



An Overview of Your PowerChord Platform

Kohler Generator Dealer Sites

v1.7

Dealer Website Features

A quick guide to the customer-facing layout of your PowerChord Dealer Sites.

CMS Features

An in-depth tutorial on how to use the PowerChord Admin portal to setup and maintain your branded site. This section will have a detailed view of the Admin followed by a Visual Guide to show you how your changes impact the customer-facing layout of your site.

Access Your Admin Portal

Visit admin.powerchord.io

Questions?

PowerChord's Customer Success team provides local dealer support for questions ranging from resetting passwords to updating featured products.

1 Dealer Logo

Promote your dealership logo in the header of every page on your website. If you are a Platinum dealer, the icon will display next to your logo.

2 Request a Consultation

A strong call-to-action for potential customers to contact you is available twice on the home page.

3 Media Carousel

Prime real estate to promote new products and promotions. One image can be completely customized by you!

4 About Us

Highlight your business with an image an overview of what makes you stand above the competition.

5 Special Features

Write custom content for your site to educate your customers about your business or Kohler products.

6 Contact Us

Direct potential customers from the home page to a form to contact you.

7 Find Us

Help customers (and search engines) easily find your business with your address, phone number and store hours. A link to view details is available if you have more than one location.

8 Social Icons

Customers can click to view Kohler social media accounts on Facebook, Twitter and YouTube.

The screenshot shows the Kohler website home page with the following features highlighted by numbered callouts:

- 1 Dealer Logo:** Located in the top right header, next to the text "HALLIGAN PLATINUM DEALER".
- 2 Request a Consultation:** A call-to-action button labeled "GET FREE CONSULTATION" is present in the top navigation bar and again in a central banner area.
- 3 Media Carousel:** A large image of a man and a woman in a kitchen, with the text "Not Sure Where to Start? We make it easy to choose a home generator."
- 4 About Us:** A section titled "Our Sole Business Is Providing Peace of Mind" with a photo of two people looking at a laptop.
- 5 Special Features:** A section titled "What Could a Power Outage Cost You?" with a photo of a generator.
- 6 Contact Us:** A section titled "Get in Touch" with a photo of a person at a desk.
- 7 Find Us:** A section titled "Find Us" providing the address "651 Bay Street, Staten Island, NY 10304", phone number "345-949-8622", and facility hours.
- 8 Social Icons:** Located in the bottom right footer, showing icons for Facebook, Twitter, and YouTube.

The "FEATURED PRODUCTS" section includes three generators with descriptions and "20KW GENERATOR", "8KW GENERATOR", and "48KW GENERATOR" buttons.

Key Features

Parent Category Product Listing

1 Category | Product Listing

Displays category name and listing of products with product thumbnail image, product name, MSRP and link to **product details**.

Note: Kohler provides PowerChord with the categories and products that you sell and service. Only those categories are listed on the Product Listing page.

2 About Us

Link to your custom About Us page.

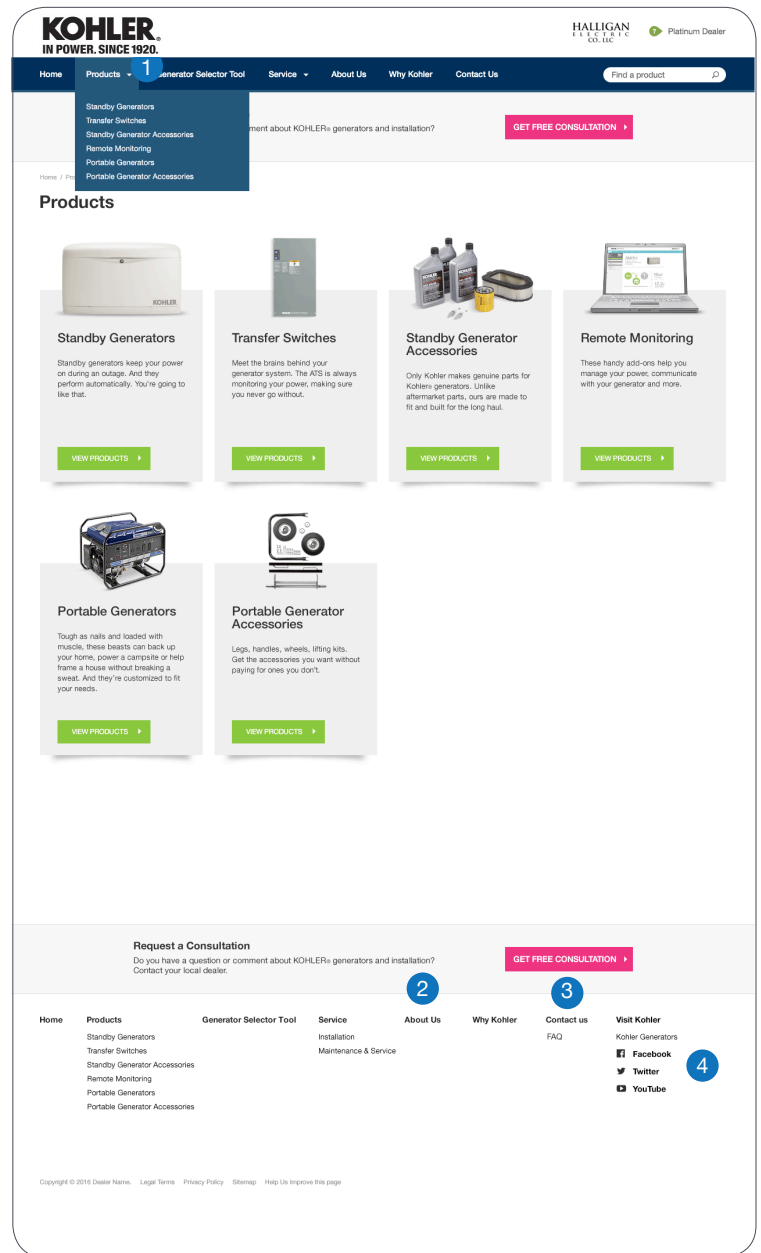
3 Contact Us

Link to your Contact Us page with your dealership location details, Google Map, and Store Hours.

4 Social Icons

Customers can click to view Kohler social media accounts on Facebook, Twitter and YouTube.

Note: The footer of the page that includes the About Us, Contact Us and Social icons appear on every page of the site.



1 Category Name

Note: Kohler provides PowerChord with the categories and products that you sell and service. Only those categories are listed on the Product Listing page.

2 Selection Filter & Sorting

Customers can use your site to help find the product that is right for them with custom product filters and sorting.

3 Product Description

A short product overview, photo and MSRP pricing help customers quickly view an overview of the products available. By clicking the product name or photo, they are directed to the product details page.

4 Product Comparison

Customers can select up to three products at a time to compare in a side-by-side list.

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GenSpring Platinum Dealer

Home Products - Generator Sizing Tool Service - About Us Why Kohler Contact Us Find a Product

Request a Consultation
Do you have a question or comment about KOHLER® generators or installation? Contact us today. [GET A FREE CONSULTATION](#)

Home / Products / Standby Generators

Standby Generators

Compare products 6VSG

Sort by kW

Filter by

kW
6 kW 134 kW

Phase
 Single Phase
 Single Phase or Three Phase

Engine/Alternator RPM
 1800
 3300
 3600

Off Grid / Utility Backup
 Off Grid
 Utility Backup

Enclosure Material
 Aluminum
 Composite
 Steel

[CLEAR FILTER](#)

6kW Generator
Single Phase, Natural Gas/LPG, 6VSG
\$5,304.00* MSRP
*Starting price in US dollars. Does not include installation, automatic transfer switch or accessories or costs to export outside the US.
[REMOVE](#)

8kW Generator
Single Phase, Natural Gas/LPG, 8RESVL
\$2,646.00* MSRP
*Starting price in US dollars. Does not include installation or accessories or costs to export outside the US.
[COMPARE](#)

8kW Generator
Single Phase, Natural Gas/LPG, 8RESV
\$2,430.00* MSRP
*Starting price in US dollars. Does not include installation, automatic transfer switch or accessories or costs to export outside the US.
[COMPARE](#)

10kW Generator
Single Phase, Natural Gas/LPG, 10RESV

10kW Generator
Single Phase, Natural Gas/LPG, 10RESVL

12kW Generator
Single Phase, Natural Gas/LP, 12RES

1 Product Name

2 MSRP Price (Starting At)

3 Request a Quote Forms

A call-to-action button links to the form submission. Upon completion, the lead is emailed directly to you.

Additional Resources (as applicable)

- Dimensional Drawing
- Operation Manual
- Spec PDF

4 Main Product Image

Displays default product image that is maintained by Kohler on your behalf.

5 Alternate Product Image

If multiple product views are available, small thumbnail images will display and are clickable to replace current main image.

6 Features Tab

A full list of standard features is maintained by Kohler.

7 Specs Tab

A grid of specifications are customized and maintained by product.

8 Accessories Tab

Show your customers required and optional accessories that are available for each product. This is a great opportunity for add-on sales.

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HALLIGAN
CO., LLC Platinum Dealer

Home Products Generator Selector Tool Service About Us Why Kohler Contact Us Find a product

Request a Consultation
Do you have a question or comment about KOHLER's generators and installation?
Contact your local dealer. [GET FREE CONSULTATION](#)

Home / Products / Standby Generators / 6VSG
RETURN TO RESULTS E-MAIL PRINT

1 6 kW Generator
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris mollis, lectus et ultrices bibendum, sem magna.
Ut aliquet orci sem ut ipsum. Vestibulum et fermentum neque, iaculis pulvinar tellus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc etiam velit nulla, sed convallis purus. iaculis sed. Suspendisse potenti. Duis trincidunt mauris non lorem venenatis fermentum. Aliquam vehicula luctus finibus.
Every Generator Requires a Transfer Switch (ATS) at an additional cost.

2 Starting at \$5,304.00 MSRP*
[REQUEST A QUOTE](#) **3**

Resources
Dimensional Drawing Specification Sheet

4 **6** **7** **8**
FEATURES SPECS ACCESSORIES

Required Accessories

Battery: Group 51, 6VSG, 14/20 kW
Starting at \$96.00 MSRP*
Power your generator engine with a reliable 12-volt battery. Generators ship without batteries to ensure that the freshest possible battery is installed at the jobsite.
[DETAILS](#)

Recommended Accessories

Maintenance Kit, 8/12/14LW
Starting at \$60.00 MSRP*
Just like your car, you can keep your KOHLER® generator running at peak performance with genuine KOHLER engine synthetic oil and parts.
[DETAILS](#)

Optional Accessories

OnCue Plus Generator Management System, RDC2/DC2/VSC Controller
Starting at \$262.00 MSRP*
Whether you're at home, travelling or on the go, you'll never have to worry about the power in your home or business. Paired with a standby KOHLER® generator, the OnCue® Plus Generator Management System and App give you peace of mind in the palm of your hand.
[DETAILS](#)

Key Features

Generator Sizing Tool

1 Generator Sizing Tool

The sizing tool consists of three easy steps to help a customer determine which generator may be right for them.

- Your Home - Determine the square footage of your home.
- Power - Used to determine how many products you want to power with the generator, or if your major appliances use gas or electric.
- Results - Upon clicking the finish button, a list of appropriate generators will display. Results can be printed or emailed. If the customer chooses to email the results, they would enter their own information and the results can be emailed to a friend or to you, their Dealer.

The screenshot displays the KOHLER website's Generator Sizing Tool. At the top, there is a navigation bar with links for Home, Products, Generator Sizing Tool, Service, About Us, Why Kohler, and Contact Us. A search bar is also present. Below the navigation, there is a 'Request a Consultation' section with a 'GET A FREE CONSULTATION' button. The main content area is titled 'Generator Sizing Tool' and includes a disclaimer: 'Please consider the output of this program to be an approximation. As always, the best way to determine your specific power needs is to consult a local KOHLER Generators dealer. The dealer will analyze the actual electrical load for your home, then specify and install your generator.' The tool is divided into three steps: 'Your Home', 'Power', and 'Results'. The 'Your Home' step is active, showing a question 'What size is your home?' with radio button options: 'Under 1000 sq.ft.', '1000 - 1600 sq.ft.', '1600 - 3000 sq.ft.', '3000 - 5000 sq.ft.', and '5000+ sq.ft.'. There is also a text input field for 'Do You Know Your Square Footage?' with a 'sq ft' unit and a 'NEXT STEP' button. A 'Need Help?' link is provided at the bottom.

Key Features

Service: Installation & Maintenance

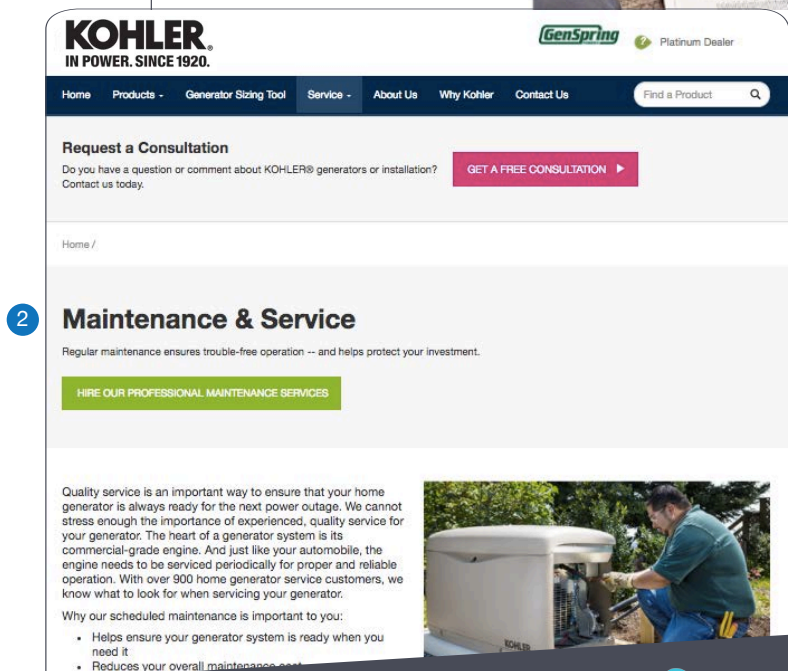
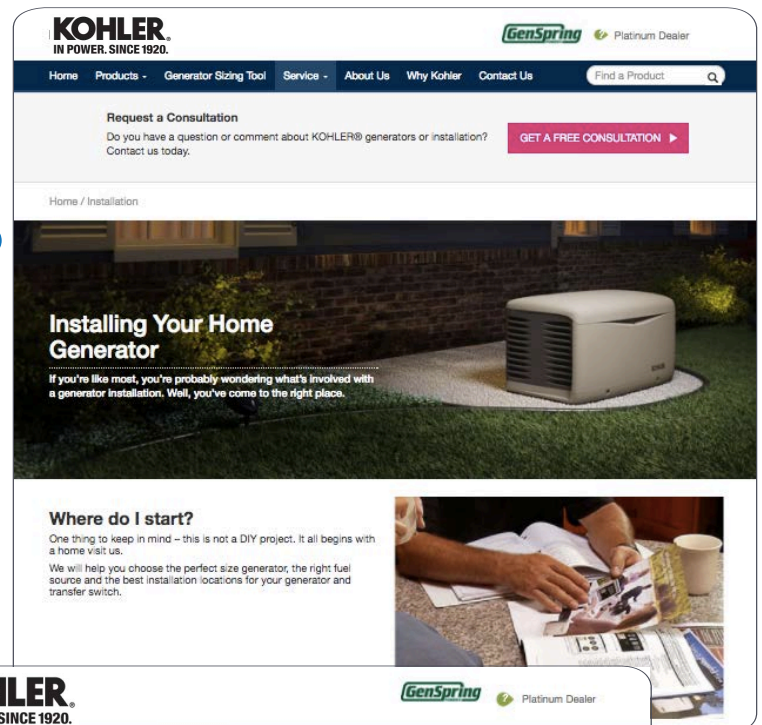
1 Installation

The installation page includes a number of useful tips for customers as they consider the installation of a new generator. This page is maintained on your behalf by Kohler, and can be found under the 'Service' tab in the top navigation.

2 Maintenance

Even after the sale, you can maintain a lasting relationship with your customers with service agreements.

- A call-to-action at the top of the page allows customers to reach out to you for service information.
- The page can be customized by you with unique content and photography to describe your specific service and maintenance plans.



1 Who We Are

Describe the unique aspects of your business - including how long you've been in business, local service awards and a list of your servicing areas to help your business stand apart from the competition.

2 About Us Image

Show off an installation, your store front or your staff with a custom photo. This is also the photo that displays in the 'About Us' section of the home page.

3 Find Us

Customers can easily locate your business address, phone number and email address.

4 Store Hours

Display your store hours, which is typically one of the most-viewed pieces of information for mobile site visitors.

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HALLIGAN ELECTRIC CO. LLC Platinum Dealer

Home Products Generator Selector Tool Service About Us Why Kohler Contact Us Find a product

Request a Consultation
Do you have a question or comment about KOHLER's generators and installation?
Contact your local dealer. [GET FREE CONSULTATION](#)

Home / About Us

2

1 Halligan Electric Co. LLC
Our sole business is to provide you with the peace of mind that your facilities will remain supported, safe and functional 24 hours a day, 7 days a week, 365 days a year.
Founded in 1994 by Al Powers, installing and servicing generators has been our sole business for 20 years. We sell equipment, perform full installations and provide sizing recommendations, warranty work, emergency service, repairs, rentals and preventative maintenance. Our team of electricians is experienced in generator installations of all makes and models. We get the job done right with the least amount of disruption – you won't have a mess to clean up when we are done. It's not often that a problem occurs, but on the rare occasion that it does, we work to resolve it quickly.
[Dealer site.](#)

Our Homeowner Guarantees
At Powers Guaranteed Generators, we understand that the three most important things you want in your generator are affordability, reliability and quality service. Anyone can say they provide great service, but how do you prove it? We've developed exclusive performance guarantees to eliminate the guesswork – if we don't perform, you don't pay.

- [15-minute Emergency Callback Guarantee](#)
- [One-Trip Repair Guarantee](#)
- [Never Without Power Guarantee](#)
- [Never Without Oil Guarantee](#)
- [Workmanship Guarantee](#)

Find Us **3**
851 Bay Street
Station Island, NY 10304
More Locations
Phone Number
345-949-8622
Facility Hours
Monday-Friday: 7:00am - 6:00pm
Saturday: 7:00am - 6:00pm
Sunday: Closed **4**
[Contact Us](#)

Request a Consultation
Do you have a question or comment about KOHLER's generators and installation?
Contact your local dealer. [GET FREE CONSULTATION](#)

Home Products Generator Selector Tool Service About Us Why Kohler Contact Us Visit Kohler
Standby Generators
Transfer Switches
Standby Generator Accessories
Remote Monitoring
Portable Generators
Portable Generator Accessories
Installation
Maintenance & Service
FAQ
Kohler Generators
Facebook
Twitter
YouTube

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Key Features

Why Kohler



1 Why Kohler

For customers who may still be considering multiple brands for their generator purchase, this page is designed to highlight the benefits of choosing Kohler. This page is maintained by Kohler.

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Home Products - Generator Sizing Tool Service - About Us Why Kohler Contact Us Find a Product

Request a Consultation
Do you have a question or comment about KOHLER® generators or installation?
Contact us today. [GET A FREE CONSULTATION ▶](#)

Home / Why Kohler

1 Why KOHLER Generators? Glad you asked.

We have a saying around here: "You can trust a KOHLER generator for good reasons."
Here's why...

They're all about reliability.
During the design process, every KOHLER generator is meticulously quality-tested through hundreds of performance trials. Once the design passes inspection, it's ready for production. But before it leaves the factory, the generator is tested one more time. Bottom line: It's all about reliability. That's why homes, businesses, hospitals, construction sites, nuclear power plants, even the National Weather Service trust hard-working, long-lasting KOHLER generators.

They have a Ph.D in power.
In just 10 seconds, KOHLER generators can automatically power your AC or heat, sump pump and major appliances like your fridge and oven – all at the same time.* We're talking high-quality power that protects your sensitive electronics from erratic power surges.

They build them to outlast the outage.
Inside every KOHLER generator is a heavy-duty engine built to withstand extreme workloads over many years. These engines are tested and proven in punishing environments, such as industrial construction, that far exceed the demands of standby power.

Key Features

Special Features

1 Page Title

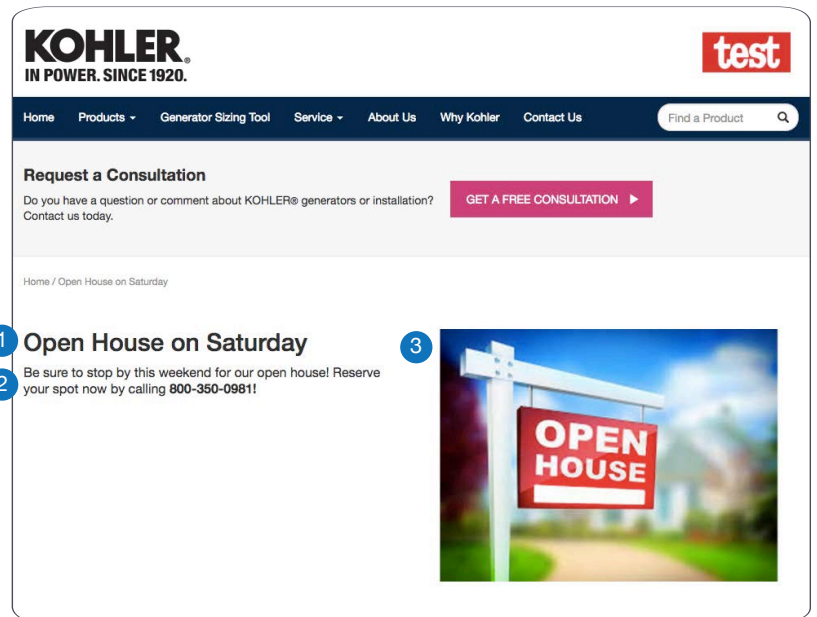
This page title is customizable by you to describe the content on your page.

2 Body Copy

Here is your opportunity to use this page to describe any promotion, feature, or highlight that makes your dealership unique.

3 Featured Image

Choose a high quality image that matches the content in your body copy.



Key Features

Contact Us

1 Contact Us

This page is a lead generation form for customer requests and inquiries.

2 Location Details

Your business address and phone number are listed for quick customer access. If you have multiple locations, there will be link for 'More Locations' which will open a new page that lists the address and phone number of each location.

3 Interactive Map

Site visitors can zoom and move within the map to find your location.

4 Customer Information Form

Upon completing the form and clicking the 'Send Email' button, the customer's information will be emailed to the email address listed as the 'Default Notification Email' and will also be included in the conversions report in the administration site.

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Home Products - Generator Sizing Tool Service - About Us Why Kohler Contact Us Find a Product

Home / Contact Us

1 Contact Us

Give us a call or fill in the fields below to send us a message.

Our Location

2 4 Corners Power Generator Service & Repair

7121 Dellwood Court
Farmington, NM 87402

Phone Number
505-327-9290

3

Map data ©2017 Google Terms of Use Report a map error

4 Customer Information

[Privacy Policy](#)

First Name Last Name

Email Address Confirm Email Address

Phone Number Zip / Postal Code

Message (optional)

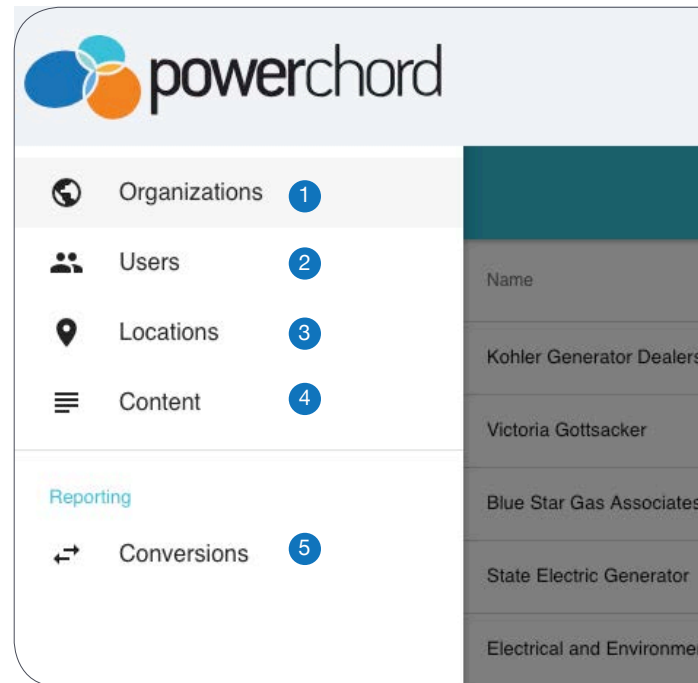
I'm not a robot

SEND EMAIL

CMS Features

Main Navigation

- 1 Organizations**
Verify your dealership details.
- 2 Users**
Add or edit users assigned at the organization security levels.
- 3 Locations**
Verify locations for your dealership.
- 4 Content**
Add or edit site content for the About Us page, Contact Us page, Special Features page, home page media carousel and website preferences.
- 5 Reports**
Conversions - Identify leads generated through form submissions (quote requests, contact us).



Organizations

Verify your dealership details by clicking on your dealership name or selecting Edit Organization from the three dot menu on the right.

1 Organization Details

Use this page to verify your store details are correct. The 'Experience' checkbox activates your website, and the 'Subdomain' is the URL for your website.

Note: If your website is live, this URL has been gaining authority within the search engines. Changing your URL will have a negative impact on your site's organic ranking. Contact PowerChord Customer Success for assistance as needed.

Your External ID is your KOHLER BP number that cannot be altered in any way.

2 Locations

View your store address, phone number, and lat/long for your pin location on the map. If you have more than one location, they will all be listed here.

Changes to your location information should be requested through your local KOHLER rep through a K-325 form. This will ensure all dealer information is correct in our systems including the KOHLERGenerators.com Dealer Locator.

3 Notification Settings

Do not edit your email here: the notifications will default to the email address under 'Locations' (see 'Locations' section).

4 E-Commerce Settings/Assignments

These settings are not needed in the Kohler system as e-commerce is not currently enabled.

Test AM Dealer

testam.kohlergeneratordealer.com

Organizational Parent
Test Area Manager (Area Manager)

1 Organization Details ^

Manage organization details and websites.

Name Test AM Dealer	Type Dealer
Domain kohlergeneratordealer.com	External ID 00000008
Experience <input checked="" type="checkbox"/> Enabling an experience creates a publicly viewable website for this organization	
Subdomain testam	.kohlergeneratordealer.com

SUBMIT

2 0 Locations v

Add or edit location and addresses.

3 Notification Settings v

4 E-Commerce Settings v

0 Assignments v

Add or edit content assignments

1 Users

Add or edit user accounts - a user must be created for any person within your dealership who you would like to have access to the administration area. Note: Only those with 'organization' admin access are able to create or delete users.

2 Add or Delete Users

To add users, click the orange + button in the bottom right corner of the screen. Simply add their name and email address to create their user account. To delete the user, click the three dot menu next to their name and select 'Edit User'. Click the drop down arrow next to their memberships, and click the trash can icon.

The screenshot displays the Powerchord CMS interface for user management. At the top left is the Powerchord logo. At the top right, the user profile for Jennifer Erickson, Brand System Admin, is visible. Below the header is a teal navigation bar with a hamburger menu icon, the text 'Users', a blue circle containing the number '1', and a filter icon. The main content area features a table with the following data:

Filter Results	Name	Email	
	Jennifer Erickson	jerickson@powerchord.io	⋮
	Aaron Greenlee	agreenlee@powerchordsystem.com	⋮
	Michael Van Diest	mvandiest@powerchord.io	⋮
	Peter Quintas	pquintas@powerchordsystem.com	⋮
	Stephanie Shreve	sshreve@powerchordsystem.com	⋮
	Steve DiStasio	sdistasio@powerchordsystem.com	⋮
	Walter Manger	wmanger@powerchordsystem.com	⋮

In the bottom right corner of the interface, there is a blue circle with the number '2' and an orange circle with a white plus sign '+', indicating the 'Add or Delete Users' step.

User Roles

Please note when you add users, there are different types of user roles that you can set up for your organization, with different levels of permissions.

- Reporting Users: Can view reports and site metrics
- Content Users: Same permissions as Reporting Users, plus can edit site content
- Organizational Users: Same permissions as Content Users, plus can edit Organizational Details (Hours of Operation)

Locations

Kohler will update the location information on your behalf via a weekly file. **Any changes will need to be communicated to Kohler in advance.** This will ensure all dealer information is displaying correctly on KohlerGenerators.com Dealer Locator and your custom site.

Any changes made here will be overridden by the file updates. Only store hours will not be overridden.

1 Location Details

View and verify your store name or address.

2 Geographical Information

Your pinpoint is created based on your store's latitude and longitude. If your pinpoint is wrong please work with your Kohler rep to fix.

3 Contact Information

View the contact information that displays on your website. If anything needs to be changed, please reach out to Kohler. Any changes made here will be overridden by the file updates.

Note: This is the email address that will receive your site's leads.

4 Location Hours

To add or edit hours, click '+ Hour Entry'. Open and close times should be listed on a 24-hour clock, and applicable days of the week selected.

If your store hours vary, click '+ Hour Entry' to add hours for those days. Any days that are not selected will be set to Closed.

Note: Click 'Submit' to save all changes.

1 Location Details

Name
Test AM Dealer

Address 1
100 2nd Ave S

Address 2


City
St. Petersburg

State
FL

Postal Code
33701

Country
USA

2 Geographical Information



Latitude
27.769252

Longitude
-82.634429

3 Contact Information

Type
Phone

Value
727-823-1530

[+ CONTACT OPTION](#) [COPY PRIMARY CONTACTS](#)

4 Location Hours

Hours
Open Time
08:00

Close Time
17:00

Days
SUN MON TUE WED THU FRI SAT

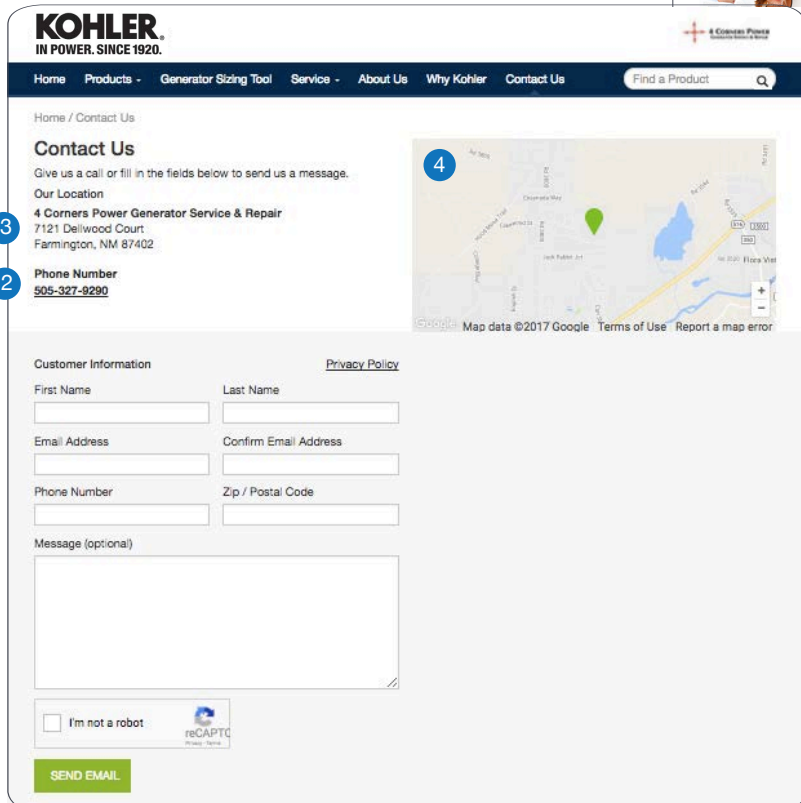
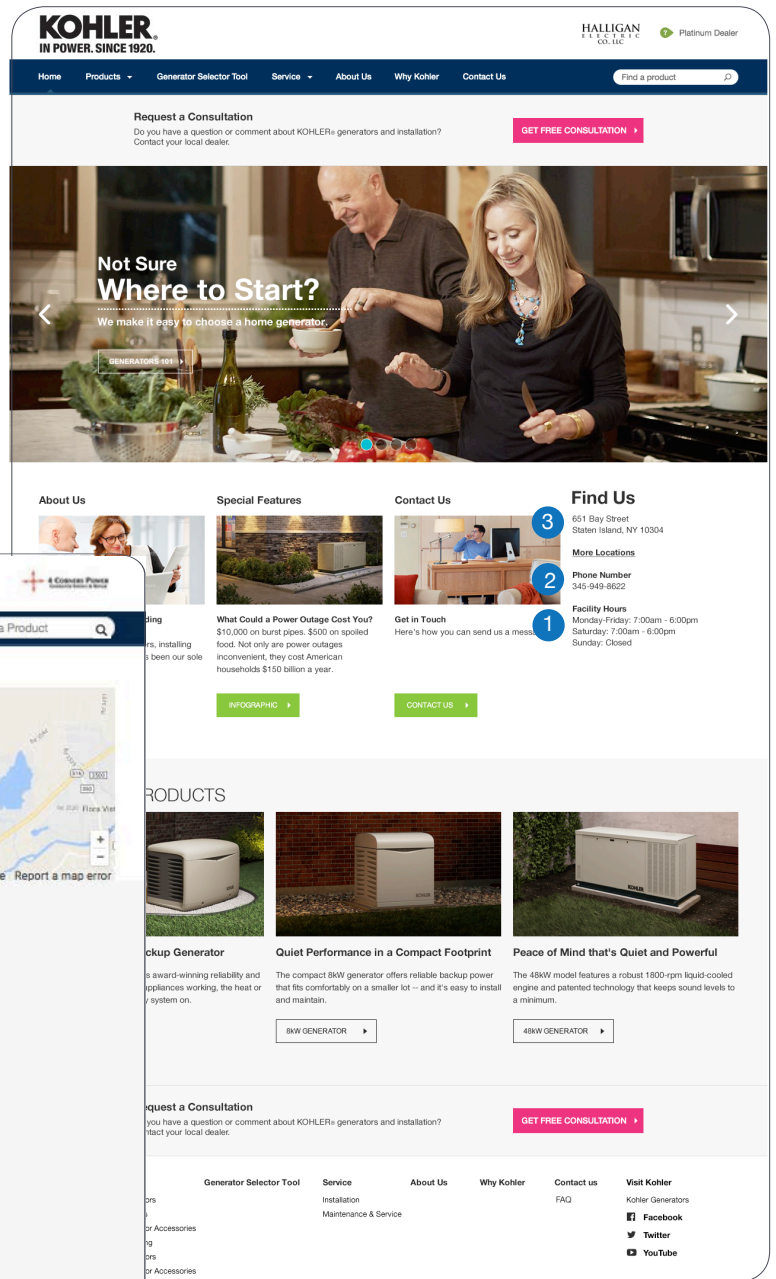
[+ HOUR ENTRY](#) [COPY PRIMARY HOURS](#)

