

2024 RUUD® PRO PARTNER™ AGREEMENT

Program valid from January 1, 2024 – December 31, 2024

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 exclusive Ruud-recognized professional in the HVAC industry driving results of growth and company profitability.

RUUD BENEFITS

- Access to Ruud Business and Marketing Tools
- 60 Social Media Posts per Year (five per month)
- Five Complimentary Licenses for Interplay Learning (VR Technology)
- Over 300 Graduate Studies Courses
- Access to 2025 Ruud Pro Partner Conference

FERGUSON BENEFITS

- 4% Co-Op
- Access to 2025 National Dealer Trip*
- Spring and Fall Branding Campaigns**
- Access to Ferguson Business and Marketing Tools
- EGIA:
 - Exclusive Access to Business Development Tools
 - In-House Training
 - Financing Options

*See your TM for qualifications.

** Participation in this program requires entry of up to 10 target zip codes.

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

2024 RUUD PURCHASES

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

- \$200,000+ Purchase Commitment:

Equipment Target _____ Supplies Target _____ Online Target _____

- Dealer must have a website (if no website, then they must sign up to have a WebSuite site within 30 days of signing as a dealer)***

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

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)	Territory Manager (signature)	Sales Manager (print)	Sales Manager (signature)
Web Address (required)			

COMMENTS: