



PRO
PARTNER™

THE RUUD® PRO PARTNER™ PROGRAM

A COLLECTION OF TOOLS THAT CAN
UNLOCK REWARDS AND HELP GROW
YOUR BUSINESS.

Visit MyRuud.com/ProPartner or ask your
Ruud distributor for details.



2020 | IT'S PRO TIME



EXPERIENCE THE POWER OF PRO PARTNERSHIP

The Ruud® Pro Partner™ Program recognizes and rewards HVAC contractors like you for your superior dedication to the sale, installation and servicing of our products. Built on contractor feedback and a philosophy of mutual success, this program seeks to provide the best contractor loyalty experience in the industry driven by:

- **Product Innovation:** The Pro Partner Program gives contractors insider access to Ruud's full line of award winning products — available with a wide range of features to suit every need and lifestyle.
- **Program Advancements:** The Pro Partner Program features a vast array of resources that can help support and grow your business.
- **Partnership Approach:** The Pro Partner Program is responsive and feedback-driven to ensure a mutually beneficial relationship, and forge a deeper partnership between you and Ruud.



OVER
\$25,000
VALUE

Based on business size and participation levels in promotions and programs, Pro Partners can realize over \$25,000 of value from the program. **Online Ratings & Reviews**, seasonal **CashBack** and **Residential KwikComfort® Financing** promotions, **Digital Brand Advertising** and **ProClub Rewards** are just some of the exclusive benefits that provide ROI to Pro Partners.

THE **BENEFITS** OF GOING PRO



CONSUMER EXPERIENCE

- **The Ruud® Quality Pledge** gives Pro Partners peace-of-mind: If a newly installed Ruud AHRI-matched HVAC system doesn't perform to factory specifications in the first year, and those performance issues cannot be resolved in the first year through established channels, Ruud may replace the faulty equipment and include a labor cost allowance
- **Residential KwikComfort® Financing** offers exclusive promotions for Pro Partners on eligible Ruud equipment—and offers customers better buying options
- **Ratings & Reviews** to build a strong online reputation and attract more online consumers



TRAINING

- **Tailored Training:** We offer in-field and online training options—across a variety of technical and business topics—in order to meet the needs of all our Pro Partners
- **Premier Learning Facilities:** Our Innovation Learning Centers provide intensive, hands on training that helps Pro Partners boost their business
- **2022 National Conference** provides training opportunities with industry leaders



CONTRACTOR INCENTIVES

- **Exclusive Ruud-administered promotions:** Extended rebate promotions can be used in conjunction with *Residential KwikComfort® Financing* for even stronger purchase incentives
- **ProClub Rewards** make it easy to quickly redeem the points you earn on eligible equipment purchases







MARKETING & BUSINESS SUPPORT

- **Ruud-generated leads** promote Pro Partners exclusively and give consumers the option to call via a tracked phone number or schedule an appointment directly online
 - **Professional, customized digital brand advertising** targeted by region/state
 - **Priority Ruud.com locator listings** enabling customers to easily find Pro Partners
 - **Online appointment booking** via Ruud.com locator
- **Exclusive program discounts and promotions** with vendor partners
- **Ruud RepBooster™** makes it easy for Pro Partners to protect and improve their online reputation



ARE YOU **READY** TO GO PRO?

TO BE ELIGIBLE FOR PRO PARTNER MEMBERSHIP, YOU MUST:

-  Maintain high-performing Ruud® annual product sales, with annual purchases made up of at least 60% Ruud residential products¹
-  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)
-  Hold all required, current and applicable state license documentation; and be in good standing with your Ruud distributor

¹Any 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.

Exclusively available to HVAC or OneRuud contractors. Not available in Canada. In keeping with its policy of continuous progress & program improvement, Ruud reserves the right to make changes without notice.