ECO Tec  
to learn more about your new favorite boiler!

Get started at [Weil-McLain.com/Eco-tec](http://Weil-McLain.com/Eco-tec)



The Contractor's Choice | Established 1881 | [Weil-McLain.com](http://Weil-McLain.com)

## EARN MORE *with Weil-McLain!*



Earn a **\$100 Visa gift card** when you buy an ECO Tec boiler from any authorized distributor.

Learn more and claim your reward at  
[Weil-McLain.com/ECOTecPromo](http://Weil-McLain.com/ECOTecPromo)

**ECO<sup>®</sup> Tec**

Offer valid August 17 - January 31, 2021

This offer is valid to contractors on purchases made from 08/17/2020 - 01/31/2021. Weil-McLain may, at its sole discretion, terminate this program in whole or in part at any time. Standard Weil-McLain Terms and Conditions of Sales apply. All form submissions must be entered by 01/31/2021.

FLY\_103a\_ECOtecPromo\_WM2005



[Weil-McLain.com](http://Weil-McLain.com) | (800) 654-2109

Kaitlyn Hillesland | Creative Direction &amp; Marketing Leadership | 13

«Ka

## Vendor

*Scott Colvin | Director of Business Development at OneTouchPoint*

I've had the opportunity to work with Kaitlyn as a main contact for the implementation of a Web-to-Print Marketing Asset Management Platform. She's definitely one of the best people I've had the pleasure to work with over the years. She dove in on the project and took a proactive approach to developing a thorough understanding of the system features, functionality and nuances. Her responsiveness, attention to detail and big picture perspective has certainly stood out. She is extremely intelligent, articulate and an excellent communicator, but what has impressed me the most was her positive perspective and caring demeanor.






**#NHVW2022 | February 14-18, 2022**

Friend,  
Did you know that March, April, and May saw the highest numbers of homeowners checking the value of their homes than any other month in 2021!

This is one of the many reasons we selected February for #NHVW2022. It's a crucial time for your agents to get in front of homeowner so your agents are top of mind when they're ready to sell.



We've developed a kit for you and your agents. This kit contains

- Tips & resources to engage your agents
- Tips & editable resources for your agents
- Links to videos & support resources
- Information on the importance of #NHVW2022 in the current market

[View the Kit & Resources](#)

Reach out to your Account Manager with any questions

This message was sent to the Buyside contacts at your brokerage. Please share with your agents and team as you feel appropriate.

**buyside**  
Real Estate | Mortgage | Services

Buyside, PO Box 2462, Brentwood, TN 37024, United States, 855.928.9743  
Unsubscribe | Manage preferences

## Real Estate Predictions for 2022

As we review predictions for the 2022 real estate market, one thing is clear: understanding Home Valuations and Equity will continue to be crucial in establishing a trust-worthy relationship with potential clients. Here are four factors we believe will be key in navigating the 2022 real estate market.

### MORTGAGE RATES & INFLATION

While still historically low, mortgage rates are expected to rise in 2022. Along with increased supply costs and inflation, maximizing home equity will be a powerful message to homeowners and buyers this year.

### CONTINUED LOW INVENTORY

High construction costs and remote work are two factors which will continue to stress inventory levels in 2022. With low inventory levels, winning listings and closing both sides of transactions will be a key to success in 2022.

### ONGOING COVID UNCERTAINTY

We'd all like to say goodbye to Covid forever but new variants and Covid-related issues are continuing to impact the nation. While uncertainty remains in 2022, maintaining a digital presence and outreach will be key to generating leads.

### RISE IN MILLENNIALS BUYERS

Millennials are likely to play a larger role in the Real Estate market. These buyers and sellers expect seamless digital experience. Providing multiple valuations and real-time data is crucial to winning the trust of this tech-savvy generation.

Source: ROCKET Mortgage, CNN Business, Forbes, HomeLight, HomeAdvisor

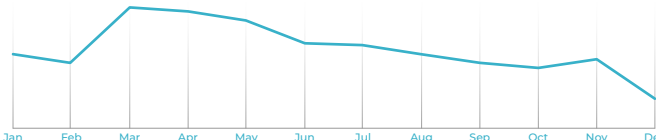
Home Valuation Week | Feb 14-18, 2022

**buyside**

## It's Time to Engage Sellers

Trends show that homeowners are most engaged in assessing listing their home in March-May. [Start marketing to those Homeowners now.](#)

In 2021, agents participating in National Home Valuation Week generated \$6B in potential sales volume in that week alone. [Let's break that record this year.](#)



**In 2021, most homeowners checked the value of their home in March. The 3 busiest months were March, April, & May.**

Home Valuation Week | Feb 14-18, 2022

**buyside**

**#NHVW2022 | February 14-18, 2022**

Friend,  
In case you missed it, we wanted to remind you of the #NHVW2022 assets we've developed for you and your team.

**Promotional Brochure for Agents**  
This brochure walks agents through their three spheres of influence. Within each sphere, we outline ways to target key audiences.

**Video Library**  
Buyside has a library of videos covering topics relevant to National Home Valuation Week. You can review these videos and borrow content to create your own branded webinars, or share these recordings directly with your agents.

**Editable Promotional Materials**  
Buyside is providing editable mailers and digital images for you and your agents. These files have room for your branding and the mailers have space for custom QR Code and messages.

[View the Kit & Resources](#)

Reach out to your Account Manager with any questions

This message was sent to the Buyside contacts at your brokerage. Please share with your agents and team as you feel appropriate.

**buyside**  
Real Estate | Mortgage | Services

Buyside, PO Box 2462, Brentwood, TN 37024, United States, 855.928.9743  
Unsubscribe | Manage preferences

National Home Valuation Week is an opportunity for agents and brokerage firms to help their client base understand the value of their largest asset—their home.

In NHVW 2021, agents generated \$6 billion in listing opportunities through their Buyside Home Valuation Sites!


Watch your inbox for resources and editable templates to jump start your #NHVW2022, and read more about the success of NHVW2021.

<https://lnkd.in/gNkNkH>

Want to participate in #NHVW2022? Message Buyside CRO, Ashley Terrell to learn more!

**#RealEstate #Mortgage #HomeValuation #HomeInvestment #HomeEquity**

**Feb 14-18, 2022**  
**National Home Valuation Week 2022**



**buyside**

## WANT TO SEE HOW YOUR CUSTOMER DATABASE STACKS UP?

**The Mx Group can profile your customer  
database to determine the firmographics  
of your most valuable customers.**

## Data for a Solid Marketing Foundation

- Agreed-upon definition of the target markets you serve
- Agreed-upon meaningful segments within those target markets
- Quantified number of locations / companies in each segment
- Alignment on prioritization

© 2017 The Mx Group

## Mx Populates Market Map With Counts

**INDUSTRY DRIVEN**

**FIRMOGRAPHIC DRIVEN**

## Together We Prioritize Your Market

**KEY**

Ideal Target

Target

Unimportant

N/A

## Market Map™ Worksheet

800-827-0170  
TheMxGroup.com

Product or service?

What industry are you targeting?  
Complete one worksheet per industry for each product or service.

In your own words, please describe this industry.  
(Characteristics, why it's a good target, parts of industry that should, shouldn't be targeted, etc.)

Are there segments that are meaningful to target within this broad industry?

Segment name <small>(If not segments, fill out column 0)</small>				
Which firmographics are relevant to each segment? (Continued on next page)				
NAICS Code / Description <small>(If relevant)</small>				
SIC Code / Description <small>(If relevant)</small>				
Location type: Headquarters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location type: Single Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location type: Branch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location Owned	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location Rented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees at Location				
< 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111-49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50-99	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100-499	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
500-999	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1000-4999	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5000 +	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Employees Company-wide				
< 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111-49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50-99	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100-499	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
500-999	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1000-4999	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5000 +	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Woman-owned Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minority-owned Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1

# ABM ROADMAP

On the following pages, you will find The Mx Group's ABM Roadmap. The Roadmap organizes key decisions and activities by each of the stages we use to develop and run ABM initiatives.

There are scope and scale decisions that are key to defining an ABM program that aligns with your organization's needs and environment. To this end, our Roadmap provides "crawl, walk, run" breakdowns to distinguish between easier-to-implement and more-difficult-to-implement activities in each category.

The Roadmap also indicates what class of technology/tools are required to deliver different levels of activity. We understand that Huron's CRM and MA are Salesforce and Pardot, and there are some ABM activities that these tools do not natively support, which may point to a need for additional software.

There may be some activities in the Roadmap that you are not familiar with -- and that's ok! We will work through it together in our Discovery and Scoping activities if you decide to work with The Mx Group.

### How to use the Roadmap:

- Learn:** Each section outlines a range of ABM activities. These will help your team start to put shape around the things that can / should be done.
- Assess:** You can identify what activities you have already engaged in and your level of current satisfaction / effectiveness in this area. This information (including gap analysis) will help clarify that "state of the state" and will shorten discovery cycles later.
- Scope / Prioritize:** You can identify activities that you have not engaged in, as well as indicate how important you believe they are to your organization. This information (including gap analysis) will help clarify what needs to be done and will shorten scoping cycles later.
- Compare / Benchmark:** You can have different people or teams from Huron complete the Roadmap to gain an understanding of how they assess the current state and prioritize future activities and needs.

## 4 Create Content, Select Channels & Run Campaigns

Effective, account-based content and multi-channel campaigns to optimize inbound and outbound activities, drive engagement and create opportunities.

	We've done this Effectiveness 5 = Low, 1 = High	We haven't done this Importance 5 = Low, 1 = High	Tools
CRM data structure aligns accounts for locations and match to master accounts for accounts	1 2 3 4 5	1 2 3 4 5	CRM Marketing Automation Automated Data Tools
CRM data merge and clean-up: ensure opportunities matched to proper accounts by location	1 2 3 4 5	1 2 3 4 5	
CRM data merge and clean-up: ensure opportunities matched to proper accounts by location	1 2 3 4 5	1 2 3 4 5	
CRM data structure and fields to support ABM requirements (e.g., account tier, account score (if dynamic), contact person, contact role in buying decision, etc.)	1 2 3 4 5	1 2 3 4 5	
CRM data clean, concatenate, de-duplicate and auto-align missing demographic	1 2 3 4 5	1 2 3 4 5	
CRM database assessment: create, generation against target accounts to assess gaps (quality, completeness, coverage)	1 2 3 4 5	1 2 3 4 5	
CRM configure account based reporting that is possible (native to CRM without other tools, reports and queries using accounts for locations, master accounts, opportunities to accounts, content mapping, then queries, etc.)	1 2 3 4 5	1 2 3 4 5	
CRM configure generation / activity against target accounts, reports that are possible (native to CRM without other tools) one about including to change over time for generation against accounts	1 2 3 4 5	1 2 3 4 5	
CRM automate lead management, including direct and indirect (email, meeting, event, etc.)	1 2 3 4 5	1 2 3 4 5	
CRM and Mkt. determine sync rules and configure sync	1 2 3 4 5	1 2 3 4 5	
We ensure website embed code and the forms / landing pages configured correctly	1 2 3 4 5	1 2 3 4 5	CRM Predictive Analytics ABM Data Management & Measurement Website Personalization IP-based Content & Targeting Cookie-based Content & Targeting
We ensure data structure and ensure required fields are available for automated programs	1 2 3 4 5	1 2 3 4 5	
Determine whether data sourcing (imports at accounts is required for better management of inbound and inbound to account) (Proactive, alert or on-demand) is required	1 2 3 4 5	1 2 3 4 5	
CRM data merge and clean-up: match leads to accounts not native to CRM. Proactive, alert or on-demand is required	1 2 3 4 5	1 2 3 4 5	
CRM address to accounts reports to reporting	1 2 3 4 5	1 2 3 4 5	
CRM configure custom report support for "top" content to the group of contacts that have contacted to create buying audience within a location - provides personalized account mapping one possible where buying centers listed at the opportunity level	1 2 3 4 5	1 2 3 4 5	
Set up IP identification for anonymous website traffic to monitor and identify website traffic from accounts, including appropriate automated rules and marketing alerts and triggered activities	1 2 3 4 5	1 2 3 4 5	
Configure cookie based emerging and digital	1 2 3 4 5	1 2 3 4 5	
Configure account and IP based digital display (and integrated) Data exchange or direct integration between CRM and customer purchase and other data merged in GA for account intelligence, predictive analytics modeling, and marketing and sales reports in particular (e.g., click, view, etc.)	1 2 3 4 5	1 2 3 4 5	
Configure predictive analytics activity ("intent" and "behavior") monitoring for accounts, including appropriate automated rules and marketing alerts and triggered activities	1 2 3 4 5	1 2 3 4 5	
Configure predictive analytics - based account scoring (if dynamic scoring and reports, accounts prioritization opportunities)	1 2 3 4 5	1 2 3 4 5	CRM Predictive Analytics ABM Data Management & Measurement Website Personalization IP-based Content & Targeting Cookie-based Content & Targeting Specialized Content Delivery & Tracking
Configure IP-based account real-time website content personalization report to target accounts	1 2 3 4 5	1 2 3 4 5	
Configure cookie-based (context) real-time website content personalization report to target accounts	1 2 3 4 5	1 2 3 4 5	
Open account intelligence and account based rule set for reporting (e.g., "visited for sales")	1 2 3 4 5	1 2 3 4 5	
Automated outbound personalized direct mail based on triggers	1 2 3 4 5	1 2 3 4 5	

## Account Insights Readiness Assessment

ABM Program Type: ☐ Large ☐ Named ☐ Industry ☐ Customer Lifecycle

ABM Program Scale: ☐ One-to-one ☐ One-to-few ☐ One-to-many

Deep research to deliver fully customized experience ☐ Key selling points (for cluster / account) to deliver tailored experience with personalization ☐ Industry or segment insights to deliver relevant experience with basic personalization ☐

### Insight Source Planning

	Importance 1=Low, 5=High	Accessible in tech stack CRM, GIS, Mail, etc. list system	Accessible in historical reports list system	Gather input from internal meetings and interviews list participants	Gather through research list owner	Acquire this data apprent, telemarketing, third-party resources, etc.	Gather over time progressive forms, sales conversations, etc.	Not important or applicable outside from insights
Example	1 2 3 4 5			Meet with SDRs	Emily P.			<input type="checkbox"/>

### Account Insights

	1	2	3	4	5
SWOT Analysis	1	2	3	4	5
Business Strategy & Priorities	1	2	3	4	5
Competitors	1	2	3	4	5
Buying Centers	1	2	3	4	5
Org Chart	1	2	3	4	5
Contract Cycle	1	2	3	4	5
Technographics	1	2	3	4	5
Previous Proposals	1	2	3	4	5

TheMxGroup.com/2bmc-2018  
Kellie de Leon | kellie.deleon@thmxgroup.com | 877-504-7770  
Exercise 2: Account Insights Readiness

**ABM** The Mx Group

The Mx Group

# Fast Focus

-Webinar Series-

## Operationalizing ABM: Accounts

## Use clustering to scale your program

One-to-Many → One-to-Few

The Mx Group | WEBINARS

## 7 Stages of Account-Based Marketing

1. Define Objectives & Ensure Alignment
2. Identify & Prioritize Accounts
3. Configure CRM & Marketing
4. Develop Account Data, Information & Insights
5. Create Content, Select Channels & Run Campaigns
6. Execute, Enable & Engage Sales
7. Measure & Refine

The Mx Group | WEBINARS





**NORTH AMERICA'S  
LEADING BOILER MANUFACTURER**

HYDRONIC COMFORT HEATING SYSTEMS FOR RESIDENTIAL,  
COMMERCIAL AND INSTITUTIONAL BUILDINGS.



