



FERGUSON



BLAST OFF WITH US! 2024 RUUD® DEALER MEETING

*Launch your
business to
new heights!*





FERGUSON

Welcome

David Bail, Ferguson HVAC



Holiday Travel

Plan for all hazards even those that might not be in our control.

Here are a few hazards and tips to consider when driving:

- Drowsy drivers
- New and unfamiliar drivers
- Weather conditions
- Traffic
- Others that might be impaired
- Distracted drivers
- Check your rear-view mirrors diligently
- Stop when tired
- Leave your headlights on while driving
- Drive defensively
- Plan your route
- Stock your vehicle, snacks, water and safety related items
- Have your vehicle serviced before a long trip



AGENDA

- Welcome
- Factory Overview
- Product Overview
- Training and New Technology
- Pro Partner Cornerstones
- Dealer Program Overview
- EGIA Introduction
- Ferguson.com
- Rebates
- Marketing and Lead Generation
- Closing Q&A

DEALER MEETING KIT

- Welcome to Ferguson
- Ferguson Credit Account Card
- Ruud® Flipbook
- Dealer Agreement Copies
 - Must be filled out electronically online
- Carhart Bag



MEET THE TEAM



Rich Saltmarsh, AZ / NV



Steve Adams, So Cal



Scott Marskell, Nor Cal



Marcus Bates,
AZ/NV



Isaac Roman,
So Cal



Silverio Davila,
So Cal



Richard Sousa,
Nor Cal



Rod Toner,
Nor Cal

NEW TO THE WEST TEAM

- Brian O'Neill
- National Ruud Brand Manager
- 13 years with Ferguson
 - Management Trainee
 - Commercial Sales
 - Territory Manager
 - Sales Manager
- 3 Time President's Circle Winner
- 2 Time Rheem Premier Performer
- Strong Rheem Brand Relationship





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Factory Overview

Gary Lewis, Rheem Manufacturing



RESIDENTIAL
& COMMERCIAL
HVAC SUPPLIES

AIR CONDITIONING
HEATING
EQUIPMENT
SUPPLIES
REPAIR PARTS

Ferguson HVAC Dealer Meeting



ELEVATING
FOR EXCELLENCE

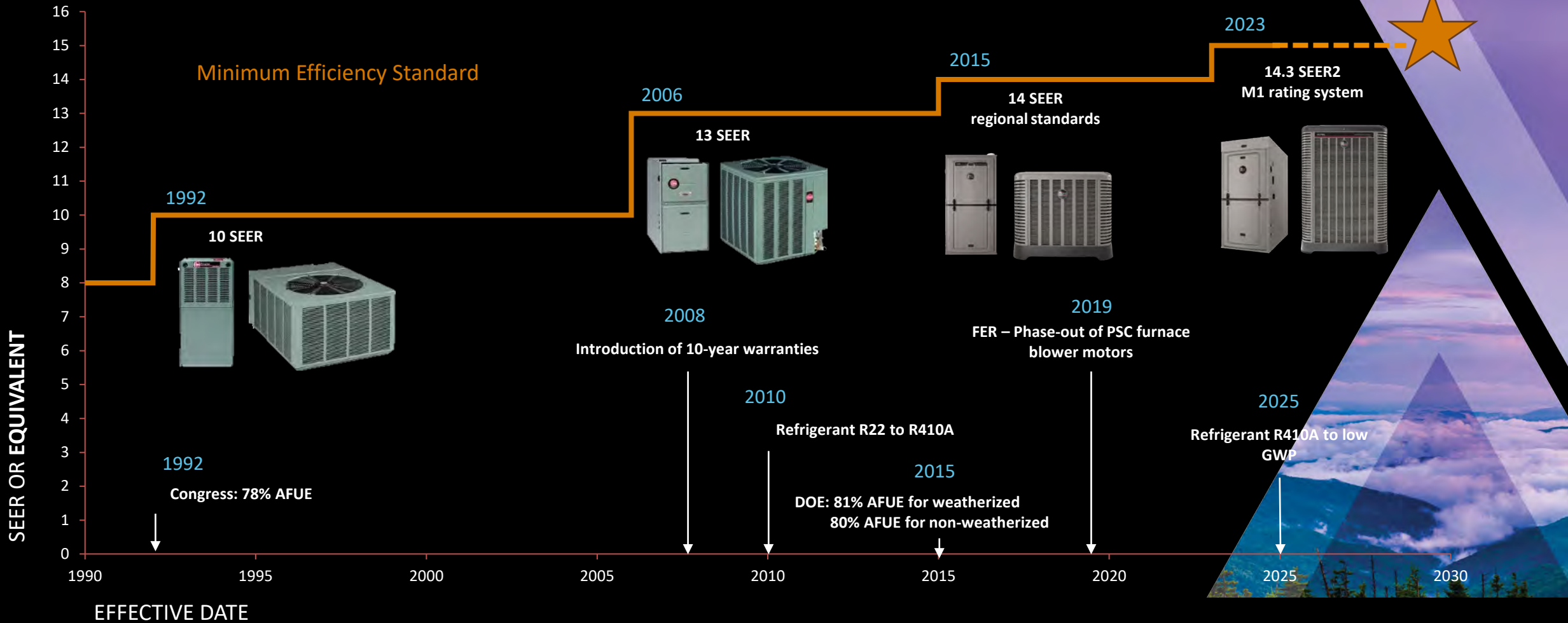
Agenda

High Level View

- 2023 In Review
- Current Environment
- 2024 A2L Readiness



HVAC Industry Timeline



A Look Back at What We Accomplished

33,500 AHRI system ratings



Residential splits (AC & HP)
694 new models



Residential coils
159 new models



Residential air handlers
766 new models



Residential furnaces
1,109 new models



Residential packaged
332 new models

Industry leading technology



Heat exchanger



Motor



Compressor



Controls



Apps



EcoNet®



Bluetooth®



Variable speed

ELEVATING
FOR EXCELLENCE

2023 Challenges / 2024 Differences

Backlog / shipping estimate accuracy

Backlog cleared

Tooling changeout

No tooling changes for A2L

Pre-order process

Ordering with complete specs / improved internal data / processes

Fin press limitations

Capacity added

Delayed releases

Weatherking / Ruud Choice and High SEER2 complete

AHRI ratings uploads / related warranty registration issues

No inventory sell-down (M/M1 matches) / new request process



Ferguson HVAC Dealer Meeting

Thank You!

