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LG ‘PATHWAY TO PLATINUM’ GROWTH PROGRAM FUELS CUSTOMER SUCCESS

*Unveiled at Annual LG Pro Dealer Summit, New Initiatives Solidify
Commitment to Dealer Training, Innovation and Long-Term Growth in HVAC Industry*

ALPHARETTA, Ga., Oct. 15, 2025 — Global HVAC technology leader [LG Electronics](#) has introduced “Pathway to Platinum,” a new initiative designed to elevate the success of LG’s Pro Dealers. The initiative focuses on enhancing dealer performance, expanding technical expertise, and helping dealers strengthen customer relationships through a comprehensive blend of education, marketing support, and business development tools.

LG’s Pathway to Platinum program, introduced at the recent 2025 LG Pro Dealer Summit in Orlando, aims to empower dealers by driving key behaviors that extend beyond product registration, rewarding exceptional performance and commitment.

The program focuses on maximizing the value of LG-generated consumer leads by providing participating dealers with access to qualified sales opportunities while also improving the dealer experience through incentivized [training](#) that enhances installation quality, customer satisfaction, and overall dealer morale. By encouraging participation in LG’s marketing initiatives, the program is intended to support dealers in improving conversion results and local brand presence. Pathway to Platinum also fosters long-term loyalty by recognizing and rewarding dealers, promoting shared growth and success.

“Pathway to Platinum represents a significant evolution in how LG collaborates with its network of Pro Dealers,” said Dustin Ketchum, Senior Business Development Manager for LG Air Conditioning Technologies USA. “By combining advanced training, tools, and targeted support, LG is helping its dealers enhance service and strengthen their position within the HVAC market.”



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Another highlight of the LG Pro Dealer Program is the launch of the LG Pro Portal mobile application, which extends the capabilities of the desktop platform to smartphones and tablets. LG Pro Dealers can now access their personalized dashboard, including tier level, contacts, resources and program updates, anytime and anywhere, making it easier to stay connected, manage their businesses on the go or schedule training at their convenience. The mobile toolkit also includes engineering support tools designed specifically for LG products. The LG Pro Portal App can be downloaded via the Google Play Store.

LG's commitment to ongoing collaboration with its dealer network is also exemplified through its Pro Dealer Summit. This annual event, which provides attendees with an opportunity to deepen their expertise and expand their businesses, offered educational sessions on LG's HVAC and water solutions technologies, equipping contractors with the knowledge to deliver greater value to their customers.

Through product demonstrations, breakout sessions, and workshops led by industry and LG experts, attendees gained insights to strengthen their skills and strategies. The summit also fostered meaningful connections, enabling contractors to network with peers, industry leaders, and LG representatives, sharing best practices and building lasting relationships. Beyond professional growth, the event celebrates success and inspires attendees, leaving them motivated and ready to continue developing their businesses.

The 2025 summit in Orlando concluded with the Pro Dealer Awards (full list below), honoring top-performing dealers for their achievements in sales, service and customer engagement.

LG invites eligible HVAC and plumbing contractors to join the LG Pro Dealer Program and take advantage of the resources, training and recognition opportunities offered through LG's ongoing dealer development programs.

For more information about LG's Pro Dealer Program and heating and cooling solutions, visit www.lghvac.com.

2025 Pro Dealer Award Winners



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- Colton Brown, Colt Air
- Brendin Brummond, Laramie Mechanical & Heating Systems
- Crissy Collins, World's Greatest Heating and Air
- John Einum, J&N Heating and Cooling, LLC
- Jared Grier, Cape Cod Heat Pumps
- Mike Gundersen, Compass Heating and Air
- Paul Hamilton, Gorjanc Home Services
- Rob Hill, Dugger Brothers Heating & Air Conditioning
- Jennifer Keida, Standard Heating, Cooling & Insulating Co.
- Scott Mahorney, Dennis' Heating & Air Conditioning, Inc.
- James McGlynn, J&J Refrigeration, Inc.
- Steve Mills & Tara Parrish, Climate Experts of Delmarva
- Derek O'Keefe, C&S Heating and Air Conditioning
- Anibal & Leo Ramos, AR Heating and Cooling
- Jack Restivo, Restivo's Heating & Air Conditioning
- Kenny Rich, Jordan Heating & Air
- Shane Royce, NexGen Heating & Air Conditioning

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About LG Air Conditioning Technologies USA

LG Electronics USA's Air Conditioning Technologies business is based in Alpharetta, Ga. LG is a leading player in the air conditioning market, manufacturing both commercial and residential air conditioners and building management solutions. From consumer and individual units to industrial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating, air conditioning, water heating, and building controls. Eleven-time ENERGY STAR® Partner of the Year, LG Electronics USA (based in Englewood Cliffs, N.J.), is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual revenues of more than \$60 billion. For more information, please visit www.lghvac.com.

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