

IT'S PRO TIME

INTRODUCING THE RUUD®
PRO PARTNER PROGRAM

**Exclusive recognition, relationships and
rewards to help you perform at the top
of your game.**

**Visit MyRuud.com/ProPartner
or ask your Ruud distributor.**





Experience the Power of Pro Partnership

What Is The Ruud® Pro Partner Program?

After months of evaluation, feedback, planning, and development, we launched our all-new, best-in-class loyalty program designed with you in mind. The result is a comprehensive program that outshines its predecessor—promising an unmatched professional partner experience developed with your input and designed to grow and evolve with you.

The program recognizes and rewards excellence among, and fosters stronger strategic relationships with, an elite membership of independent contractors whose superior dedication to the sale, installation and servicing of Ruud products sets them apart from their peers.

By offering a program built on contractor feedback and based on a philosophy of mutual success, the Ruud Pro Partner Program seeks to provide the best contractor loyalty experience in the industry driven by:

- **Product Innovation**—From exclusive first-looks to first-hand input on the design process itself, the Pro Partner Program gives contractors insider access to the best products on the market today—available with a wide range of features to suit every need and lifestyle
- **Program Advancements**—Enhanced and all-new Pro Partner Program's features help support and grow business for contractors, distributors and Ruud
- **Partnership Approach**—The Pro Partner Program is based on responsive, feedback-driven, mutually successful relationships at every link in the value chain—contractors, distributors, homeowners, business owners and Ruud

Why Upgrade to the Power of Pro?

Industry recognition that sets you apart from your competition

- **Exclusive Pro Partner logo** to display on websites and marketing materials
- **Online Reviews & Ratings Program** that solicits, manages and promotes customer reviews to enhance your professional credibility and online SEO/page rank with third-party validation
- **Biennial conference experience** with networking and training opportunities exclusively for Pro Partner contractors, plus awards honoring the prior year's Top 10 Pro Partners

Tools and resources for providing a first-class customer experience

- **Quality Pledge gives contractors peace-of-mind:** If the new Ruud system doesn't perform to factory specifications in the first year, and those performance issues cannot be resolved through established channels, Ruud will replace the faulty equipment and include a labor cost allowance
- **KwikComfort® Financing** offers you exclusive contractor promotions and low homeowner payment options on Ruud equipment that can be used in conjunction with Ruud-administered contractor or consumer rebates for even stronger purchase incentives

Contractor incentives

- **High-value ProClub Rewards structure**
 - Fast earning and easy redeeming, with points awarded for eligible equipment purchases, training and certain program participation
 - Redeemable for thousands of valuable loyalty rewards, including gifts, tools, travel, event tickets, and more

- **Exclusive Ruud-administered contractor promotions**
 - Exclusive rebate offerings to make selling even easier
 - Can be used in conjunction with *KwikComfort Financing* for even stronger purchase incentives

Ruud-powered marketing & business support

- **Professional, customized regional digital marketing** campaigns targeted by region/distributor
- **Priority Ruud.com locator listings** enabling homeowners to easily find you via Ruud websites
- **Enhanced Marketing Co-op Program** for reimbursement of eligible marketing expenses and certain association fees
- **Exclusive program discounts and promotions** on vehicle decals and wraps
- **Helpful homeowner and business owner educational materials**, like brochures and other literature

Technical and professional training for Pro Partners only

- **Graduate Studies Program on Ruud University** provides engaging, limited-access training portal
- **In-classroom and online Ruud training** and exclusive Pro Partner curriculum
- **Exclusive videos, blogs, events, webinars and courses** from third-party training vendors and content providers
- **250+ courses** in professional and business development
- **Biennial national conference** with exclusive curriculum

MyRuud.com/ProPartner



Pro Partner Participation Requirements

To be eligible for Pro Partner membership, contractors must hold all required, current and applicable state license documentation, be in good standing with their distributors, and must:

- **Maintain high-performing Ruud® annual product sales**, with annual purchases¹ made of at least 60% Ruud residential products²
- **Maintain high-level customer service and satisfaction**, as demonstrated by a four-star rating on the Online Ratings & Reviews Program via a minimum of 30 customer review submissions per year
- **Remain committed to continuing industry education/training**, including completing a minimum of 10 collective, business-wide hours of Ruud-authorized courses, each year (this includes Ruud online, in-class and conference courses, as well as certain industry courses)

¹Purchase minimum defined by Distributor

²Any single-phase residential equipment installed in a residential application—including single-family dwellings—which includes apartments, condominiums, duplexes and homes

It's time to upgrade to the power of pro—the Ruud Pro Partner Program.

Learn more at MyRuud.com/ProPartner or ask your Ruud distributor.

Ruud Heating & Cooling

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Not Available in Canada.

In keeping with its policy of continuous progress & program improvement, Ruud reserves the right to make changes without notice.

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