

2024 RUUD® PRO DEALER AGREEMENT

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

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

RUUD BENEFITS

- Access to Ruud Business and Marketing Tools
- Access to be a guest at the 2025 Ruud Pro Partner Conference
- DesignStar®

FERGUSON BENEFITS

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

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

DEALER COMMITMENTS

2024 RUUD PURCHASES

INVESTMENT: \$1,000 – SELECT ONE PAYMENT OPTION: **PAYMENT IN FULL** **FOUR EQUAL PAYMENTS**

- \$125,000+ Purchase Commitment:

Equipment Target _____ Supplies Target _____ Online Target _____

- Dealer must be registered for FERGUSON.COM
- Dealer commits to register for Ruud Online Dealer Locator

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: