



**FERGUSON**  
HVAC

# ENDEAVOR TO MASTER CHANGE



**RUUD®**

ENDEAVOR



DEALER  
PROGRAM  
2023



### QUALITY PLEDGE

- Warranty
- Replacement Labor Allowance

### \$200,000 COMMITMENT

- Annual Purchase Commitment

### CASHBACK REBATE

- Spring / Fall
- Rebates
- Pro Partners™ only

### LEAD GENERATION

- Digital Marketing
- Four Social Media Posts per Month (48 per year)
- Direct Mailers
- SEO Marketing

### ONLINE PRESENCE

- Website / WebSuite™
- Business Listing
- Social Media
- Priority Positioning on Dealer Locator
- Access to CI Web

### KWIKCOMFORT® FINANCING

- Easy Payment Options
- Rebates
- Increase Sales





# ENDEAVOR TO MASTER THE CHANGE

## TRAINING

- Sales, Technical, Business and Marketing Training
- Over 300 New Graduate Studies Courses
- Tech Support from Ferguson TSA's

## EGIA CONTRACTOR<sup>™</sup> UNIVERSITY

- Online Classes
- Business Coaching
- Special Financing

## MILITARY HIRE

- Post Jobs
- Recruit New Hires
- Support Our Veterans

## PRO CLUB

- Rewards and Loyalty Program
- Redeem for Work or Play

## REP BOOSTER<sup>™</sup>

- Consumer Online Reviews
- Ruud Dealer Credibility

## DESIGNSTAR<sup>®</sup>

- Load Calculation Software
- Proposal Builder



## PRO PARTNER™ VALUE GUIDE

**RUUD PRO PARTNER PROGRAM VALUE OF \$40,500 PLUS THE FERGUSON BENEFITS OF \$28,500 VALUE FOR A TOTAL OF \$69,000!**

The value that a Ruud® Pro Partner™ realizes for their membership features will depend on the size of their business and their active participation in promotions and programs.

FEATURE		CONTRACTOR VALUE
<b>Online Ratings &amp; Reviews</b>	Review management portal; unlimited automated email surveys; automated verification, posting and notification of reviews	<b>\$2,400</b>
<b>Contractor CashBack Rebates</b>	Two months extended elements only	<b>\$4,500</b>
<b>Residential KwikComfort® Financing Promotions</b>	Eight (8) months of promotions	<b>\$11,000</b>
<b>Digital Brand Advertising</b>	Based on brand awareness campaign, plus value of a blended service / install average ticket	<b>\$5,000</b>
<b>ProClub Rewards</b>	Based on selling two qualifying units a month	<b>\$1,000</b>
<b>2022 National Conference</b>	Two-day conference with instructor-led courses (limited availability)	<b>\$1,000</b>
<b>RepBooster™</b>	Total digital reputation management solution pulling together Google, Facebook and Ruud Ratings & Reviews	<b>\$300</b>
<b>Online Appointment Booking</b>	Powered through Schedule Engine on Ruud.com	<b>\$400</b>
<b>WebSuite™</b>	Customizable website options (\$84–500)	<b>\$500</b>
<b>Ruud-Branded Creative Assets</b>	Complete library of creative assets	<b>\$1,500</b>
<b>Interplay Learning</b>	Courses for all skill levels from the leading provider of online training for the skilled trades; includes five (5) passes per company	<b>\$2,000</b>
<b>Recruitment Support Program</b>	MilitaryHire.com is your resource for hiring talent from the US Military. This program provides 1 recruiter account, up to 10 job postings, up to 600 resume views per month and up to 10 automated Resume Search agents	<b>\$2,400</b>
<b>Graduate Studies</b>	Our online Graduate Studies section has business related courses specifically curated with you in mind	<b>\$500</b>
<b>Pro Partner Social Media Program</b>	This program provides a social media management tool, along with four pieces of social media content a month	<b>\$8,000</b>
<b>TOTAL AVERAGE MONETARY BENEFIT OF A PRO PARTNER CONTRACTOR MEMBERSHIP*</b>		<b>\$40,500</b>





## PROGRAM REQUIREMENTS

The Ruud® Pro Partner™ Program is a premier partnership and offers loyalty program for contractors of all sizes.

### 2023 CONTRACTOR REQUIREMENTS

To be eligible for Pro Partner membership each year, you must:

- Maintain high-performing Ruud® annual product sales, with annual purchases made up of at least 60% Ruud residential products\*
- 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 distributor



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



## THE PRO PARTNER CORNERSTONES

THIS PROGRAM IS ENGINEERED TO PROVIDE VALUE IN FOUR KEY AREAS



### CONSUMER EXPERIENCE

- **The Ruud® Quality Pledge** – Giving Pro Partners peace-of-mind
- **Residential KwikComfort® Financing** – This program offers exclusive promotions for Pro Partners on eligible Ruud equipment—and offers homeowners better buying options
- **Ratings & Reviews** – These help Pro Partners build a strong online reputation and attract more online consumers



### TRAINING

- **Tailored Training** – Ruud offers comprehensive training solutions, both online and in-person, covering all the topics you need to run a successful HVAC business
- **Online Technical Training** – Our recently added modules, powered by Interplay Learning, give you access to a full catalog of industry-leading training remotely, and on your own time
- **Graduate Studies Courses** – Ruud curated these business-related courses with you in mind
- **Premier Learning Facilities** – Our Innovation Learning Centers provide intensive, hands-on training that helps Pro Partners boost their business



### 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** – Pro Partners can earn rewards for points earned on eligible equipment purchases



### MARKETING & BUSINESS SUPPORT

- **Ruud-Generated Leads** – Ruud provides a number of exclusive opportunities to promote Pro Partners online
- **Digital Brand Awareness Campaigns** – These are targeted by consumer, and customized by region / state and season
- **Priority Ruud.com Locator Listings** – Pro Partners enjoy top billing on Ruud.com/Find-A-Pro
- **Pro Partner Social Media Program** – Ruud provides a social media management tool, along with ready-to-use Ruud-branded social media content for Pro Partners' Facebook, Twitter and Instagram social media pages
- **Exclusive Program Discounts and Promotions** – Pro Partners enjoy exclusive benefits from our vendor partners
- **Ruud RepBooster™** – Protecting and improving a Pro Partner's online reputation is easy with RepBooster





