

2023 RUUD® PRO PARTNER™ AGREEMENT

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

The Ruud Pro Partner 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 Partner Dealership 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 Ruud Business and Marketing Tools
- 48 Social Media Posts per Year (four per month)
- Five Complimentary Licenses for Interplay Learning (VR Technology)
- Over 300 Brand New Graduate Studies Courses

FERGUSON BENEFITS

- Access to Ferguson Business and Marketing Tools
- 4% Co-Op
- Spring and Fall Branding Campaign
- EGIA:
 - Exclusive Access to Business Development Tools
 - In-House Training
 - Financing Options

DEALER COMMITMENTS

- Achieve purchase commitment
- Must attend Annual Ruud Dealer Meeting
- Must attend Ruud Pro Partner Conference
- Dealers are required to maintain a quality dealer website dedicated to Ruud
- Must be signed up for Ferguson.com

DEALERSHIP LEVEL – RUUD PRO PARTNER 2023 RUUD PURCHASES

INVESTMENT: \$4,500 – SELECT ONE PAYMENT OPTION: ☐ PAYMENT IN FULL ☐ FOUR EQUAL PAYMENTS

- \$200,000 + Purchase Commitment

Equipment Target _____ Supplies Target _____

- 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