



Air Conditioning & Heating

News Release

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Goodman® Rolls Out Good Life Magazine for Homeowners

Dealer “Leave Behind” lifestyle publication features articles on home living and indoor comfort

HOUSTON, December 14, 2017 – Independent **Goodman** Air Conditioning & Heating dealers now have a new way to add value to their homeowner visits with the recent launch of the **Goodman’s** new *Good Life*™ magazine.

Good Life’s inaugural edition highlights the fall/winter season with timely information on indoor comfort, home living and lifestyle. Available in print or digital download, the full-color, 20-page magazine is designed as a colorful, informative “leave behind” for **Goodman’s** independent dealers.

“We launched *Good Life* to bring informative articles that we hope can help guide homeowners seeking to enhance their home life and, most importantly, indoor comfort,” explains Rex Anderson, director of communications for Goodman. “It can give **Goodman’s** independent dealers a way to connect with homeowners that provides useful, relevant content delivered with an eye-catching design.”

Good Life will be published seasonally.

Dealers can order the “leave behind” magazines directly from Goodman distributors. They can also share the download link of *Good Life’s* fall/winter edition directly from Goodman’s PartnerLink site, a robust online repository with a host of marketing and technical-related tools.

“We hope *Good Life* will give customers one more reason why the **Goodman** brand has earned the loyalty and respect of thousands of local independent heating and cooling professionals across North America,” Anderson says.

For more about Goodman, visit www.goodmanmfg.com.

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About Goodman

A member of the DAIKIN group, Houston-based Goodman Manufacturing Company, L.P. is a leading manufacturer of heating, ventilation and air conditioning products for residential and light commercial use. **Goodman** brand products are predominantly sold through company-operated and independent distribution networks, with more than 1,000 total distribution points throughout North America. For more information, visit www.goodmanmfg.com.