Let's Go On Offense!



ELEVATING
FOR EXCELLENCE

Up Next Mr. Edwin Tolbert

Edwin slides



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Technology and Training

Harold Magnuson, Ferguson HVAC





Mid-Tier Inverter Matchups - HP

R/UP16
16 SEER2

RA15
15.2 SEER2

R/UA16
16 SEER2



| Heat Pump Tier | Model | Staging | ODU Fan | SEER2 | EER2 | HSPF 2 | Bluetooth Enabled | Sustainability Standout | Compatible Thermostat |
|----------------|--------|------------------------|---------|-------|------|--------|-------------------|-------------------------|-------------------------------|
| Mid | RP16AZ | Mid-Tier Inv / 3 Speed | BLDC | 16 | - | 8.0+ | | | Ruud® 2-Stage 24V* |
| Mid | RA16AZ | Mid-Tier Inv / 3 Speed | BLDC | 16 | 9.8+ | 8.0+ | | | Ruud® 2-Stage 24V* |
| Mid | RA15AZ | Mid-Tier Inv / 3 Speed | BLDC | 15.2 | 9.8 | 8.0 | | | Ruud® 2-Stage 24V* |

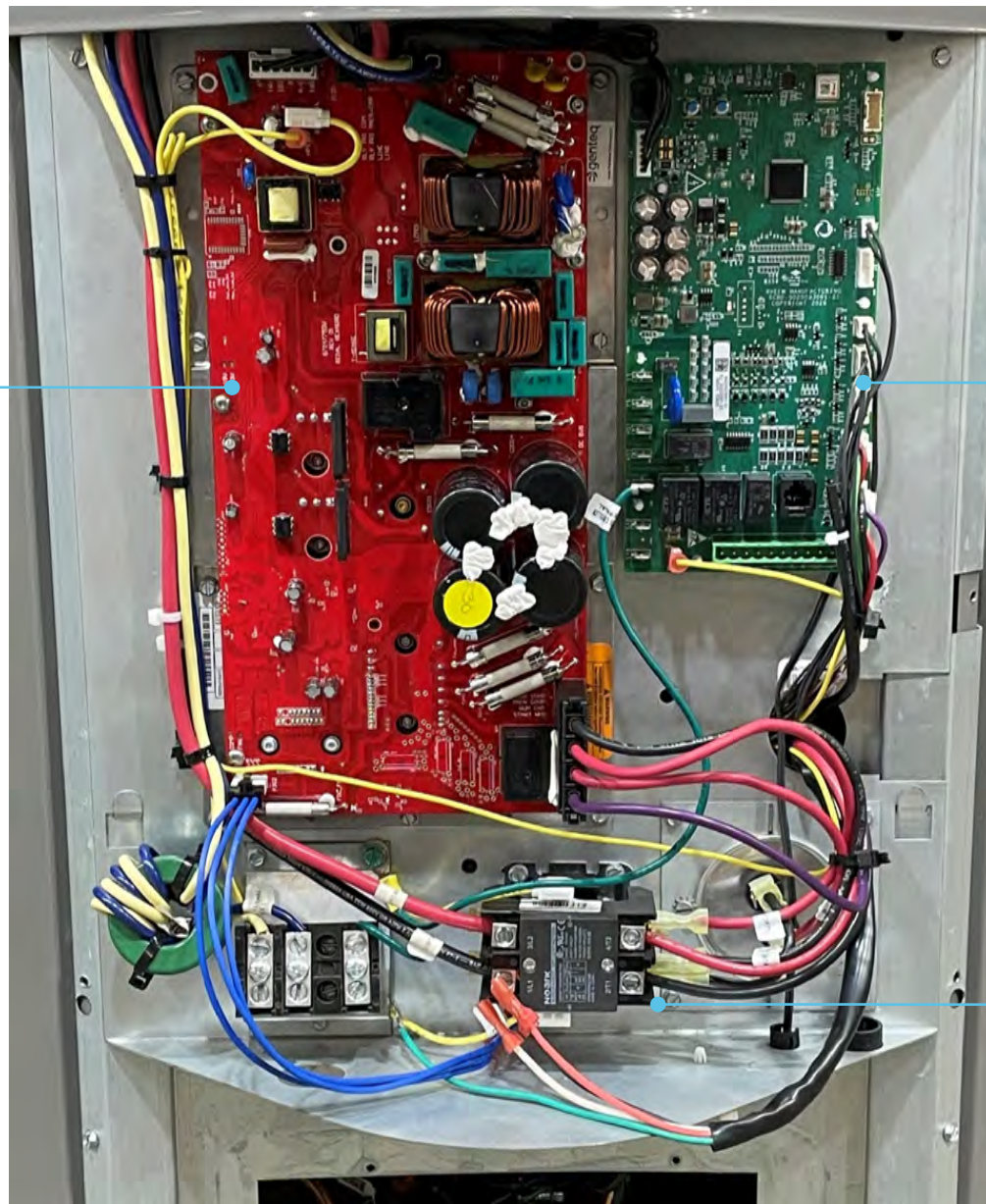
| 2023 + DTC | 2023+ Mix-match | | | | |
|------------|-----------------|------|------|------|--|
| | | | | | |
| RH3V | 802V | 962V | 97MV | 98MV | |