Featuring an expanded high-efficiency  
line for any heating application.

VISIT [WEIL-MCLAIN.COM/FULL-LINE](http://WEIL-MCLAIN.COM/FULL-LINE) TO LEARN MORE

Like you, we are continuing to work through these difficult times. I'm here to answer your questions as you continue to repair and install high-efficiency boilers.

- Ryan

**Ryan Saleson**  
Territory Sales Manager, AZ  
rsaleson@weil-mclain.com  
717-514-1716



## You Said You Want Training?

**Mid-Atlantic Training**  
17000 Commerce Parkway, Suite B  
Mt. Laurel, NJ 08054

To register send your \$25.00  
fee and completed form  
(on reverse side) to:

Weil-McLain  
Attn: Mickey  
17000 Commerce Parkway  
Suite B  
Mt. Laurel, NJ 08054

Please note what training you would  
like to attend when registering.

- Aqua Balance: Start to Finish
- Evergreen: Install and Control Set Up
- Condensing Boiler Maintenance and Troubleshooting
- Hydro 101

Nov 28<sup>th</sup>

Dec 5<sup>th</sup>

Dec 12<sup>th</sup>

Dec 19<sup>th</sup>

Hands-on

Training will start promptly at  
5:30pm and end at 8:00pm  
Weil-McLain  
Food and beverage  
available at 5:00pm

\$25.00 registration fee required  
5 days prior to class to hold your seat.  
Seating is limited—Register Today!







**NORTH AMERICA'S  
LEADING BOILER MANUFACTURER**

Hydronic comfort heating systems for residential,  
commercial and institutional buildings.



Featuring an expanded  
High-Efficiency Line  
for any heating application

VISIT [WEIL-MCLAIN.COM/FULL-LINE](http://WEIL-MCLAIN.COM/FULL-LINE) TO LEARN MORE  
AND SHARE WITH YOUR CUSTOMERS!

**We're open for business!**  
Please call before visiting our store.

2926 South 29<sup>th</sup> Street  
La Crosse, WI 54601

Matt Saleson, GM  
811-872-1247





## Mobile Training Unit

Live demonstrations with popular Weil-McLain products!




**Tuesday, October 23**  
8:30-11:30am  
3460 RT46 & Cherry Hill Road  
Parsippany, NJ

**Friday, October 26**  
7:30-10:30am  
Editable Content  
Parsippany, NJ

**Tuesday, October 23**  
8:30-11:30  
Customizable by Sales  
Parsippany, NJ

Contact [WMNYtraining@weil-mclain.com](mailto:WMNYtraining@weil-mclain.com) for more information



High Efficiency Boilers



### Counter Days ...

**Date and Time:**

Wed Feb 6, 9 am-1 pm  
Thurs Feb 7, 8 am-11 am

Wed Feb 13, 8 am-11 am  
Thurs Feb 14, 7:30 am-10:30 am

**Location:**

937 N Main St, Manahawkin  
1301 Long Beach Blvd,  
Ship Bottom  
737 Route 9, Forked River  
55 Hwy 37 East, Toms River

### And Training Night


**Date and Time:**

Wed Feb 27, 4 pm-7:30 pm

**Location:**

737 Route 9, Forked River  
Upstairs Class Room

**Topic:** Condensing Boiler Maintenance and Troubleshooting



## Direct Manager

*Tom Barg | Executive Creative Director & Partner at The Mx Group*

As long as she has been here (including her time creating the role of CCG-PA) Kaitlyn has been an “above and beyond” kind of teammate. As she took on her marketing role, she continued that kind of service—flexing to help in any way she could as our marketing team transformed over the last few years. And, over the past few months, Kaitlyn has really shined as a major design contributor to all the marketing progress we have made, including our outstanding presence at three major conferences.



# NORTH AMERICA'S LEADING BOILER MANUFACTURER

## Hydronic Comfort Heating Systems for Residential, Commercial & Institutional Buildings

### Full Line from 30 to 6000<sup>\*</sup> MBH

There's a Weil-McLain boiler for all your heating applications

Find the right boiler for you & your customers!  
Visit [Weil-McLain.com](http://Weil-McLain.com) today

\*Based on net AHRI ratings

The Contractor's Choice | Established 1881 | [Weil-McLain.com](http://Weil-McLain.com)

# Rebate Center

Save on High-Efficiency Weil-McLain Boilers

## Save Time & Money!

Connected to thousands of rebate programs offered by utilities and energy service providers, Weil-McLain's Rebate Center finds and displays the most-current cash-back offers available to homeowners and commercial entities who purchase energy-efficient hydronic heating equipment.

**Take advantage of local rebates today!**

See how much you can save at  
[Weil-McLain.com/Rebate-Center](http://Weil-McLain.com/Rebate-Center)

The Contractor's Choice | Established 1881 | [Weil-McLain.com](http://Weil-McLain.com)



FINDING ADVANTAGE IN TODAY'S EFFICIENT

# NEW VEHICLE MARKET

**Randy Kobat talks new vehicles and how to get ahead in today's market**

Many dealers misunderstand today's efficient new car market. The result: Fewer sales, less customer satisfaction and lower margins than they could achieve. Find out how successful dealers embrace the efficiency challenge by applying real-time market insights to the way they stock, price and promote their new vehicles. See how the efficient use of these insights leads to increased sales, faster inventory turns and improved profitability. Get a firsthand view of how to win the new way in new vehicles.

**JOIN RANDY ON MONDAY, OCTOBER 5, AT 3:30 P.M. in Champagne Ballroom 4**



**Randy Kobat**  
Vice President & General Manager, vAuto



**Booth #205**  
vAuto.com | 877-828-8614

A COX AUTOMOTIVE COMPANY

## Greater security. GREATER VALUE.



\$74,750 1860 Quarter Dollar NGC MS 66	\$115,000 1795 Small Eagle \$5 NGC MS 63 Prooflike	\$299,000 1839-O Half Dollar NGC PF 65 Ex. Robbins	\$161,000 1869 \$10 NGC PF 67+ Ultra Cameo	\$92,000 1863 One Thousand Assay Office \$20 NGC MS 63
--	--	---	--	---

**NGC coins lead the way at Long Beach US Signature Coin Auction**

Heritage Auctions saw many US rarities sell for more than expected, causing much excitement at the renowned Long Beach Coin Expo in February 2012. Two NGC-certified beauties took top honors, most notably an 1839-O Half Dollar graded NGC PF 65. The finest of only four confirmed survivors, it was the auction's top seller at \$299,000.

An exquisite 1869 Eagle, certified NGC PF 67+ Ultra Cameo, commanded \$161,000. A collector's dream, it is significantly finer than any other specimen of this issue.

**In the most secure holder, backed by the strongest guarantee, NGC coins command greater prices at auction. [Learn more at NGCCoin.com](#)**



**NGCCoin.com | 800-NGC-COIN**

Official Grading Service of



United States | Switzerland | Germany | Singapore | China | Taiwan | South Korea



## Wheatland Tube: Security That Lasts

Heavy-duty fence frameworks manufactured by Wheatland protect high-security, industrial and commercial properties. **Wheatland WT-40 meets the ASTM F1043 IC** requirements for strength and corrosion resistance, while Wheatland F1083 is the only domestically produced framework to meet the ASTM F1083 specification. Building on a legacy of service and excellence established in 1877, Wheatland American-made products stand the test of time, and our company is here to stay. Download our flyer at [wheatland.com/security](#)

**Contractors: Request Wheatland products from your local distributor.**  
**Distributors: Call 800.257.8182 for availability and pricing.**



«Kaitlyn»

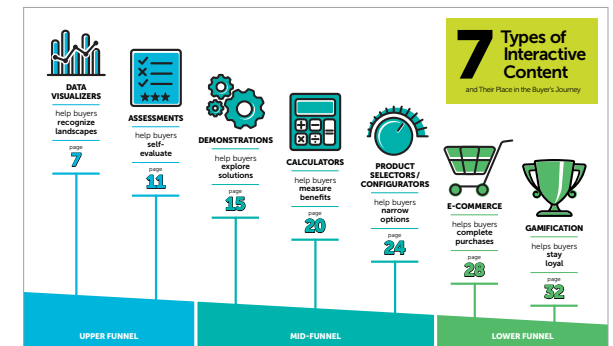
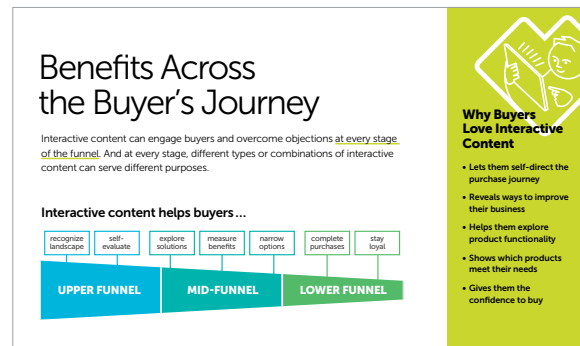
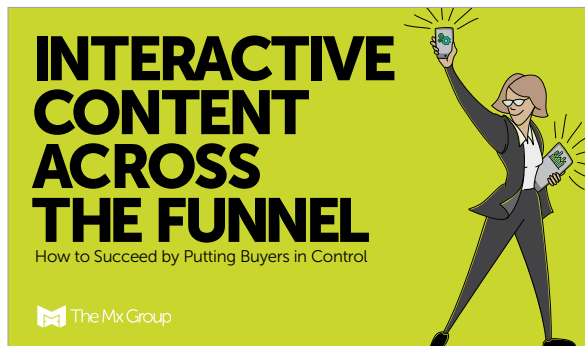
## Team Member

*Lauren Grey | Associate Art Director at The Mx Group*

Kaitlyn is a true multi-dimensional talent—her technical and creative skills are top-notch, her problem-solving and organizational skills are thorough and logical, and her thirst for knowledge and positive attitude are the keys to making her a valuable asset to any team.

I had the privilege of working along side her for almost 3 years and she taught me at least as much as I taught her. We collaborated on projects fairly often, but what I love about Kaitlyn is she has an openness to feedback that isn't very common. She has solid reasoning behind everything she does, but is willing to listen to other options—thoughtfully considering feedback and incorporating (or not incorporating if it doesn't fit the situation) it to ensure what she's doing ends up being a success. I trust and believe in Kaitlyn's skills and thought process, and am happy to recommend her to anyone.





**Data Visualizers**

**Case Study: PBM Interactive Analytics Experience**

**CHALLENGE**  
Pharmacy benefit management (PBM) companies use data in every decision. They make predictions that help insurance providers promote patient health and decrease costs. But despite the central importance of data to their services, that data is usually too dry or granular to interest prospects without context.

**SOLUTION**  
One PBM provider created an interactive analytics experience that lets prospects explore its data in ways that matter to them. Users filter and search through metrics from the provider's existing clients to estimate their own potential cost savings. Many prospects spend over 45 minutes diving into the data — without needing help from a salesperson.

TheMxGroup.com | 9

**Demonstrations**

**WHY BUYERS LOVE THEM**  
They see exactly how their problem can be solved.

- Try out the product with no risk or pressure
- Easily evaluate core benefits and determine fit
- Understand more sophisticated functionality

**WHY YOU'LL LOVE THEM**  
You can highlight your benefits in an engaging, credible way.

- Prove the benefits you're selling are real
- Increase buyer desire for the value you offer
- Advance prospects through the funnel faster

TheMxGroup.com | 16

**e-Commerce**  
*Program the purchase*

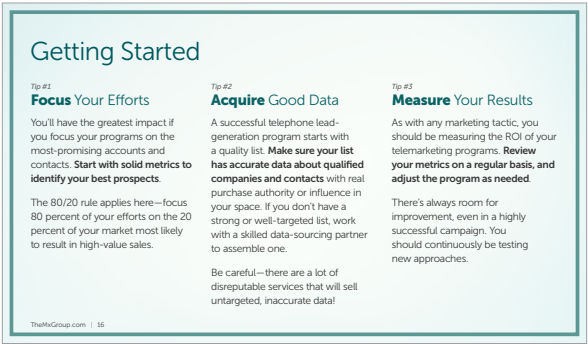
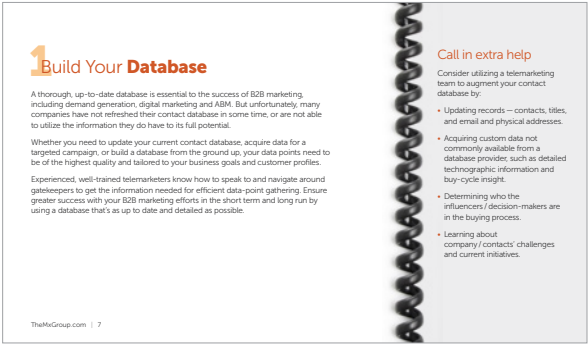
e-Commerce isn't new, but it's becoming more pervasive, even for complex products. As long as every part of a purchase can be programmed, your product can likely be bought online. True, first-time purchasers may need sales contact before they're ready. But for expert buyers, repeat buyers, or buyers purchasing a straightforward product, e-commerce can remove that final speed bump and improve conversion.

**Consider e-commerce if you...**

- Have a structured purchase process
- Work with knowledgeable or repeat buyers
- Believe your qualified lead conversion rate should be higher

TheMxGroup.com | 28





## Recommendations

You made such a big impact on MEP and WM.  
I appreciate all that you did and it was great to get  
to know you and work with you.

*Terrilynn Short*  
*General Manager at Marley Engineered Products*

---

Thank you for all of your good work and AWESOME  
overall attitude ... you are a pleasure to work and bring  
great positive energy to our organization.

*Andrew Mahler*  
*CEO at The Mx Group*

---

Thanks for all the great work, under extreme time  
pressure, you did on the Panduit RFI response.

*Peter C. Wroblewski*  
*Co-Founder & Principal at The Mx Group*

---

The meeting went very well today and the presentation  
materials looked great, thanks to you! Thanks for all you  
did, it is much appreciated!

*Tim Cook*  
*VP of Client Services & Partner at The Mx Group*

You are the center of gravity for this team.

*Suzanne Martin*  
*CMO/VP of Marketing at The Mx Group*

---

Kaitlyn is not afraid to throw an idea out about pretty  
much anything. She always has an idea and is not  
afraid to share it! Her ideas often are the start of  
something that evolves into something BIG. I wish more  
people were not afraid to start the conversation with a  
simple idea, but we can always rely on Kaitlyn to do  
just that!

*Julie Martin*  
*Receptionist at The Mx Group*

---

She always seems to be thinking of ways to  
improve things, whether it be processes in-house or  
assessments given to candidates. The great thing about  
her is she is never afraid to speak up if she has an idea  
to better something.

*Heather Costa*  
*Human Resources Manager at The Mx Group*

«Kaitlyn»