



# 2023 RUUD® PRO DEALER AGREEMENT

Program Valid from January 1, 2023 - December 31, 2023

The Ruud Pro Dealer Program is designed to offer you an expansive scope of benefits that deliver purposeful value which create positive impact for both you and the consumer. The Ruud Pro Dealer Program assists in cementing your reputation as an elite Ruud-recognized professional in the HVAC industry driving results of growth and company profitability.

## RUUD BENEFITS

- Access to Ferguson Business and Marketing Tools

## FERGUSON BENEFITS

- Access to Ferguson Business and Marketing Tools
- 2% Co-Op
- Spring and Fall Branding Campaign

## LEVEL – RUUD PRO DEALER

### 2023 RUUD PURCHASES

- \$125,000 Purchase Commitment – \$1,000 Cost • Equipment Target \_\_\_\_\_ Supplies Target \_\_\_\_\_
- Dealer commits to purchase 30% of all purchases through FERGUSON.COM Ordering System – will qualify for FERGUSON.COM ProRewards rollover points.
- Dealer commits to register for Ruud Online Dealer Locator
- Dealer must have a website (if no website, then they must sign up to have a WebSuite site within six months of signing as a dealer)\*

To ensure eligibility, the Dealer's Ferguson account must remain current and in good credit standing throughout the year. I have read and understand the terms of this agreement and desire to become a Ferguson HVAC approved dealer. This agreement is effective when signed by all parties listed below.

Company Name

Account Number

Company Address

City

State

Zip

Phone (for Dealer Locator)

Company Principal Owner Email

Company Principal Owner (print)

Company Principal Owner (sign)

Date

Territory Manager (print)

Sales Manager (print)

Web Address (required)

COMMENTS:

\*Please see your TM for more information on signing up for WebSuite