Mid-Tier Control Panel

**Inverter drive
Utilized with 1st
and 2nd stages**



**Universal outdoor
control (UODC)
No dipswitches,
memory card, or
diagnostics.**

**Contactor
Line voltage used for
3rd stage**



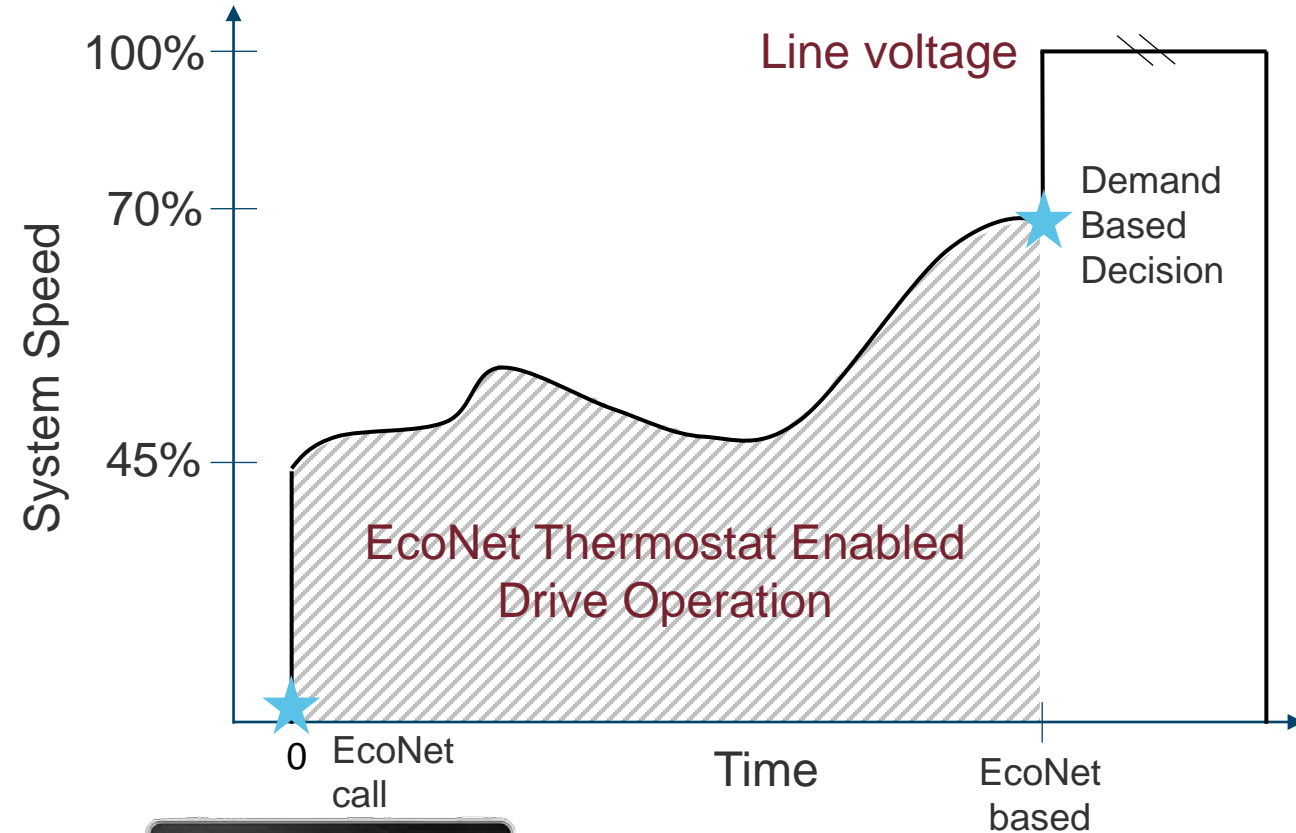
Inverter Operation - EcoNet™ Thermostat 4 wires

- On call – compressor ramps up to 45% capacity within 30 seconds.
- The EcoNet uses **demand-based logic** to stage the unit between 45-70% or 100% capacity.
 - > 1°F demand will stage to line voltage
- Switch to line voltage:
 - Synchronize drive and line wave lengths (hertz)
Compressor will run at **3450 RPM** until the call is satisfied.
 - Cannot stage down from line voltage

NOTE: Fundamentally, EcoNet hasn't changed.



*AC example based on initial test data, when compared to base efficiency product





Inverter Operation - 24V Thermostat

Y1 Call:

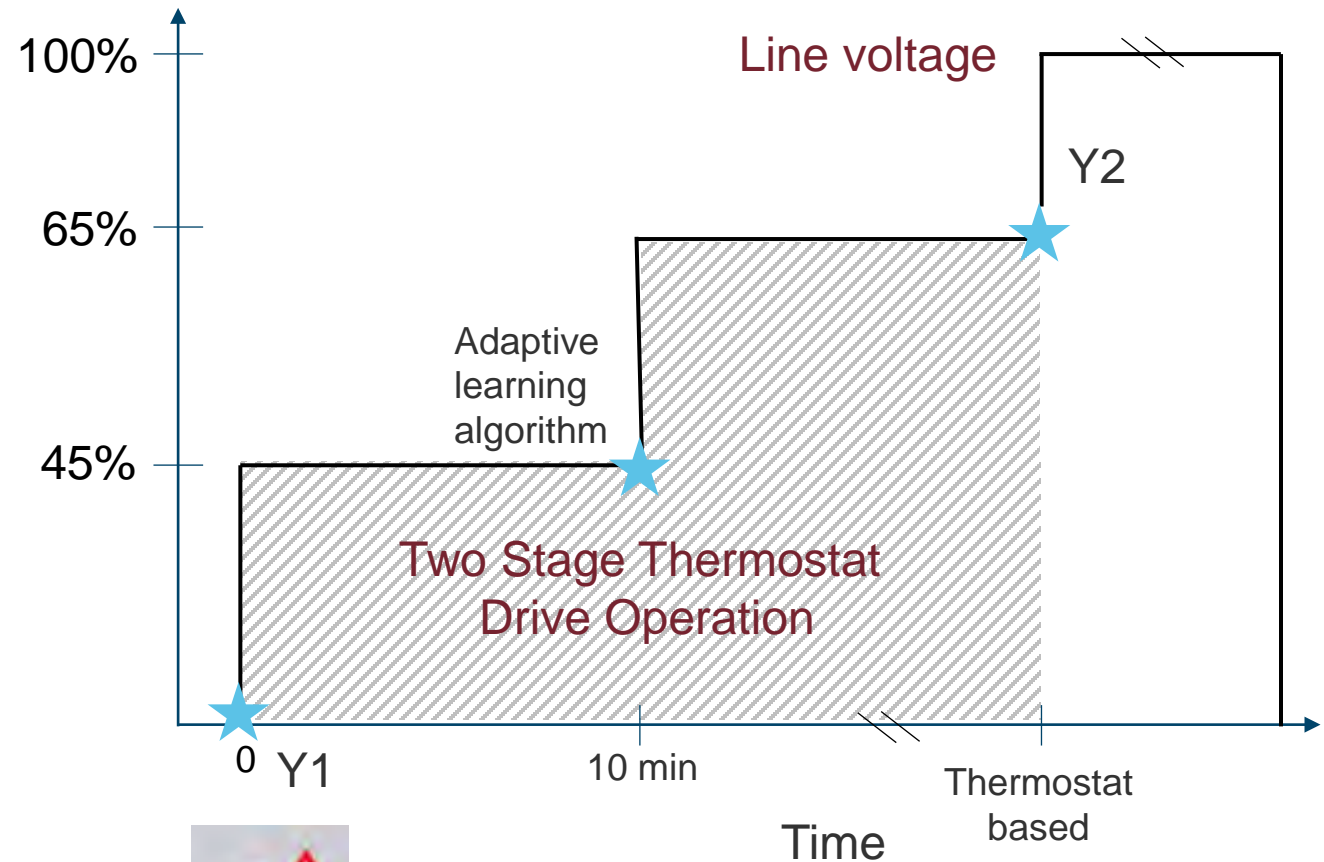
- Compressor ramps up to 45% capacity
 - within 30 seconds

Adaptive learning algorithm:

- Determines when to move the system from 45% to 65% capacity based on previous cycle.
- Between 5 and 12 minutes.
- 20 minute maximum @ 45%.

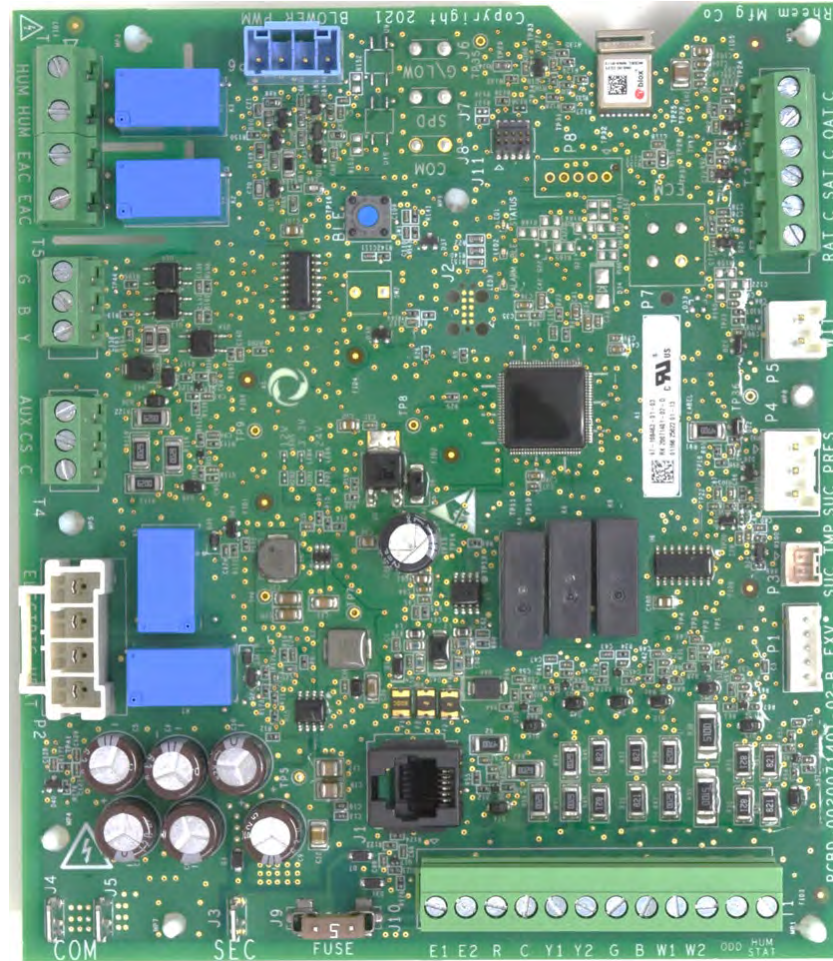
Y2 Call:

- Switch to Line Voltage.
 - Synchronize drive and line wave lengths (hertz).
 - Compressor will run at **3450 RPM** until the call is satisfied.
- Cannot stage down from line voltage.





Control Board



Furnace Control Board

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No dipswitches, memory card, or diagnostics.

Air Handler Control Board

Furnaces and air handlers utilize a constant torque motor but control the speed with a PWM signal from the control board.



Downloading and Installing the Ruud for Contractors App

You can download and install the Contractor App compatible with your operating system.

The App supports iOS 13 or later and Android 7 or later.

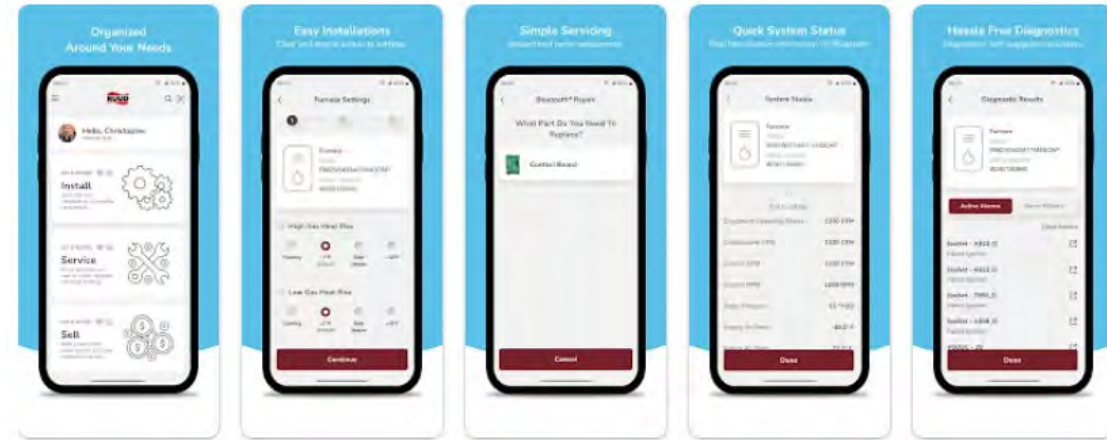
1 Do one of the following:

- On the unit, locate a blue label with a QR code and scan it with your smartphone. Select your brand. You will be redirected to the app download page.

or

2 In Google Play Store or the App Store on your smartphone, search Ruud for Contractors

2. Download and install the Contractor App.



**ATTENTION CONTRACTORS
APP REQUIRED FOR SYSTEM SETUP!**

1. DOWNLOAD THE CONTRACTORS APP
Download App Here → 

2. CONNECT TO BLUETOOTH® TECHNOLOGY

FOR CONNECTION AND APP RELATED QUESTIONS, PLEASE CONTACT CUSTOMER SUPPORT AT: (800) 255-2388



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spective owners.

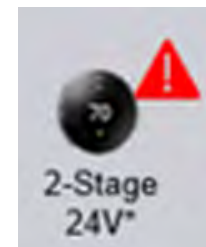
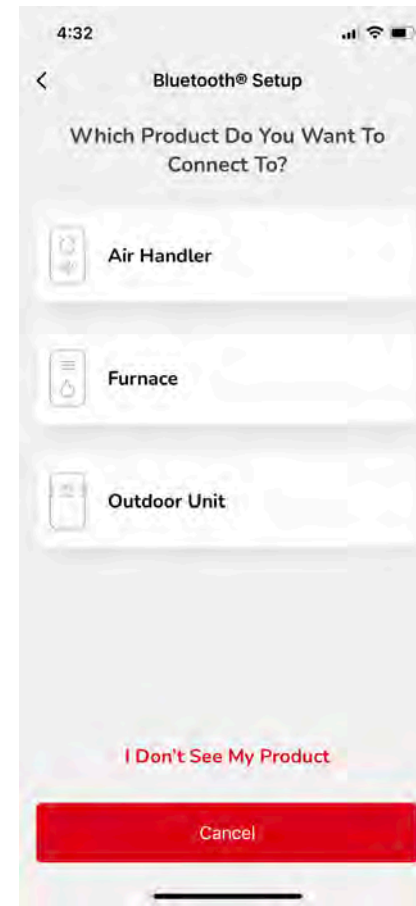
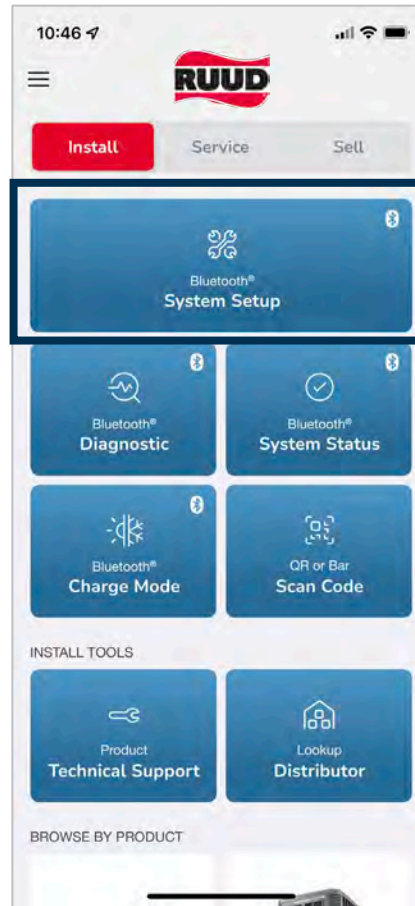


Connecting to a Product

After you have physically installed and powered the product, you can connect via Bluetooth to set up the system using the Contractor App when you are using a 2 stage 24v thermostat.

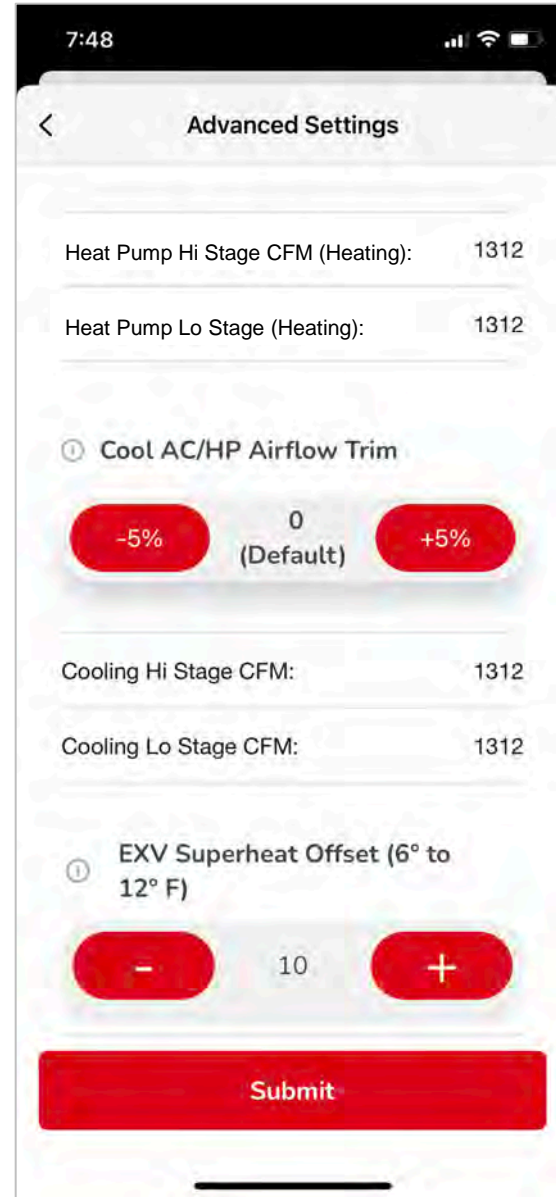
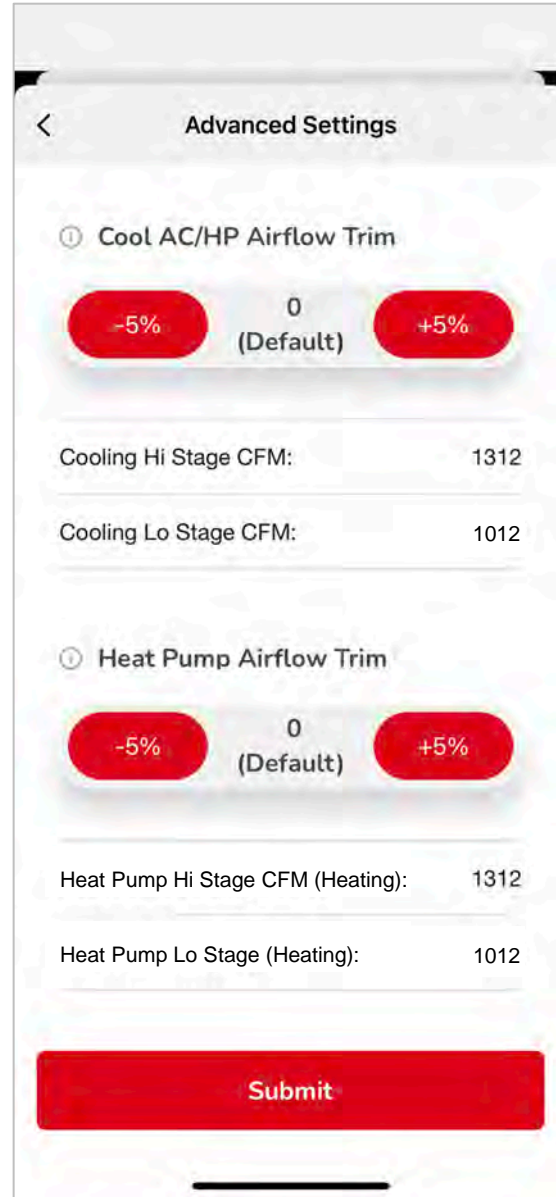
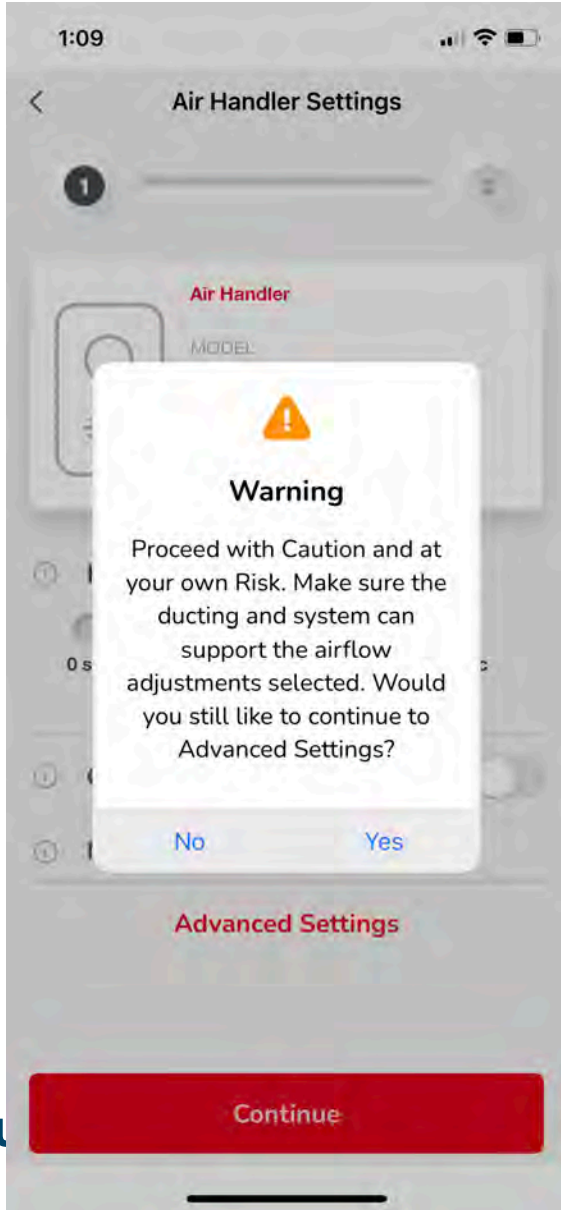
1. On the **Install** tab, tap **Setup with Bluetooth**.
2. On the Connect Bluetooth screen, select the required product type.
3. **Optional:** If the App finds several products of the same type, confirm the product serial number to select the required product in the Found Products list.

*If EcoNet Smart Thermostat is used, setup **MUST** be done from the EcoNet.*





Air Handler Settings - Advanced



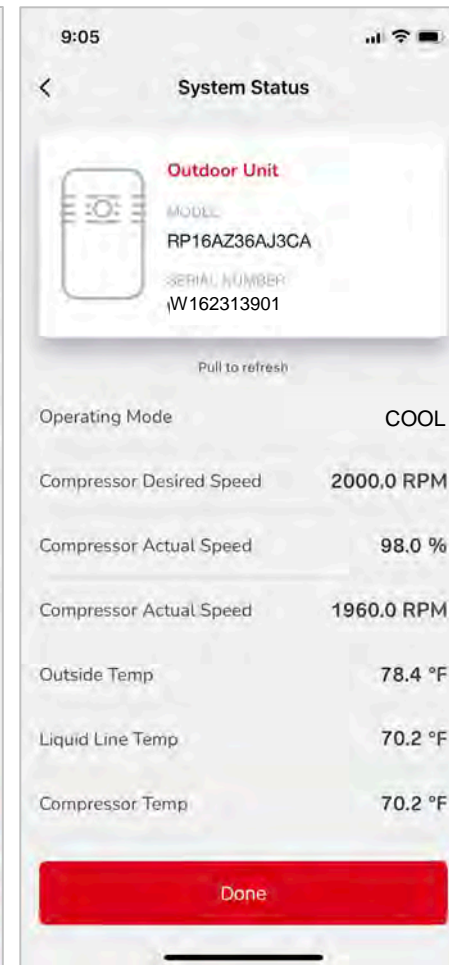
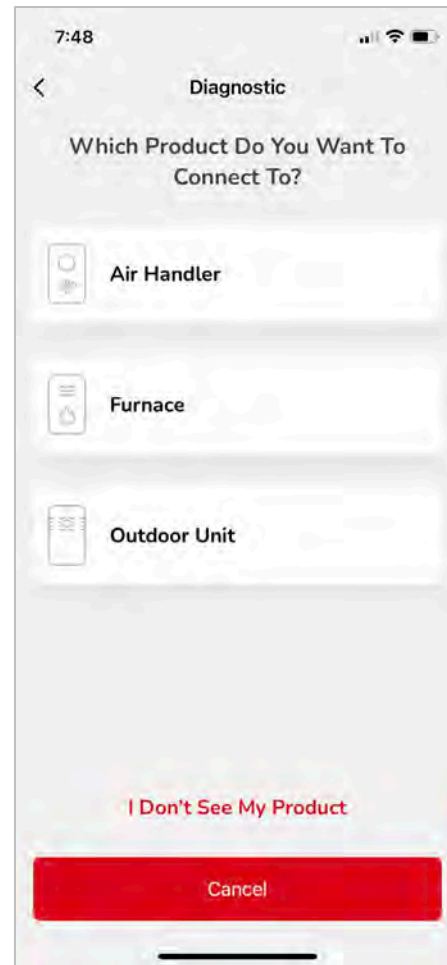
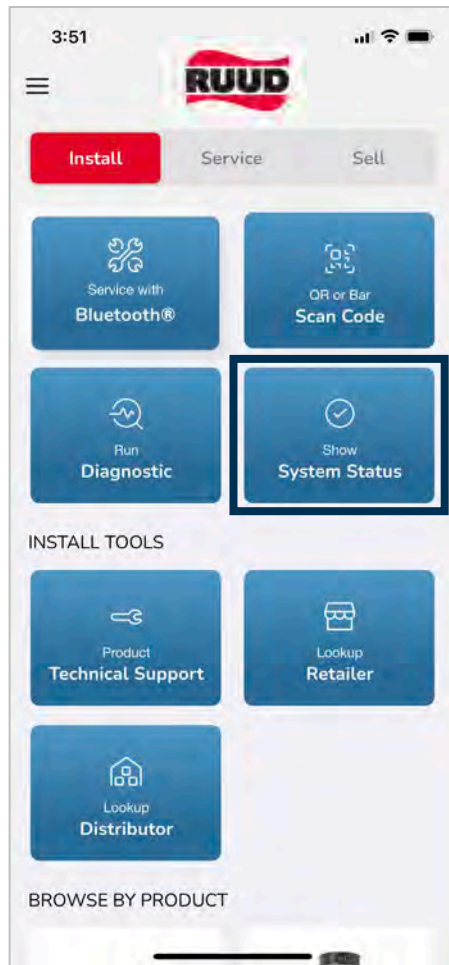
Only change the advanced settings if you have the required level of knowledge and expertise.



Viewing System Status

You can view the current state of a product's status objects by connecting to the product via Bluetooth.

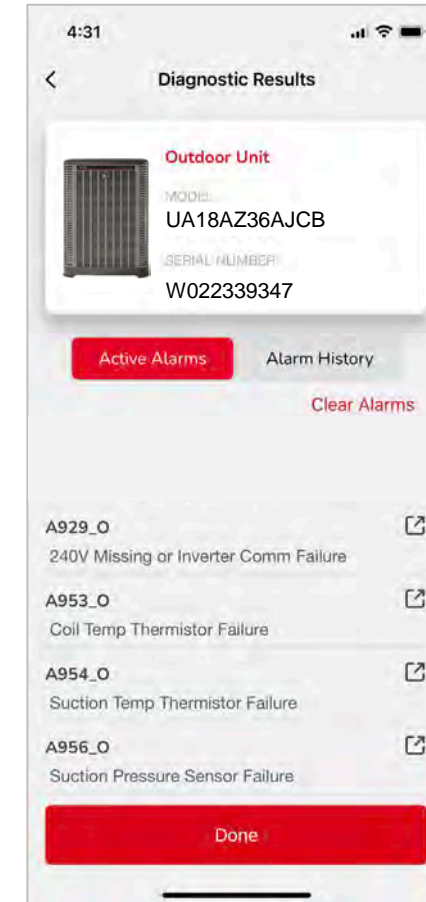
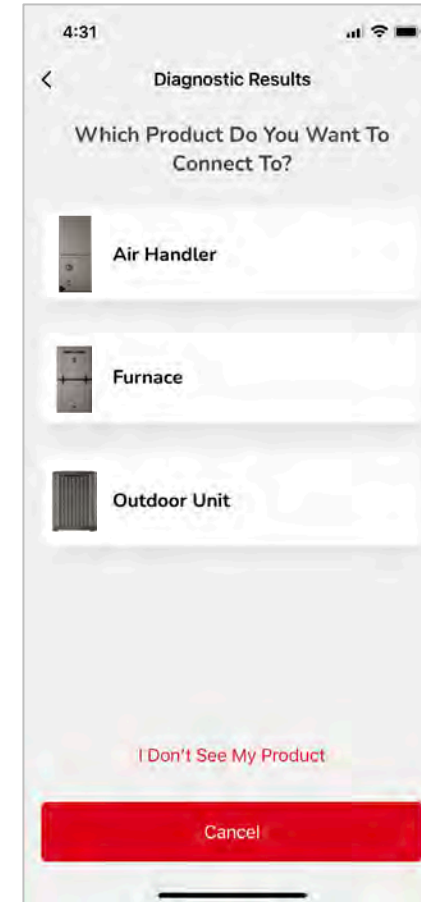
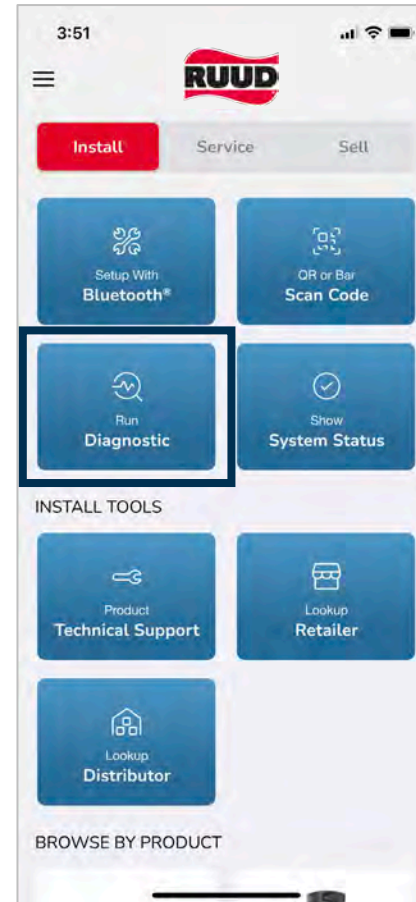
1. On the Service tab, tap **Show System Status**.
2. On the System Status screen, select the required product type.
3. **Optional:** If the App finds several products of the same type, select the name of the required product in the Found Products list.
4. View the current state of the status objects. To refresh the data, pull the screen down.





You can run a product's diagnostics via Bluetooth to check for active alarms and view the alarm history.

1. On the Service tab, tap **Run Diagnostic** and select the required product type.
2. Do one of the following:
 - On the Active Alarms tab, view the list of detected active alarms, their codes and description.
 - On the Alarm History tab, view records of the previously detected alarms.