[CANCEL](#) [SUBMIT](#)

Visual Guide: CMS Features

Home Page

- 1 Store Hours
- 2 Contact Information
- 3 Location Details
- 4 Geographical Information



1 Title

Displays the title of the content.

2 Content Types

There are four different types of content:

Dealer Carousel Item

Create or edit a home page carousel image.

Dealer Content

Edit the About Us and Maintenance Service page.

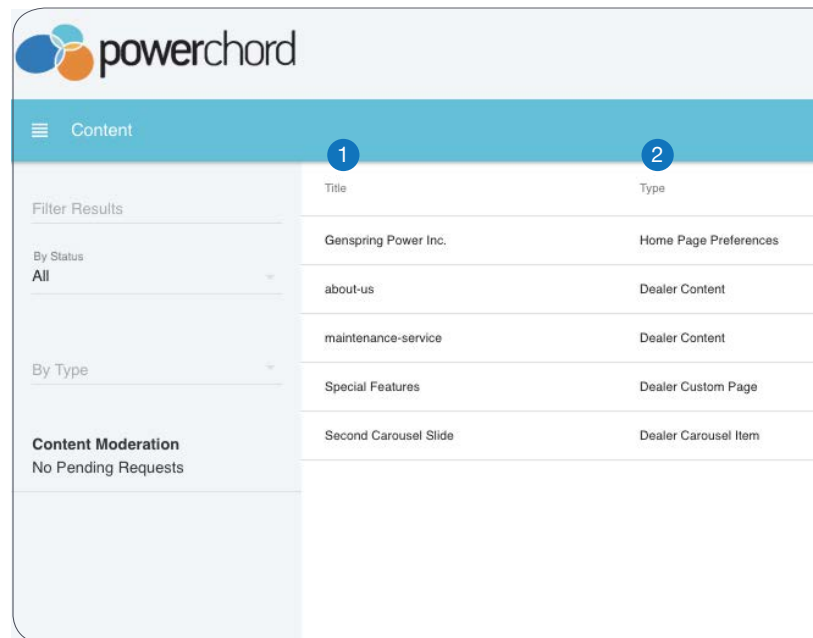
Dealer Custom Page

Create or edit the Special Features page that can link from your home page or carousel.

Home Page Preferences

Add or edit your store logo to display in the header of your website.

NOTE: Kohler will provide quality assurance checks for logo sizes, carousel artwork, special features pages, and Dealer Content copy. Upon submitting any of these site edits, Kohler will review them and either reply with suggested edits, or publish the changes. Check the Content Moderation tab for any changes that may be pending review.



CMS Features

Carousel Item Content

- 1 **Content Title (Optional)**
Title of the page (does NOT display on the Dealer site).
- 2 **Title**
Enter main text to display over the image in the center.
- 3 **SubTitle**
Enter secondary text to display over the image.
- 4 **Link Text**
Enter text to display on the call to action button.
- 5 **Link**
Enter relative path if linking within dealer site (only the portion of the URL after kohlergeneratordealer.com).
Enter full path if linking to an external site.
- 6 **PDF Download**
To link the carousel to a PDF, drop the file here.
- 7 **Text**
Enter tertiary text to display over the image.
- 8 **Image**
Image upload to display in rotating carousel on the Home page of the Dealer site. Minimum width is 1500 px, minimum height is 500 px.
- 9 **Image Caption**
Enter text for Alt text - use copy that briefly describes the image
- 10 **Image Link**
This is not used and can be left blank.
- 11 **Image Subject Position**
Enter "left" for copy to display right of the subject or "right" to display copy left of the image subject.
- 12 **Image Tone**
Enter "light" for a light subject with dark text or "dark" for a dark image with light text.

Note: When finished editing, click the 'SAVE' button in the gray header. Kohler will review the content and reply with suggested changes or publish to your site.

Second Carousel Slide SAVE

Request Changes
Edits to this content are subject to approval before being published.

Content Title * 1
Second Carousel Slide

Title * 2
Placeholder

SubTitle 3
Placeholder

Link Text 4
Placeholder

Link 5
/products/

PDF Download 6
Drop files here to upload

Text 7

Image 8
Minimum Image Width: 1500px
Minimum Image Height: 500px
dealer-slide.jpg

.JPE .JPG .GIF .PNG .SVG 8
Drop files here to upload

Image Caption 9

Image Link 10

Image Subject Position 11

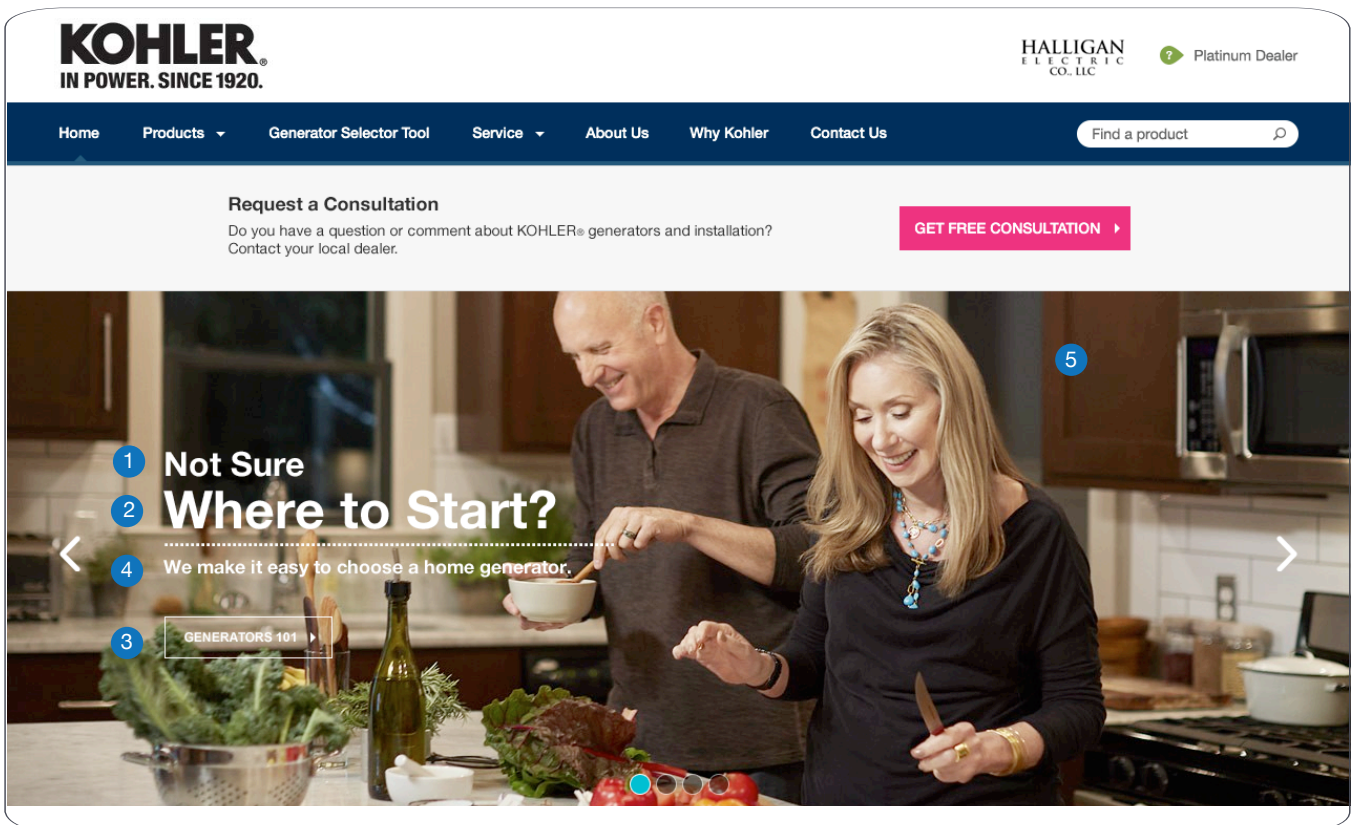
Image Tone 12
dark

* Indicates a required field

Visual Guide: CMS Features

Home Page Carousel

- 1 Title
- 2 SubTitle
- 3 Link Text
- 4 Text
- 5 Image



CMS Features

Dealer Content: About Us Page

1 About Us

Edit the content on your About Us page to help your business stand above the competition. A simple editor allows you to include the following styling:

- Bold
- Italics
- Underlined
- Bulleted List
- Numbered List
- Change Font Size
- Left-pointing arrow - undo change
- Right-pointing arrow - redo change

2 Content Title

This is the title of the page and cannot be edited.

3 Teaser

This is the short copy that displays on the home page of your site under the 'About Us' section. Generally you should make this the first sentence of your Text copy (see 4: Text).

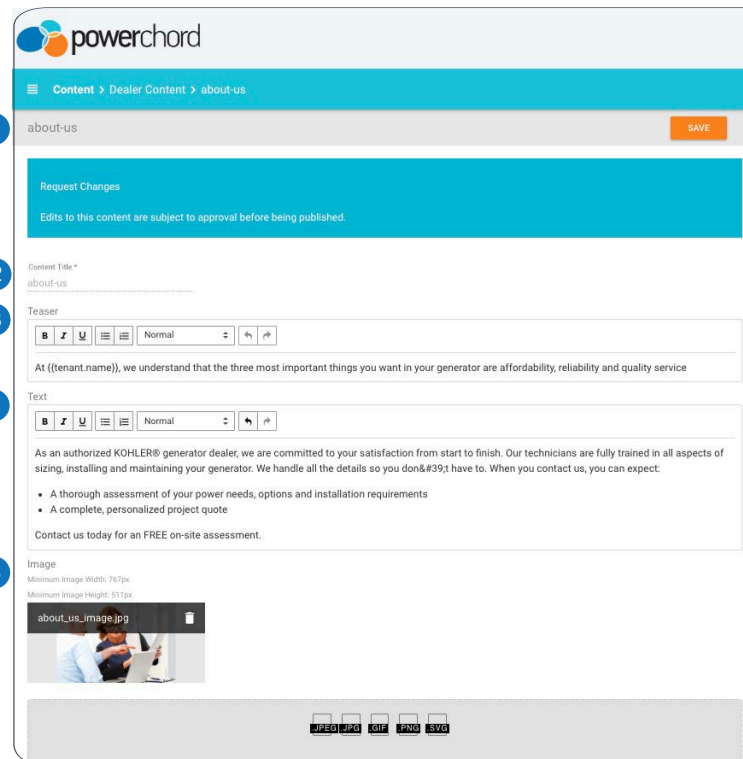
4 Text

This is the copy that displays on the 'About Us' page of your website.

5 Image

Upload an image of your showroom, staff, or an installation. This will display on the homepage of your site and on the 'About Us' page. Minimum image width is 767 px and minimum image height is 511 px.

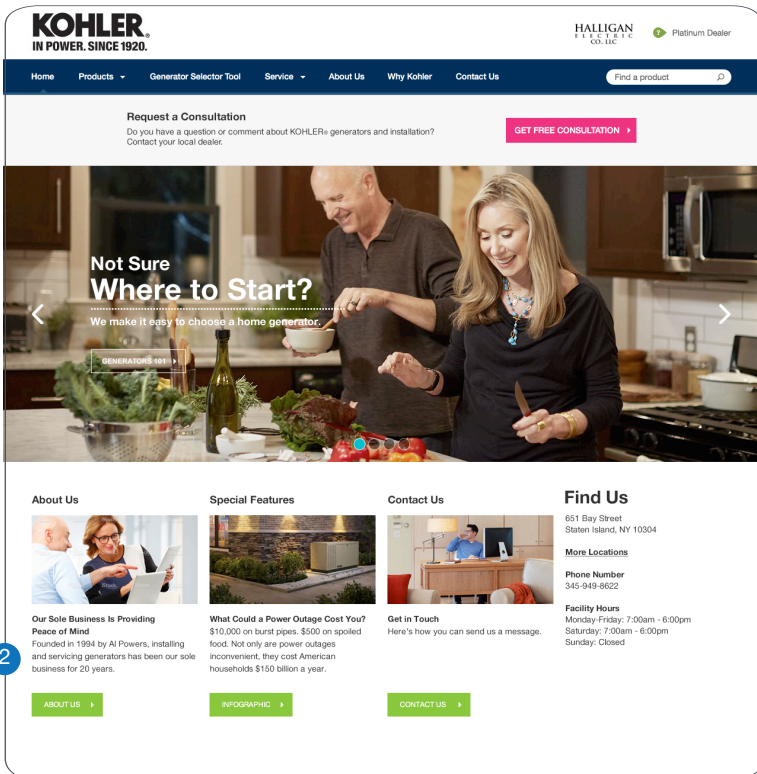
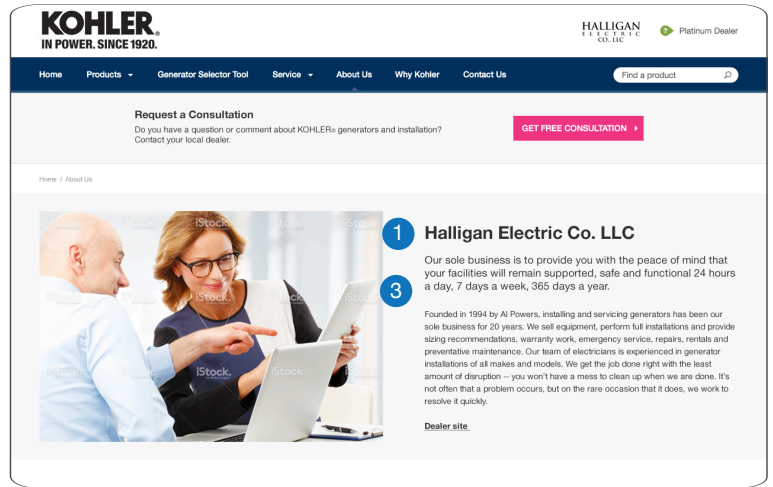
Note: When finished editing, click the 'SAVE' button in the gray header. Kohler will review the content and reply with suggested changes or publish to your site.



Visual Guide: CMS Features

About Us

- 1 Content Title
- 2 Teaser
- 3 Text
- 4 Image



CMS Features

Dealer Content: Maintenance & Service

1 Maintenance & Service

Edit the content on your Maintenance & Service page to help your business stand above the competition. A simple editor allows you to include the following styling:

- Bold
- Italics
- Underlined
- Bulleted List
- Numbered List
- Change Font Size
- Left-pointing arrow - undo change
- Right-pointing arrow - redo change

2 Content Title

This is the title of the page and cannot be edited.

3 Teaser

This can be left blank as it does not display on the website.

4 Text

This is the copy that displays on the 'Maintenance & Service' page of your website.

5 Image

Upload an image that best represents your maintenance and service offerings. This will display on the 'Maintenance & Service' page. Minimum image width is 767 px and minimum image height is 511 px.

Note: When finished editing, click the 'SAVE' button in the gray header. Kohler will review the content and reply with suggested changes or publish to your site.

Visual Guide: CMS Features

Maintenance & Service

- 1 Text
- 2 Image

KOHLER
IN POWER. SINCE 1920.

GenSpring Platinum Dealer

Home Products - Generator Sizing Tool **Service -** About Us Why Kohler Contact Us Find a Product Q

Request a Consultation
Do you have a question or comment about KOHLER® generators or installation?
Contact us today. [GET A FREE CONSULTATION ▶](#)

Home /

Maintenance & Service
Regular maintenance ensures trouble-free operation -- and helps protect your investment.

[HIRE OUR PROFESSIONAL MAINTENANCE SERVICES](#)

1 Quality service is an important way to ensure that your home generator is always ready for the next power outage. We cannot stress enough the importance of experienced, quality service for your generator. The heart of a generator system is its commercial-grade engine. And just like your automobile, the engine needs to be serviced periodically for proper and reliable operation. With over 900 home generator service customers, we know what to look for when servicing your generator.

Why our scheduled maintenance is important to you:

- Helps ensure your generator system is ready when you need it
- Reduces your overall maintenance cost
- Ensures that there are no big surprises

Two scheduled maintenance plans are available:

- Economy: A comprehensive one-time annual plan that

2

CMS Features

Dealer Custom Page: Special Features

1 Dealer Custom Page

You can create a custom page within your Kohler website that can be accessed from a home page teaser or from a carousel image.

2 Content Title

This is the title of the page and cannot be edited.

3 Title

This is the title of your page.

4 Text

Text that displays on the custom page.

5 Image

Image that displays on the home page teaser and on the custom page.

6 Image Caption

Alt-text copy - use copy that briefly describes the image

Note: When finished editing, click the 'SAVE' button in the gray header. Kohler will review the content and reply with suggested changes or publish to your site.

Note: As a reminder, the teaser text and title that appears on the Homepage can be found under "Homepage Preferences".

The screenshot shows the CMS editor interface for a page titled "Special Features". The breadcrumb trail at the top reads "Content > Dealer Custom Page > Special Features". A "SAVE" button is visible in the top right corner. A blue banner at the top of the editor contains the text "Request Changes" and "Edits to this content are subject to approval before being published." Below this, the "Content Title" field is pre-filled with "Special Features". The "Title" field contains "Open House on Saturday". The "Text" field contains the message: "Be sure to stop by this weekend for our open house! Reserve your spot now by calling 800-350-0981!". An image field shows a preview of "open house.jpeg" with a red "OPEN HOUSE" sign. Below the image is a file upload area with icons for JPEG, JPG, GIF, PNG, and SVG, and the text "Drop files here to upload". The "Image Caption" field is pre-filled with "Open House". A note at the bottom states "* indicates a required field".

Visual Guide: CMS Features

Special Features

- 1 Title
- 2 Text
- 3 Image

The screenshot shows a Kohler website page. At the top left is the Kohler logo with the tagline "IN POWER. SINCE 1920." and a "test" button at the top right. A navigation bar contains links for Home, Products, Generator Sizing Tool, Service, About Us, Why Kohler, and Contact Us, along with a search bar labeled "Find a Product". Below the navigation is a "Request a Consultation" section with a form and a "GET A FREE CONSULTATION" button. The main content area has a breadcrumb "Home / Open House on Saturday" and a heading "Open House on Saturday" (annotated with '1'). Below the heading is a text block (annotated with '2') that reads: "Be sure to stop by this weekend for our open house! Reserve your spot now by calling 800-350-0981!". To the right of the text is a photograph of a white signpost with a red sign that says "OPEN HOUSE" (annotated with '3').

1 Home Page Preferences

This page is used to update your store logo, featured products and other custom elements of your home page.

2 Content Title

This is the title of the page and cannot be edited.

3 Logo

Drop an image file of your logo over the gray box for upload. The image should be a minimum width of 140 px and a minimum height of 90 px, with as little space around the logo as possible.

If no logo is uploaded, your store name will be shown in the header in regular type.

4 Dealer Custom Section

Choose to show your custom special features page preview on the home page of your website, including the title, short title (which is also the call to action), sub title, teaser text, link and image.

- If the home page content will link to a pdf or external website, list the URL.
- If the home page content will link to a custom page, type /p/special-features/ to direct the home page to your custom page

5 Featured Products

Select up to three products to be featured on your home page.

The screenshot shows the 'Home Page Preferences' form in a CMS interface. The breadcrumb trail is 'Content > Home Page Preferences > Example Title'. The form includes a 'SAVE' button in the top right. A blue banner at the top contains 'Request Changes' and a note: 'Edits to this content are subject to approval before being published.' Below this, the 'Content Title' field is labeled 'Example Title' and is marked as required. The 'Logo' section shows a preview of an image named 'test.png' with the word 'test' in red. Below the preview is a gray upload area with file format icons (JPEG, JPG, GIF, PNG, SVG) and the text 'Drop files here to upload'. The 'Dealer Custom Section' is expanded, showing a 'Show on Home Page' checkbox checked. The 'Title' field contains 'Open House This Weekend'. The 'Short Title' field contains 'Reserve Now'. The 'Sub Title' field contains 'We're having an open house Saturd'. The 'Teaser' field has a rich text editor with the text 'Please come join us for our open house this weekend!'. The 'Link' field contains '/p/special-features/'. The 'Image' section shows a preview of an image named 'open house.jpeg' with the text 'OPEN HOUSE'. Below the preview is another gray upload area with file format icons and the text 'Drop files here to upload'. At the bottom, the 'Featured Products (0 / 3)' section has a dropdown menu with 'Select...' and a note '* indicates a required field'.

Visual Guide: CMS Features

Home Page

- 1 Logo
- 2 Dealer Custom Section Short Title
- 3 Dealer Custom Section Sub Title
- 4 Dealer Custom Section Teaser
- 5 Dealer Custom Section Image
- 6 Featured Products

The screenshot shows the Kohler website home page with the following elements and callouts:

- 1 Logo:** The Kohler logo and tagline "IN POWER. SINCE 1920." in the top left corner.
- 2 Dealer Custom Section Short Title:** The heading "Request a Consultation" in the top navigation bar.
- 3 Dealer Custom Section Sub Title:** The sub-heading "Do you have a question or comment about KOHLER's generators and installation? Contact your local dealer." below the main navigation.
- 4 Dealer Custom Section Teaser:** The text "Request a Consultation" and "Do you have a question or comment about KOHLER's generators and installation? Contact your local dealer." in the top navigation bar.
- 5 Dealer Custom Section Image:** The large hero image showing a man and a woman in a kitchen, with the text "Not Sure Where to Start? We make it easy to choose a home generator." overlaid.
- 6 Featured Products:** The "FEATURED PRODUCTS" section at the bottom, featuring three generator models: "Our Most Popular Backup Generator", "Quiet Performance in a Compact Footprint", and "Peace of Mind that's Quiet and Powerful".

CMS Features

Installation Page

1 Dealer Customizable "Starting At" Price

You can customize the starting at price for your installations. Go To "Content", then "Home Page Preferences." This customizable field is at the bottom. Click "Save" when complete.

Installation Starting At Price
2000.00


* indicates a required field

Example Title
SAVE

Content Title *

Example Title

Logo



Drop files here to upload

Dealer Custom Section

Show on Home Page

Title *

Special Features




Short Title

Learn More

Sub Title

What Could a Power Outage Cost Y

Teaser


B **Z** **U**  Normal  


\$10,000 on burst pipes. \$500 on spoiled food. Not only are power outages inconvenient, they cost American households \$150 billion a year.


Link

<http://www.kohlergenerators.com/co>

Image

14_20_RESA 2.jpg 





Drop files here to upload

Featured Products (0 / 3)

Select...

Installation Starting At Price

2000.00

* indicates a required field

Visual Guide: CMS Features

Installation Page

1 Customizable "Starting At" Price

How much will it cost?

Installation costs vary significantly from home to home due to the ease/difficulty of installing your fuel source (propane or natural gas). A simple installation can start at \$2,000, but costs may be substantially more based on individual situations. We recommend a professional site survey for a more accurate quote.


Home / Installation

Installing Your Home Generator

If you're like most, you're probably wondering what's involved with a generator installation. Well, you've come to the right place.

Where do I start?

One thing to keep in mind - this is not a DIY project. It all begins with a home visit. We'll help you choose the perfect size generator, the right fuel source and the best installation locations for your generator and transfer switch.



What's Involved


Most installations take a day or two. And we will take care of it all. We'll coordinate a team of licensed electricians and plumbers to make sure the job's done right. Here's how it works:

Here's how it works:

- 1 The electrician will install your transfer switch first.
- 2 After that's installed, the team will move your generator in place.
- 3 Electric lines will then be connected from your transfer switch to your generator.
- 4 Once electric is hooked up, your pipefitter will make the proper connections from the fuel source to the generator.
- 5 After electric and fuel is hooked up, your generator is ready to start and protect your home or business.

How much will it cost?

Installation costs vary significantly from home to home due to the ease/difficulty of installing your fuel source (propane or natural gas). A simple installation can start at \$2,000, but costs may be substantially more based on individual situations. We recommend a professional site survey for a more accurate quote.



Visual Guide: CMS Features

Financing Page

- 1 Title
- 2 Text
- 3 Custom Snippet

The screenshot shows the Kohler website's financing page. At the top, the Kohler logo is on the left and the 'test' logo is on the right. Below the logo is a navigation bar with links for Home, Products, Generator Sizing Tool, Service, About Us, Why Kohler, Financing, and Contact Us. A search bar is also present. The main content area features a 'Request a Consultation' section with a 'GET A FREE CONSULTATION' button. Below this is a breadcrumb trail: Home / Financing with Test Kohler Prod. The main heading is 'Financing with Test Kohler Prod', followed by the text: 'Monthly payments are incredibly affordable. Check out our financing offers and get pre-approved today!'. A large green-bordered box contains a 'GreenSky' logo and an image of a family. Below the image, it states 'Reduced APR of 9.99% for 96 Months!' and 'APPLY NOW'. Small text below provides details: 'Fixed APR of 9.99% for 96 months. Based on each \$1,000 financed. 5 payments of \$8.33 followed by 91 amortized payments of \$15.72. Subject to qualifying credit approval.' At the bottom of the box, it says 'Financing for GreenSky® credit programs is provided by federally insured, federal and state chartered financial institutions without regard to age, race, color, religion, national origin, gender or familial status.' and 'NH:LS #14180562; CT:SLC-14180562; NJ:HT #1501607-022'.

1 Title

2 Text

3 Custom Snippet

CMS Features

Reporting: Conversions

1 Conversions Report

Use the conversions report to view the details of leads generated on your website.

2 Date Range

Select the start and end date for the range of time you would like to view.

3 Form Types

Select the report type that you would like to view.

4 Status

Select if you would like to see the results for open or closed reports.

5 Run

Click the orange 'Run' button to see the results of your data selections.

6 View Details

To view the lead details, click the three dot menu on the far right and select 'View Document'. If you are finished with the lead, you can click 'Close Document' to close the lead.

Note: When you are viewing the lead details, if you are finished with the lead, click the orange 'Close Document' button. If you want to keep the lead open, click 'Cancel'. If you do close the lead, you can still view it by selecting 'closed' in the status drop down in the header.

7 Export

If you would like share this data with others in your organization, click 'Export' to export the report as an Excel file.

Date	Form Type	Status	Organization
11/4/2016 3:29 PM	Get a Sales Quote	open	Ever Ready Electric
11/5/2016 7:44 PM	Get a Sales Quote	open	American Generators Sales & Service
11/6/2016 3:17 PM	Get a Sales Quote	open	Dion Generator Solutions Inc.
11/6/2016 8:42 PM	Get a Sales Quote	open	Selkirk Welding & Machinery
11/7/2016 7:20 PM	Get a Sales Quote	open	4 Corners Power Generator Service ...
11/22/2016 3:53 PM	Get a Sales Quote	open	Green Way Power
11/23/2016 1:22 PM	Get a Sales Quote	open	Miss Generators
12/3/2016 12:19 PM	Get a Sales Quote	open	Capital Power
12/9/2016 7:35 PM	Get a Sales Quote	open	Industrial Equipment Repair Inc.
12/25/2016 1:04 PM	Get a Sales Quote	open	Alternative Generator
12/27/2016 3:54 PM	Get a Sales Quote	open	Berlinghoff Contracting Inc.
12/28/2016 3:08 AM	Get a Sales Quote	open	AC Solar Inc.
12/2017 1:11 AM	Get a Sales Quote	open	A & A Power Generators LLC

Why would you buy an additional URL?

A shorter URL grabs a consumer's attention and will be easier for them to remember. You want consumers to be able to memorize this url so they can type it into their address bar when they go online. This will increase direct traffic to your site. Vanity URL's should be used for marketing materials such as:

- Business cards
- Car wraps
- Newspaper ads
- Business flyers

Where do I buy a URL?

URLs are purchased from a registrar. Examples of registrars include GoDaddy, Namecheap. [Here's an article](#) reviewing registrars to help you make the right decision.

How much does a domain cost?

Prices vary by registrar but .coms are generally available for about \$9.00 for a year.

How long should I own my URL?

We recommend 2 - 5 years. Pro tip: Ensure auto-renew is set to 'on' to prevent losing it.

What if someone already owns a URL I wish to purchase?

Visit whois.com to find out who owns it. Contact information will be listed in most cases. If you wish, you may contact the owner to see if he or she would be interested in selling it.

What do I do with the URL once I purchase it?

Make sure it is set up to forward to your microsite. Test it yourself to make sure it works. For example, if you purchased 'yourdealername.com' make sure it forwards to 'dealername.kohlergeneratordealer.com'. Put it to use by advertising it on business materials!

What if something isn't working?

Contact your registrar. They should offer 24/7 support.

Questions?

Contact Us

Contact Information

800-350-0981

customersuccess@powerchord.com

PowerChord Global Headquarters:
360 Central Ave.
Suite 500
Saint Petersburg, Florida 33701

North American Hours of Operation

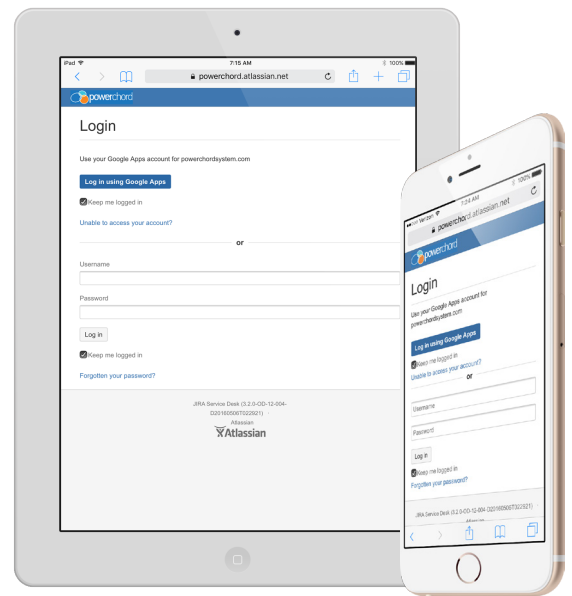
Monday through Friday
8:30am - 5:30pm ET

European Hours of Operation

Monday through Friday
9:00am - 11:30pm CET

**For everyday technical assistance,
please call or email us.**

Our Customer Success team provides local support for questions and issues that range from resetting passwords to updating featured products on a client's local site.



Access the Admin Portal:
admin.powerchord.io