## PROGRAM VALID FROM JANUARY 1, 2023 – DECEMBER 31, 2023

BENEFITS	STANDARD DEALER	PRO DEALER	PRO PARTNER™	PRO PARTNER™
<ul style="list-style-type: none"> <li>■ Dedicated Ferguson App (ordering, account management)</li> <li>■ ProPoints through Ferguson.com purchases</li> <li>■ Free Technical Training</li> <li>■ Monthly Purchase Summary</li> <li>■ Pro Business Discounts</li> <li>■ Payzerware™</li> <li>■ iCreate®</li> <li>■ KwikComfort® Financing</li> <li>■ Protection Plus® Warranties</li> <li>■ WebSuite™ Access*</li> <li>■ Fleet Discount Program</li> </ul>				<ul style="list-style-type: none"> <li>■ 4% Co-Op</li> <li>■ Ruud CashBack</li> <li>■ Priority Positioning on Dealer Locator</li> <li>■ Quality Pledge</li> <li>■ KwikComfort Financing Rebate</li> <li>■ Pro Rewards</li> <li>■ Consumer Experience</li> <li>■ Marketing and Business Support</li> <li>■ Contractor Incentives</li> <li>■ Five VR Training Licenses</li> <li>■ Four Social Media Posts per month = 48 posts per year</li> <li>■ Over 300 Brand New Graduate Studies Courses</li> <li>■ New Ferguson Web Portal</li> <li>■ Access to CI Web</li> <li>■ Ruud Technical Support with Ferguson TSA's</li> <li>■ EGIA: <ul style="list-style-type: none"> <li>– Exclusive Access to Business Development Tools</li> <li>– In-House Training</li> <li>– Financing Options</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>■ Co-Op Planner</li> <li>■ Sales Builder Pro*</li> <li>■ RepBooster™ Access</li> <li>■ Cintas Uniforms</li> <li>■ DesignStar</li> <li>■ Ferguson Exclusive Marketing Discounts</li> <li>■ Digital Marketing Campaign and Consumer Lead Generation</li> <li>■ 2% Co-Op</li> </ul>				

\*Extra cost.

## MAKE YOUR WEBSITE WORK FOR YOU



Grow your online presence with the RUUD WebSuite Program – simple, powerful website solutions for your HVAC business needs.

### BASE

Get a customizable, business website that looks good on any desktop or mobile device, without the expense of hiring an expensive web designer.

### CORE

Get a great website that looks great on all screen sizes, a custom domain, setup and verified with local listings – plus 24-hour support.

### LEADgen™

Get a fully-customized, modern, responsive website – plus verified leads and categorization, professional SEO for a higher competitive ranking on Google and much more.

- Modern and Responsive Web Designs
- Search Engine Friendly Architecture
- Web Analytics Dashboard
- Customizable Content
- Marketing Reporting System
- Add-on Marketplace
- Dedicated Webmaster for Full Service Changes
- Unique Domain Name
- Web Submission to All Major Search Engines
- Verified and Optimized Listing: Google, Yelp, Bing and Yahoo
- Listing on Angies List®
- Local Onsite SEO
- RepBooster
- Two Guaranteed Leads Per Month
- Lead Tracking

- Lead Categorization
- Website Search Engine Rank Tracking
- Daily Lead Report Emails
- Call Recording
- Extended Geo-Targeting and Keywords\*
- Extended Plus Geo-Targeting and Keywords\*

\*Extended and Extended plus Geo-Targeting and Keywords are available as an add-on option with the LEADgen package for an additional fee.

All website packages will have a monthly fee and are supported by Ruud and Kinertia customer support. More details on the Ruud WebSuite Program are available on MyRuud.com.







# ONLINE REPUTATION MANAGEMENT



The Ruud® Online Reputation Management Program makes it easy for Pro Partners to improve their online reputation with:

- Review Monitoring: Monitor reviews on Google & Facebook
- Review Notifications: Receive alerts when a new review appears online
- Respond: Pro Partners can respond to reviews directly from the dashboard
- One Central Dashboard: Available on their desktop, tablet or mobile device
- Simple Review Requests: Pro Partners can enter the customers name and phone and/or email address then click send. It's easy and fast for anyone to request a review right from the contractor app.



## GETTING STARTED:

To access RepBooster program features, Pro Partners will need to visit [My.Ruud.com](http://My.Ruud.com) > Marketing > Programs > Pro Partner > Rep Booster, and click the “Login” button.

Upon first login, contractors will need to activate their Facebook and Google review monitoring through the RepBooster program.

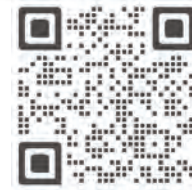
Activation is completed by following the guided setup procedure and logging into their Facebook and Google profile pages. After their first login and initial setup, they will be able to access the RepBooster dashboard.





## 2023 FERGUSON EXCLUSIVE DIGITAL MARKETING CAMPAIGN

- Included with Ruud® Pro Partner™ Program
- 200,000 Local Cross Device Digital Impressions in the Spring and Fall
- We will identify key audiences; reach them across brand-safe channels and devices; and create memorable impressions that lead to favorable cross-funnel metrics.
- Cross Device Display will:
  - Target relevant consumers
  - Break through the clutter
  - Cross Device Displays: Computers, Tablets, Phones
- Deadline to sign up for both program is February 28, 2023



**TARGET YOUR MARKET TODAY:**

[ruuddealerresourcecenter.com/ruud-digital-branding-campaign/](https://ruuddealerresourcecenter.com/ruud-digital-branding-campaign/)





## 2023 FERGUSON EXCLUSIVE DIGITAL MARKETING CAMPAIGN

PROUD SPONSOR OF **SUMMER FUN**

**WARMER WEATHER**  
IS JUST AROUND THE CORNER

• Efficiencies up to 18 SEER2  
• Engineered Tough, Built to Last  
**RELY ON RUUD.™**

**\$000 OFF**  
NEW COMPLETE RUUD®  
COOLING & HEATING SYSTEM  
Restrictions apply. Call ABD Heating & Cooling for details.  
Expires 00/00/00.

**ABC**  
HEATING & COOLING  
000.000.0000  
ABCH HeatingCooling.com  
License #000000

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Expires 00/00/00.

