



# 2024 RUUD® STANDARD DEALER AGREEMENT

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

The Ruud Standard 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 Standard 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

## FERGUSON BENEFITS

- Access to Ferguson Business and Marketing Tools

## DEALER COMMITMENTS

### 2024 RUUD PURCHASES

- \$50,000+ Purchase Commitment:

Equipment Target \_\_\_\_\_ Supplies Target \_\_\_\_\_ Online Target \_\_\_\_\_

- Dealer must be registered on 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: