

TAKE FULL ADVANTAGE OF YOUR MEMBERSHIP

MSA is committed to providing the resources you want and need to successfully manage and grow your service company. This handbook will help you understand your benefits and how to put them to work so they're most advantageous to you.

CANADA EXCLUSIVE



We've tailored the MSA membership specifically for our Canadian customers.

TRAINING RESOURCES



Hands-on training, business and technical training webinars, discounts on certification programs and Marcone World Magazine, and much more.

PERSONNEL



Your people are your business. Discounts on background checks and drug screenings, payroll, and identity theft protection.

MARCONE SUPPORT



The only servicer association sponsored and supported by the world's largest appliance parts distributor, Marcone.

MSA WORLD WEBSITE



Access to training manuals, webinars, videos, and a community that keeps you connected to the most important industry information.

BUSINESS & MARKETING



Discounts on operational and marketing solutions to keep your business growing and running smoothly.

MSA WAS CREATED TO BRING ALL SIDES OF THE INDUSTRY TOGETHER TO SHARE KNOWLEDGE, EXPERIENCE, AND WISDOM.

MSA is dedicated to improving the industry by providing the best in hands-on technical and business training from the people who've been there—whether vendor, distributor or customer. Knowledge is power, and we work to give our members the ability to be as powerful as they can be in every facet of their professional lives. More than a resource, MSA provides a true community of learners, leaders, and experts.



2014 BENEFIT GUIDE FOR CANADIAN MEMBERS

OUR MISSION

IS TO ELEVATE THE BUSINESS OF PRODUCT SERVICE AND TO BE THE FIRST – AND VERY BEST – RESOURCE FOR KNOWLEDGE AND EDUCATION FOR THE PROGRESSIVE SERVICER. WE BELIEVE EDUCATION IS POWER, AND WORK TO GIVE OUR MEMBERS A POWERFUL ADVANTAGE IN THEIR BUSINESS AND PERSONAL LIFE.



PERSONNEL BENEFITS

BACKGROUND SCREENING

Discounted Package Price of \$79.99

Marcone has partnered with Plus One Solutions to bring you pre-employment screening, a service that can be of real value to businesses of all sizes. Pre-employment screening benefits your business by protecting your brand and enhancing customer confidence and loyalty. Get a five to seven year search depending on the province of residence, including:

- Name and address verification
- Provincial Court Search for Indictable Offences, Summary Conviction Offences, Hybrid Offences, which includes the applicable courts in each province:
 - Territory or province
 - Supreme Court or Court of Queen's Bench
 - Court of Appeals
- Province sex offender registry search, as allowed by province courthouse
- OFAC (Office of Foreign Assets Control) search

**No hidden fee, no contracts and no minimum usage required!*

To run a background screening, visit:

<https://screeningsplus.plus1solutions.net/capln1h6z6594>.



BUSINESS & MARKETING SOLUTIONS

FLAT RATE LABOR GUIDE

FREE for Plus / \$29.95 for Associate (\$20 Value)

This handy guide gives you a way to quickly reference what price you should charge for flat-rate labor jobs. Several charts are listed so no matter what your labor charges are, you will be able to use this quick-reference book.

Mark's Work Warehouse

10% Discount

Save 10% when shopping at any of the 380 Mark's Work Warehouse stores across Canada. The cashier scans your MSA Mark's Card and 10% is automatically taken off all regular priced items.

STAPLES OFFICE SUPPLIES

10% Discount

Shop Staples online or in the store for office supplies, printer ink, toner, copy paper, technology, electronics, and office furniture. Just activate your credit card and you'll receive a 10% discount!

SWIFTLINK® PRICE BOOK

\$240.00/year value



The SwiftLink® Price Book includes all parts that are stocked by Marcone (SwiftLink's Appliance Distributor Inventory), plus approximately 1.3 million part numbers that are "special order" parts. For SwiftLink® users, the Price Book file is updated monthly.

SWIFTLINK® INTRODUCTORY OFFER

\$100 Off Initial Fee*

SwiftLink®, the number one software solution for the Retail and Service Industry, makes automating your business easy because it is designed specifically for companies like yours. SwiftLink® is the solution for all of your business tasks, plus much more! Visit www.swiftlink.com for more information.

**For new users only*



MSA WORLD WEBSITE

MSA is committed to providing members with the latest relevant information in an ever-changing servicer market. Connect and share with other MSA members, and stay informed with insider news related to the industry.

MSA WEBSITE PROFILES

Includes 3-6 Profiles (\$49.00/additional profile)

Access the new MSA Website with your own customized profile! Give your technicians the opportunity to post and comment in the MSA forum, interact with other technicians and share tips, have access to training videos and product manuals, and talk directly to MSA Trainers along with the industry's best manufacturers and leaders.

UNLIMITED ACCESS TO TRAINING VIDEOS, WEBINARS, PRODUCT MANUALS, & MORE

Missed a training class in your area or hired a new technician? With the MSA website, you have 24/7 access to training videos on all makes and models, as well as business tools such as SwiftLink, mymarcone, mypartscenter, and more. We also provide a library of training documentation, product service manuals, webinars and more.



TRAINING RESOURCES

Get continuing education from industry experts with hands-on education courses that bring technical training and business expertise directly to your area. Can't make the classes? We have plenty of other resources to keep you and your technicians on top.

MARCONE WORLD MAGAZINE

\$24.95 Value

The number one Magazine in the industry to give you the latest technical information from established service authors. Each issue contains servicing tips, expert business management articles, industry and market trends, and service and manufacturer spotlights.

MATTC CERTIFICATION

20% Discount

The MATTC program is designed to provide both a training component and a certification that attests to the professionalism and competency of the technician who completes it. There are six components to the MATTC program: *Electrical Fundamentals, Refrigeration Fundamentals, Refrigerators and Freezers, Cooking Equipment, Laundry and Kitchen Equipment, and Soft Skills*. MSA has formed a partnership with Technical Training Associates as part of the overall effort of MSA to raise the image and standards of the major appliance industry.

FRED'S APPLIANCE REPAIR ACADEMY

Tuition Discount for Members

Fred's Appliance Academy offers a comprehensive hands-on technical training program focuses on servicing major appliances. Students will undergo classroom instruction by an instructor with over 30 years experience in the appliance repair industry. The course is wrapped up with a national certification by NASTeC (National Association of Service Technician Certification). *Program covers electrical theory, schematic reading, brazing/soldering, hands-on experience, and proper tools.*

GLEEPS! TRAINING DVDS & BLUE BOOK

Discounts for Members

Success in business is 85% people skills and 15% technical skills. This means your customer service personnel need more soft skills. Learn how to train your staff to maintain a positive and helpful attitude, show a friendly face, handle difficult customers, and turn frowns into smiles. MSA members receive discounts and combo packages on helpful training DVDs and Blue Book guides.

2014 BENEFIT GUIDE

FOR CANADIAN MEMBERS

Your full MSA Membership at a glance.

BENEFITS	MEMBERSHIPS	
	ASSOCIATE	PLUS
PERSONNEL BENEFITS		
Background Screening	X	X
BUSINESS & MARKETING SOLUTIONS		
Mark's Work Warehouse	X	X
Staples Office Supplies	X	X
Flat Rate Labor Guide	Discounted Rate of \$29.95	1 Free copy / \$29.95 per copy
SwiftLink® PriceBook		X
SwiftLink® Introductory Offer		X
MSA TRAINING RESOURCES		
Hands-on Technical Training by our MSA Certified Trainer *includes breakfast, lunch & training materials	\$10 per attendee	\$5 per attendee
Marcone World Magazine	Unlimited online access + 1 complimentary copy per issue	Unlimited online access + 3 copies per issue
Discount on MATTC Certification	X	X
Tuition Discount for Fred's Appliance Repair Academy		X
Discount on Gleeps! Training DVDs & Blue book Labor Guide	X	X
MSA WORLD WEBSITE *STAY CONNECTED AND INFORMED!		
MSA Website Profiles (\$49.00 per additional profile)	Includes 3 profiles	Includes 6 profiles
Unlimited Online Access to Training Videos	X	X
Unlimited Online Access to the Product Manual Library	X	X
MSA MEMBERSHIP FEES	\$192.00 / year	\$396.00 / year

Marcone and Marcone Servicers Association reserve the right to change or terminate any benefits listed at any time and at our sole discretion.

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MSA is committed to providing the resources you want and need to successfully manage and grow your service company. This handbook will help you understand your benefits and help you utilize them for their greatest advantage to you.