**ABC**  
HEATING & COOLING  
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ABCH HeatingCooling.com  
License #000000

Your choice of three sizes of digital ads and two different creatives:

- 300 x 250
- 320 x 50
- 728 x 90

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IS JUST AROUND THE CORNER

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## ADVERTISING

**iCreateLOCAL.com**  
Marketing Made Simple

iCreate Local is an easy-to-use, online marketing platform to help Dealers grow their business using a variety of marketing options, such as direct mail, print media, email and text messaging. Select from predesigned templates or create your own with ready-to-use content, lifestyle and system images. You may also upload photos of your logos, trucks and crew.

### PREDESIGNED AND READY TO USE

#### DIRECT MAIL

- Lead Generation Cards
- Thank You Cards
- Reminder Cards



#### PRINT MEDIA

- Flyers, Tri-Folds and Brochures
- Presentation Folders

#### NEIGHBORHOOD TOOLS

- Yard Signs and Door Hangers
- Stickers and Magnets
- Neighbor Network Plus **NEW!**



#### REPORTS

- Co-Op Reports

### NEIGHBORHOOD NETWORK PROGRAMS

Our Neighbor Network programs are our most popular lead generation options, allowing you to advertise around your most recent customers. Choose from direct mail, Facebook and Google advertising or combinations of the three. You provide the customers' addresses as you complete a job, and we'll schedule the advertising within a one to five mile radius of their home. Prefer to target zip codes? Provide those on sign-up, and we'll schedule the advertising over the course of the campaign.



#### NEIGHBORHOOD NETWORK PLUS – *Our Most Popular and Best-Performing Program*

The Neighbor Network® Plus program combines our direct mail program with the added benefit of reaching the same target area with Facebook marketing ten days before the mailers arrive, increasing the potential for response!

- Customized Mailers – Provide your logo and offers, we design the cards for your approval.
- Coordinating Facebook Ad – Includes street name of the customer whose neighbors you wish to target.
- Weekly email reminder and link make adding customer addresses easy.
- Facebook Ads delivered to one-mile radius around customer address.
- Ad delivery begins within 24 – 48 hours of receiving address and continues for ten days.
- Lead Generators delivered within 10 – 14 days to target demographics around customer addresses.
- Homeowner receives a Thank You card.
- Programs available for heating and cooling seasons with coordinating graphics.
- Campaign pricing is per season.

**LOG IN**

[www.icreatelocal.com](http://www.icreatelocal.com)

Enter your email and password.  
If you do not know or forgot your password,  
click the **Forgot Password** link.

**SCAN HERE TO  
LEARN MORE**

<https://qr1.be/AWGO>







## REPAIR OR REPLACE TOOL

Our Repair or Replace Tool is a resource to help you determine if repair is the best option or is it time to consider something new. We'll ask you some simple questions to help us learn more about your current system. Depending on your responses, we'll recommend repairing or suggest it's probably time to look at a new home comfort system. If Replace is the best option, we'll show you product choices based on how you answered the questions regarding your home, environment, and family.

This is NOT a precise estimate for pricing. As professional installers, we will need to inspect and conduct load calculations on your home to provide a price estimate designed for your specific space.

### REPAIR OR REPLACE WIDGET

*Take customer engagement  
to the next level!*

*Encourage homeowners to explore products  
based on their home comfort needs.*



CALL US NOW  
555-123-4567

EMAIL US DIRECTLY  
info@abcheatingcooling.com

**TIME FOR FUN  
IN THE SUN!**  
LEAVE YOUR HOME COMFORT TO US!

CALL TODAY TO LEARN HOW YOU CAN SAVE

**COOLING TUNE-UP**  
\$XX OFF  
Regularly XXX

**COOLING TUNE-UP**  
\$XX OFF  
Regularly XXX

**ABC Heating & Cooling**  
123 Test Street  
Brentville, TN 37022  
555-612-5432

**Repair or Replace**

Our Repair or Replace Tool is a resource to help you determine if repair is the best option or is it time to consider something new. We'll ask you some simple questions to help us learn more about your current system. Depending on your responses, we'll recommend repairing or suggest it's probably time to look at a new home comfort system. If Replace is the best option, we'll show you product choices based on how you answered the questions regarding your home, environment, and family.

This is **NOT** a precise estimate for pricing. As professional installers, we will need to inspect and conduct load calculations on your home to provide a price estimate designed for your specific space.

**LET'S GET STARTED!**

SEND YOUR FORM

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Website Design by i-CreateLocal.com

f i t i n

## SIGN UP TO ASSIST YOUR CUSTOMERS:

<https://i-createlocal.com/distributorprogram.asp?did=147>





# CONTRACTOR™ UNIVERSITY



Through Contractor University, you can now leverage a comprehensive blend of powerful classroom instruction and convenient online training systems that deliver proven roadmaps to success from the most accomplished team of educators, consultants and trainers ever assembled in the industry.

## EXPERT GUIDANCE FOR HVAC BUSINESS LEADERS + TURNKEY TRAINING SOLUTIONS FOR EMPLOYEES



Online  
Classes



Live Educational  
Workshops, Bootcamps  
& Conferences



Industry's Largest  
Searchable  
Resources Database



One-on-One  
Coaching



24/7  
Ask-the-Experts  
Virtual Hotline



Business Evaluation  
and Customized  
Training Roadmaps



OPTIMUS  
Financing for  
Your Customers



Discounts on  
Products and Services  
for Your Business



EGIA Foundation –  
Giving Back  
to the Industry

## BEST PRACTICES TRAINING ON:

- ✓ IN-HOME SALES
- ✓ FINANCIAL MANAGEMENT
- ✓ SERVICE MANAGEMENT OPERATIONS
- ✓ MARKETING & LEAD GENERATION
- ✓ TECHNICIAN COMMUNICATION AND SELLING
- ✓ LEADERSHIP
- ✓ MINDSET
- ✓ SERVICE AGREEMENTS
- ✓ PRICING
- ✓ CUSTOMER SERVICE
- ✓ AND MUCH MORE

**“Our net profit is up  
119% since we joined the  
program last year.”**

– Mike Hendrix  
Hendrix Heating & Cooling

Tap into decades worth of knowledge and expertise from some of the HVAC industry’s most successful business leaders and take the burden of having to continuously find training and employee development solutions for your staff off of your shoulders.

With this program, you’ll simply assign your team members access to the platform and Contractor University will take care of the rest, while providing you with complete access and visibility to monitor their progress along the way. It’s that simple.

**LEARN MORE AT:** <https://MyContractorUniversity.com>







## RECRUITMENT SUPPORT PROGRAM POWERED BY MILITARY HIRE



Now more than ever, hiring the right person, who respects customers and co-workers alike, helps to cultivate the best customer service experience. In order to help with the Pro Partners with their efforts, Ruud has partnered with MilitaryHire to offer the NEW Recruitment Support Program. MilitaryHire.com is your resource for hiring talent from the US Military.

Established over 20 years ago, it is the longest standing online job resource for Veteran talent on the internet. With over 600,000 US Military candidates, this site has been developed and is maintained by a team of both military veterans and corporate hiring authorities. MilitaryHire's mission is to "Serve Those Who Served" by connecting veterans of America's armed forces, military spouses and immediate family members with Pro Partners who value their experience and skills.



### AS PART OF THE PRO PARTNER PROGRAM, YOU WILL RECEIVE:

- One recruiter account (resume search seats)
- Up to ten job postings
- Up to 600 resume views per month
- Up to ten automated Resume Search agents

Within the MilitaryHire network are the resources and contacts which companies and Veterans need to successfully connect. MilitaryHire.com has partnerships which help Veterans in their transition process and also offer training resources to Veterans. MilitaryHire also has extensive blogs for companies and Veterans to aid in their talent and job search efforts.

### FOR MORE INFORMATION ON THIS NEW BENEFIT VISIT:

[My.Ruud.com > Marketing > Programs > Pro Partner > Recruitment Support Program](#)





## SALES BUILDER PRO APP



### BEST IN-HOME SALES TOOL

- More kitchen table wins
- More follow-up wins
- More profitable wins

Sales Builder Pro HVAC proposal software was created to improve the two factors every successful contractor must have: sales productivity **AND** profitability. Today, it's the indispensable daily tool used by thousands of HVAC Comfort Consultants around the country.

This simple yet powerful tool helps Comfort Consultants generate professional proposals in 5 minutes, allowing them to sell more in less time. Sales Builder Pro also helps contractors win deals with higher margins and higher average ticket prices.

**NEW:** Sales Builder Pro now includes Deal Manager tools at no additional cost to users. Now, contractors can increase win rates and collaborate more efficiently across their companies.

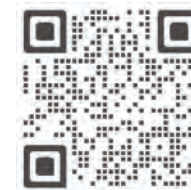
### EXCLUSIVE PRICE: \$50 PER USE PER MONTH WITH FIRST-YEAR PRE-PAY – THAT'S 50% OFF!

- No-charge setup (a \$500 value)
- Business tools
- Web interface to schedule sales calls
- Application
- Management portal



### SIGN UP TODAY AND SCHEDULE YOUR DEMO:

<https://www.imobilesupport.com>



*For further information  
or questions, contact your  
Territory Manager*





## FINANCING



The RUUD® KwikComfort® Financing Credit Card program is designed to do one thing: help you increase sales by making it even easier for your customers to get their new RUUD product.\*

### HOW FINANCING BENEFITS CONTRACTOR:

- Increase sales opportunities
- Offer consumers peace-of-mind
- Sell larger purchases
- Create consumer loyalty and repeat business
- Attract more consumers and broaden consumer base

## UNDERSTANDING THREE DIFFERENT TYPES OF CUSTOMERS

Financing can benefit all customers, here's how:

- 1. CASH MANAGEMENT:** I like to take advantage of special financing offers and save my on-hand cash for other things
- 2. UPGRADES:** I want to use financing to purchase a better product than I cannot get with on-hand cash
- 3. BUDGETING:** I need to use financing to make a purchase at this time
  - Present financing early to every consumer, every time
  - Give the consumer choices. Let them choose the promotional plan that works best for them

### RUUD SUPPORTS YOU WITH:

- POINT-OF-SALE PROCESSING
- SOLUTION-BASED SELLING
- HIGHER TICKET SALES
- LEAD GENERATION
- TRAINING
- PROGRAM MANAGEMENT

\*Subject to credit approval



*Start offering financing to your customers today!*

## ENROLL IN THE KWIKCOMFORT FINANCING CREDIT CARD PROGRAM:

**MyRuud.com** Visit the KwikComfort® Financing page. Fill out an online application or call **(888) 222-2176** to enroll.





# QUALITY PLEDGE

## PROGRAM DESCRIPTION

Any Ruud® manufactured matched system\* installed by a Pro Partner Contractor, in a residential application\*\* as part of a AHRI-matched system, that experiences failures that cannot be resolved in the first year after installation, may qualify for a Ruud Quality Pledge Unit Replacement\*\*\* & Labor Allowance, with Ruud District Technical Representative (DTR) approval.

## ELIGIBLE PARTICIPANTS

Only currently enrolled Pro Partners are eligible for the Quality Pledge.

## DEFINED LABOR ALLOWANCES

The Quality Pledge Labor Allowance is a flat rate to cover all expenses for labor, refrigerant and other miscellaneous materials required to successfully complete the replacement.

LABOR ALLOWANCE	1 TO 3 TON RESIDENTIAL UNIT	3.5 TO 5 TON RESIDENTIAL UNIT	1 TO 3 TON RESIDENTIAL PACKAGE SYSTEMS	3.5 TO 5 TON RESIDENTIAL PACKAGE SYSTEMS	1 TO 3 TON AIR HANDLERS	3.5 TO 5 TON AIR HANDLERS	GAS FURNACES
\$225 MAXIMUM	X		X		X		
\$300 MAXIMUM		X		X		X	X

\* Excludes: Geothermal Heat Pumps and Oil Furnaces

\*\* Residential Application is defined as any single-family dwelling, which includes apartments, condominiums, duplexes and homes.

\*\*\*As part of the Manufacturer Limited Warranty, a Conditional Unit Replacement Warranty applies to the noted models on the Limited Warranty Card, and provides a replacement model (if an exact replacement is not available, an equivalent unit or credit will be provided) to the original purchaser due to compressor or heat exchanger failure AND if unit is installed in an owner-occupied single family dwelling only; is still owned by the original purchaser; in the original installation location AND if the unit's warranty is registered within 60 days of original installation or closing of the residence; AND if the heat pump is installed with a new air handler from the Manufacturer OR an indoor coil and gas furnace from the Manufacturer, AND is properly matched as specified by AHRI; AND the condensing unit is properly match as specified by AHRI. Unit Replacement of any models not noted on the Manufacturer Limited Warranty, will be per the DTR's discretion.

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





## **PROTECTION PLUS®**

### **COVERS EXPENSES RELATED TO UNEXPECTED REPAIRS**



#### **PROTECTION PLUS® PLANS FEATURE:**

- Standard Program: Parts and labor coverage up to ten years, applies to residential and commercial applications, purchased via portal
- Express Program: Labor coverage up to ten years, residential applications only, purchased at warranty registration
- Advantage Program: Labor coverage up to ten years, residential applications only, contractor enrolls to offer on every installation for a designated timeframe (can exclude new construction, additional enrollment steps required)
- Availability up to ten years
- No deductible for homeowners
- Options for residential and commercial units
- 100% parts and/or labor coverage
- Fully transferable ownership



#### **OFFERING PROTECTION PLUS TO YOUR CUSTOMERS IS A GREAT WAY TO GAIN REPEAT BUSINESS**

- Customer Retention
- Enhanced Business Tools
- Increased Revenue
- Customer Satisfaction
- Guaranteed Business

### **GET STARTED TODAY: [www.MyRuud.com](http://www.MyRuud.com)**

**STEP 1:** Confirm that your username and password are correct

**STEP 2:** Log in to MyRuud.com and select Protection Plus from the Marketing Programs category – this will open the Protection Plus portal

**STEP 3:** Now you have entered the Protection Plus portal

- If you are currently enrolled in Protection Plus, the site will be active and ready to process claims and orders
- If you are new to Protection Plus, you will be asked to accept the Terms and Conditions. Upon acceptance, you will be prompted to enter basic information about your company, such as your address, contact information and federal tax ID number

**STEP 4:** Once you are logged in and enrolled, you can navigate the portal and begin selling Protection Plus



\*Ruud Protection Plus is currently managed by Service Net, a leading provider of extended service plan administration and services. Service Net LLC is owned by AIG Inc., the underwriter for Protection Plus. This relationship guarantees that you provide customers with a full-service, world-class solution for their long-term HVAC needs.



## FLEET DISCOUNTS UP TO \$5,800!



**THE RUUD  
COMMERCIAL  
FLEET INCENTIVE  
PROGRAM IS  
OUR BEST YET**

**LOGIN TO  
MYRUUD.COM  
TO REQUEST YOUR  
DISCOUNT LETTER**

As a Ferguson HVAC | Ruud dealer with a growing business, you may be ready to add to your fleet of company trucks and vans. Because of our partnership with General Motors, Ferguson HVAC | Ruud is offering all of our dealers exclusive allowances on eligible vehicles.

### HOW TO GET YOUR EXCLUSIVE ALLOWANCE:

1. Read through the guide online at MYRUUD.COM, review 2023 allowances and print the brochure out to provide to your dealership when purchasing
2. Gather your two forms of required documentation and provide it to the dealership you are purchasing the vehicle from
3. Dealership will apply the allowance to your new fleet vehicle purchase

## 3 REASONS YOUR BUSINESS NEEDS VEHICLE WRAPS

ALMOST 50% MORE PEOPLE NOTICE THE NAME OF A COMPANY WHEN IT'S BRANDED, RATHER THAN WHEN IT ISN'T.

- The average vehicle driven 15k miles per year will pass in front of 9 million other vehicles
- Branding your name will get you noticed by almost 2.5 million more people

With the rising cost associated with advertising, you need to find inexpensive but effective ways to reach your target market; this is where vehicle wraps come in.

1. LONG-TERM INVESTMENTS
2. IMPROVE VISIBILITY AND BRAND AWARENESS
3. CONTROL THE EXPOSURE

**WRAP PRICES START AT \$950** CALL YOUR TM FOR DETAILS







## GROW SALES. GET PAID FASTER. SAVE TIME & MONEY.

Payzer features a mobile app and online payment application to take payments in the field and enable credit for your customers with instant-on-the-spot approvals. No contract, no hidden fees, friendly customer service.

### END-TO-END BUSINESS MANAGEMENT ALL IN ONE PLACE

- The All-in-One Financial Tool
- Inbound Call Management
- Technician Scheduling and Dispatch
- Appointments and Reminders
- Maintenance Agreements
- Instant Paperless Financing
- Customer Invoicing
- Sales Proposals
- In-Field Payment Acceptance
- Robust Reporting

### COMPLETE BUSINESS MANAGEMENT FOR AFFORDABLE, TRANSPARENT PRICING

- Starting at \$439 / month
- No set-up fees
- Top-rated and expert customer care

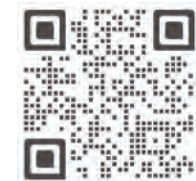
### HOW THE PAYZER FEATURE WORKS FOR CONTRACTORS

A fair and transparent deal

- No sign-up, surcharge, or cancellation fees
- Card Acceptance Fees: Regulated Debit Cards 1.59% • Other Cards Swiped 2.59%  
Other Cards NOT Swiped and Corporate, Commercial and Government Cards 3.49%  
Plus network pass-thru costs of 0.11% to 0.14%



<https://qr1.be/KG56>



<https://qr1.be/2CAR>

### SCHEDULE A FREE ONLINE DEMO:

<https://payzer.com/schedule-demo/>

or call **(866) 488-6525** to enroll





### PROGRAM DESCRIPTION:

ProClub is a rewards and loyalty program that offers Ruud® Pro Partners exclusive opportunities to earn points for installation of eligible Ruud product purchases. Pro Partners may redeem these points for a wide variety of valuable goods and services for work or play—such as merchandise, entertainment, or travel. From the latest tech products, to concert tickets, to airfare and hotel accommodations, ProClub's extensive online catalog offers millions of reward options.

### PROGRAM PROCESS:

**STEP 1**

**AUTOMATIC ENROLLMENT FOR PRO PARTNERS**

**STEP 2**

**INSTALL AND REGISTER ELIGIBLE PRODUCTS**

**STEP 3**

**TRACK AND REDEEM YOUR PRO CLUB POINTS**



### PROGRAM ELIGIBILITY:

Eligibility for the program is based on Pro Partner enrollment and the ProClub Rewards program designed and approved by Ruud, who reserves the right to modify or terminate this program at any time.

### HOW TO EARN, RECEIVE, QUALIFY AND REDEEM POINTS:

Pro Partners will receive paperless, electronic points. Points statements may be viewed online via the program website at [MyRuud.com/ProClub](http://MyRuud.com/ProClub).

**SEE MYRUUD.COM FOR MORE DETAILS ON QUALIFYING PRODUCTS AND POINT VALUES.**

**IMPORTANT:** PRODUCTS INSTALLED BY PRO PARTNERS THROUGH THE HOME DEPOT PROGRAM ARE NOT ELIGIBLE TO EARN PROCLUB POINTS. In keeping with its policy of continuous progress and improvement, Ruud reserves the right to make changes without notice. Effective date January 1, 2021.





## FERGUSON BUSINESS DISCOUNT NETWORK

Exclusive discounts for Ferguson HVAC customers on business needs including:

• CELL PHONE DISCOUNTS



• VEHICLE RENTALS



• BUSINESS STATIONARY



• OFFICE SUPPLIES



• PRINTERS



• BRANDED ITEMS



Discover how to make the most of Ferguson.com with information about website tools and features. Discover how to get your job done better with expert products and solutions. See ways that we cater our services to meet the needs of trade professionals in your industry.

## FERGUSON.COM APP

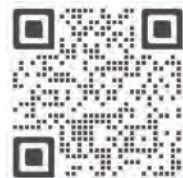


With the Ferguson app, you can work anytime, anywhere using a wide variety of online tools.

- SCAN AND REORDER
- ORDER STATUS AND PURCHASE HISTORY
- ACCESS QUOTES
- CREATE LISTS



<https://qr1.be/3DPQ>



<https://qr1.be/8H32>





## SOCIAL MEDIA PROGRAM

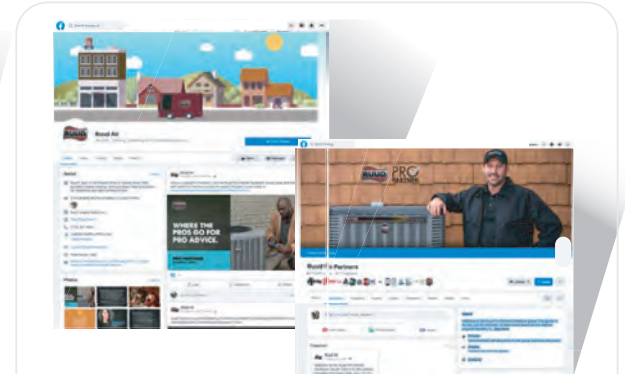
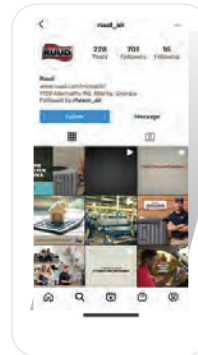
Now more than ever, having an updated online presence is important to reach customers. The Pro Partner Social Media Program provides a social media management tool, along with ready-to-use Ruud-branded social media content for Pro Partners' social media pages. We want to help your efforts to provide customers with valuable and informative content across social media platforms.

- **Content** for your social media pages on Facebook, Twitter and Instagram, posting four times a month.
- Access to **Social Horsepower**, a social media management tool that allows you to view, edit and schedule content to your social media pages.
- **Quarterly Social Media Webinars** provided to educate, train and equip you with the knowledge and skills to help you win in the digital age.
- **Quarterly Social Media Newsletters** to provide you with information regarding social media updates, news and trends.

### NEW SOCIAL MEDIA PAGES

We have established Air-specific social media channels across Facebook, Twitter and Instagram.

Facebook: Facebook.com/RuudAir • Twitter: Twitter.com/Ruud\_Air • Instagram: Instagram.com/Ruud\_Air



### PRO PARTNER PRIVATE FACEBOOK GROUP

The private Pro Partner Facebook Group is for Pro Partners to learn more about the benefits of the Pro Partner program, to have an additional resource to talk shop and to discuss what's happening in the field within the HVAC industry and their business. Pro Partners and distributors are encouraged to join.

Follow these steps to join:

- Go to the Ruud Air Facebook page
- Click "Groups" tab
- Click "Join Group"
- Answer the membership questions

## DIGITAL BRAND ADVERTISING

As a Ruud® Pro Partner™, you have access to regional digital brand awareness campaigns that are activated and driven by Ruud. These digital brand campaigns are targeted by consumer, and customized by region / state and season. They automatically and continually market the Ruud products that are most likely to sell to a given audience in a given region, and connect all leads (online clicks and phone calls) to your business. The length of these campaigns will vary by market and consumer demand, but most last approximately three – six months.

### BENEFITS FOR PRO PARTNERS

- More contractor and Ruud brand impressions through smarter targeting of consumers
- Any received leads go directly to you; all online users are directed to a special landing page that connects them with Pro Partners in their area
- Any received leads are continually tracked both online (by appointment scheduling) and by phone (calls), so you will have visibility to the campaign's effectiveness in your market

**IMPORTANT!** Digital Brand Advertising does NOT guarantee leads.

**BETTER  
BRAND  
RECOGNITION  
FOR YOU**





**PRO**  
**PARTNER**

## 2023 PRO PARTNER™ CHECKLIST

Log into My.Ruud.com and locate the Digital Checklist available in your contractor profile. The digital checklist will help walk through signing up for the Pro Partner benefits that need additional actions within My.Ruud.com.

### 1. Pro Partner Contractor Guide:

- ☐ Review to understand all benefits and contractor responsibilities within each program.

### 2. My.Ruud.com:

- ☐ Upload your business logo.
- ☐ Verify that your profile information is accurate. Become familiar with the navigation and reporting.

### 3. CST:

- ☐ Review the 2023 CashBack and KwikComfort® Promotions.
- ☐ Learn about the CST claim entry process.
- ☐ Set up your payment method in order to receive promotional rebate dollars.

### 4. KwikComfort® Financing:

- ☐ Gather information about the KwikComfort®
- ☐ Financing programs.
- ☐ Make sure you are signed up prior to February 1st when promotions begin with Synchrony.

### 5. Pro Profile:

- ☐ Become familiar with the Pro Profile and how it can benefit your company.
- ☐ Set up your Pro Profile to include all of your company information to be included on the Ruud.com Dealer Locator.

### 6. Training:

- ☐ Read about the Pro Partner Training program. Validate your Nate Certification within My.Ruud.com to be included on the dealer locator.
- ☐ Assign up to 5 users to receive their free Pro Partner Interplay Licenses.

### 7. ProClub:

- ☐ Learn about the ProClub program, points and available gifts.

### 8. WebSuite™:

- ☐ Become familiar with WebSuite.
- ☐ Sign up for your free Base Package website or view rates on Core and LEADgen packages.

### 9. RepBooster™:

- ☐ Become familiar with RepBooster.
- ☐ Sign up for your free RepBooster Package or the discounted RepBooster Max Package.

### 10. Online Booking:

- ☐ Review the Pro Partner Online Booking Experience Powered by Schedule Engine.

### 11. Dealer Locator:

- ☐ Review your company's information on the Dealer Locator to confirm everything is listed correctly on Ruud.com.

### 12. Pro Partner Social Media Program:

- ☐ Gather information about the Pro Partner Social Media Program.
- ☐ Sign up to take part in the Pro Partner Social Media Program.
- ☐ Join the private Ruud Pro Partner Facebook page.

### 13. Tools to Be a Successful Pro Partner:

- ☐ Take a look around My.Ruud.com and the Pro Partner portal and review all the great tools to help you be a successful Ruud Contractor and Pro Partner.

### 14. Ruud University:

- ☐ Visit Ruud University Graduate Studies school and start taking free online courses (available to everyone in your organization).
- ☐ Become familiar with the process to upload outside industry training/course hours on Ruud University to meet the annual program requirement.

### 15. Ratings & Reviews – become familiar with:

- ☐ Adding customer emails to send surveys. Responding to reviews.
- ☐ Posting the Reviews widget on your website.

### 16. Creative Assets:

- ☐ Download the Pro Partner logo from the Brand Guidelines and Creative Assets and start using it in your advertising.
- ☐ View, select and request available custom templates for professional television, radio, outdoor, web, postcards, and social media.
- ☐ Review all available Advertising tools within My.Ruud.com> Marketing.

### 17. My.Ruud.com Brandzone™:

- ☐ Order Pro Partner promotional items and Pro Partner literature.

### 18. Pro Partner Report Card:

- ☐ Locate your Pro Partner Report Card to view your real-time program results/value.

### 19. My.Ruud.com Notifications:

- ☐ Periodically check My.Ruud.com for notifications ("bell icon" upper right menu).

\*Not all benefits listed below are shown on the Digital Checklist





## LOGO GUIDELINES

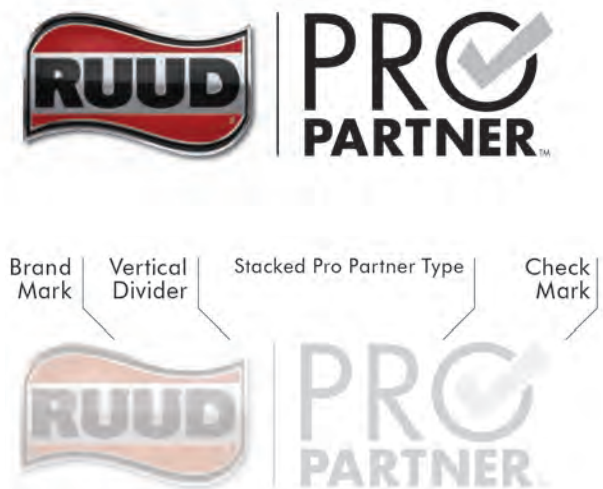
The Ruud® Pro Partner™ logo should be used when referring to the Ruud Pro Partner Program in program materials, as well as in marketing, advertising and promotional collateral supporting the Pro Partner Program (such as on contractor websites and marketing materials advertising the contractor as an official Ruud Pro Partner). **Ruud no longer approves the “Ruud Team” logo for use in connection with Ruud’s Pro Partner advertising.**

**The Pro Partner Logotype** is composed of four elements: Ruud brand mark, vertical divider, stacked Pro Partner type and checkmark. Because the Ruud brand mark is part of the Pro Partner logo, the logo may be used alone on materials OR appear with additional Ruud-branded elements.

**The Ruud Brand Mark** will always use the Ruud consumer flat logo. Preferred usage is on a white background, but the logo may be used on color backgrounds as described below. The Ruud brand mark should never be placed over a red gradient background.

**The Checkmark** will have limited color variations depending upon its application, as described in the color guide below. The four-color logotype will use a checkmark in the lighter gray within the respective brand color palette.

### ACCEPTABLE USAGE



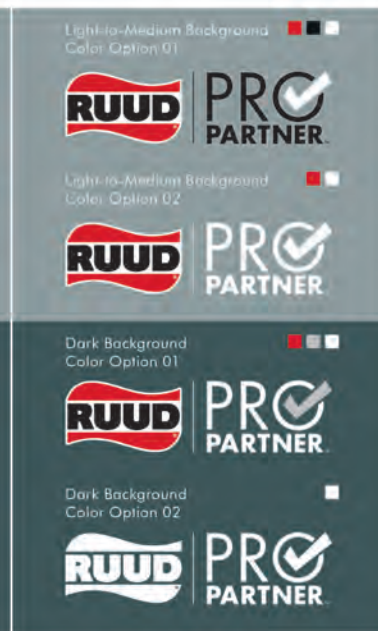
### COLOR VARIATIONS



### PRIMARY LOGOTYPE



### LIMITED USE LOGOTYPE







# LOGO GUIDELINES

## UNACCEPTABLE USAGE

It is important to keep all graphic elements consistent throughout all Ruud® Pro Partner™ branded communications. Logo guidelines have been provided to guide you in proper, consistent usage. For reference, examples of some unacceptable uses of the Pro Partner logo are illustrated below.

- A. Never use a large drop shadow on the logo
- B. Never outline the logo
- C. Never reposition any parts of the logo
- D. Always use approved colors for the logo
- E. Always maintain the logo's clear space or legibility will be compromised
- F. Never modify the logo artwork in any way or add elements to it
- G. Never place the logo on a photo or illustration where legibility will be compromised
- H. Always use a high-resolution version of the logo
- I. Do not rotate the logo
- J. Do not use the Ruud Team logo



## PRO PARTNER LOGO SIZE REQUIREMENT

“Minimum size” refers to the smallest size applicable to ensure readability and recognition. The minimum size, in width, of the Pro Partner logo is 1.0 inch.



## CLEAR SPACE

“Clear space” refers to the minimum distances from the Pro Partner logo to any other graphic element or outer edge of a given design. This space should always be kept clean and free of additional graphics, photography, text and other marks. Ruud must approve exceptions for special use of the logo individually. Clear space dimensions are equal to the width/height of the Ruud logo on all sides of the Pro Partner logo.



**Logo files can be found on [My.Ruud.com](https://my.ruud.com) > Marketing > Brand Guidelines and Creative Assets**



## HIGH PERFORMANCE TRAINING FOR YOU



### WELCOME TO A HIGHER LEVEL OF LEARNING

Ruud University is a centralized, comprehensive, one-stop resource that has been established to provide you with the best professional training opportunities.

#### THE TOOLS YOU WANT, THE TRAINING YOU NEED

- One-stop resource for the best professional training opportunities – in-class or online sessions taught by the industry's leading trainers and experts
- Gives you a competitive edge. We provide the latest curriculum, training tools and an expanding roster of exciting classes
- With three Ruud University schools available, you can focus on the learning tracks you need to succeed
- Continuing education credits • Product knowledge • Technical skills from in-class courses • Online sales and marketing classes



#### RUUD TECHNICAL TRAINING USING VR TRAINING

Ruud is proud to announce their partnership with Interplay Learning – the leading provider of online training for the skilled trades. These online courses use videos, quizzes, 3D simulations and VR technology to accelerate your skill development – and advance your career in the HVAC industry.

**New for the 2023 Pro Partner program, this will include five Interplay Learning passes per company.**

#### ACCESS ONLINE COURSES:

MyRuud.com – login and chose “Education and Ruud University” or go to [www.RuudUniversity.com](http://www.RuudUniversity.com)



#### FOR MORE VIRTUAL ONLINE TRAINING CLASSES VISIT:

<https://www.ruuddealerresourcecenter.com>







## BE THE INDUSTRY EXPERT WITH DESIGNSTAR®

DesignStar® provides contractors with a robust ACCA-approved solution. RUUD® is committed to educating you every step of the way.

DesignStar now includes the following features:

- ACCA™-approved, Manual J8 block-load calculator
- Manual S equipment selection
- Proposal builder
- Operating costs (e.g. ROI for the homeowner)
- Pricing, which enables the contractor to quote their company's prices in the proposal
- Professional, customized presentation capabilities allowing the contractor to brand the proposal and presentation with the company's logo and identity



### DESIGNSTAR

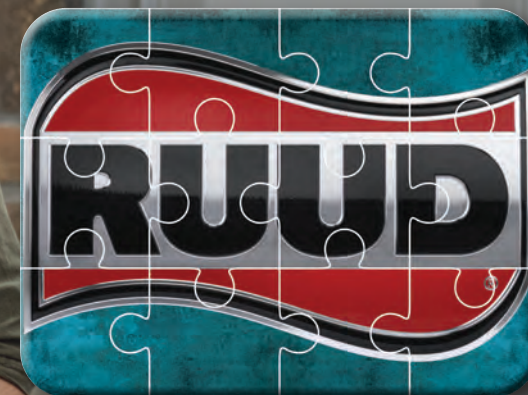
Industry-leading Wrightsoft solution	KwikComfort Financing
Added & enhanced features	Protection Plus ESAs
Everything in basic Proposal Builder PLUS Manual S equipment selection & Contractor pricing	Applicable Ruud Rebates
ACCA-Approved Manual J8 Block Load Calculator	Instant e-signatures via tablet/smartphone
+ 3 ways to initiate load calculations: address with real-estate/tax data, easy-draw on screen, GPS with Google Maps data	Distributor/Contractor reporting
Built-in Operating Cost/ROI analysis	Enhanced one-visit close (improved Proposal builder, built-in Contractor pricing, financing/ESAs, rebates, e-signatures)
Professional Presentation Companion App	Zero cost to you
Your company branding	

**GETTING STARTED: CONTACT YOUR TM TO GET SIGNED UP FOR DESIGNSTAR**





When you put it all together, it makes sense to be a Ruud® Pro Partner.™



For more information on becoming a dealer, please visit: [ruuddealerresourcecenter.com](http://ruuddealerresourcecenter.com)

Text your orders or questions to our product experts Monday – Friday , 7:00 a.m. – 4:00 p.m.



## ARIZONA

GILBERT  
(480) 824-4250

GLENDAL  
(602) 246-6982

MESA  
(480) 832-3438

NE PHOENIX  
(480) 308-8200

S PHOENIX  
(602) 438-8945

W PHOENIX\*  
(623) 474-7200

PRESCOTT  
(928) 759-0222

TUCSON  
(520) 670-1100

YUMA  
(928) 329-6420

## CALIFORNIA

ANAHEIM  
(714) 520-0026

BAKERSFIELD  
(661) 335-7200

CHATSWORTH  
(818) 341-5200

FRESNO  
(559) 538-6124

MANTECA  
(209) 239-6446

ONTARIO  
(909) 982-9699

ROHNERT PARK  
(707) 293-2652

S SACRAMENTO  
(916) 210-7993

SANTA CLARITA  
(661) 287-3142

AZUSA  
(626) 969-1874

CATHEDRAL CITY  
(760) 770-6762

EL CAJON  
(619) 258-9382

INDIO  
(760) 775-7400

NEWBURY PARK  
(805) 376-3576

PITTSBURG  
(925) 778-1237

N SACRAMENTO  
(916) 924-8661

SAN JOSE  
(408) 271-1685

VAN NUYS  
(818) 779-0894

## NEVADA

LAS VEGAS, NV  
(702) 260-9388