Ferguson AND Ruud Factory Training

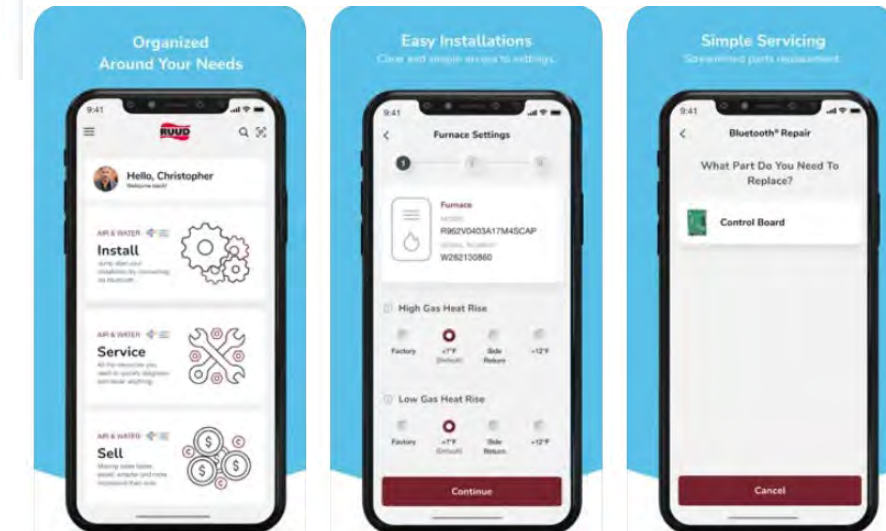
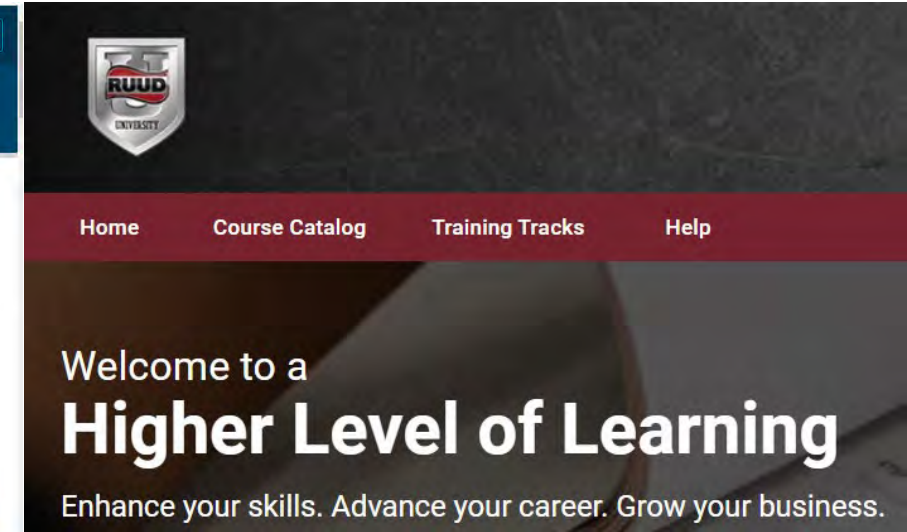
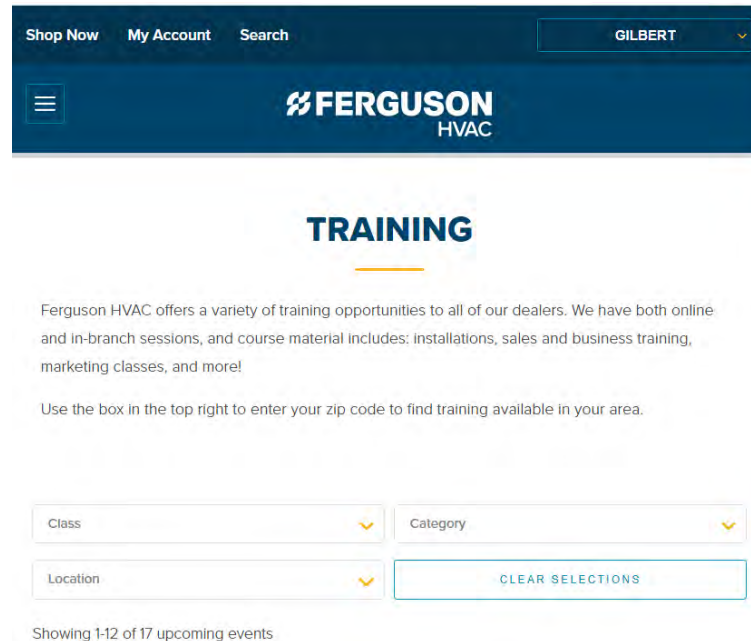
Ferguson and Factory training is available for both the Ruud Contractors App and the Mid Tier Inverter Systems.

Local training is available from your Ferguson Technical Service Advisor.

Demo Mid Tier units: One can connect to a unit and use the Ruud Contractors App.

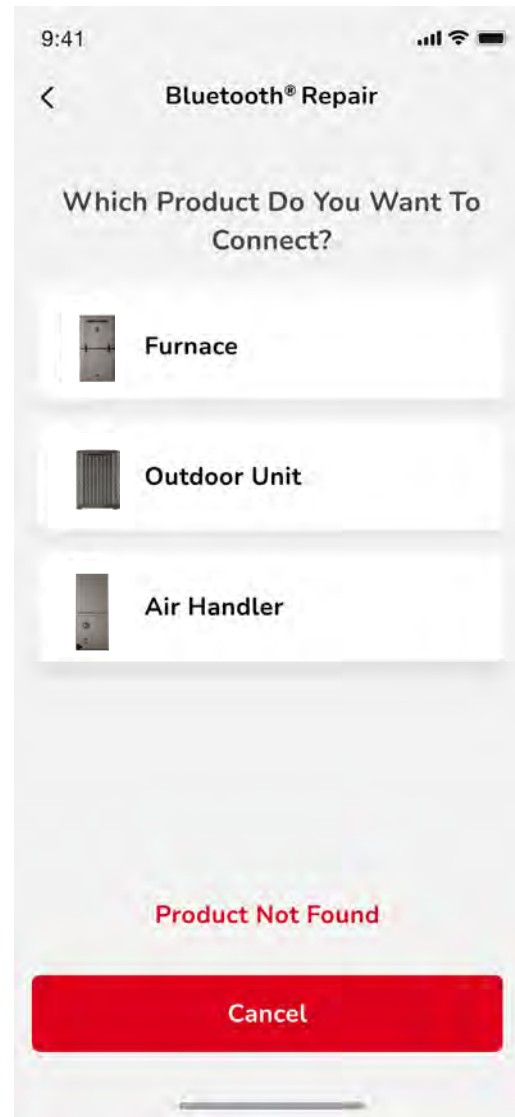
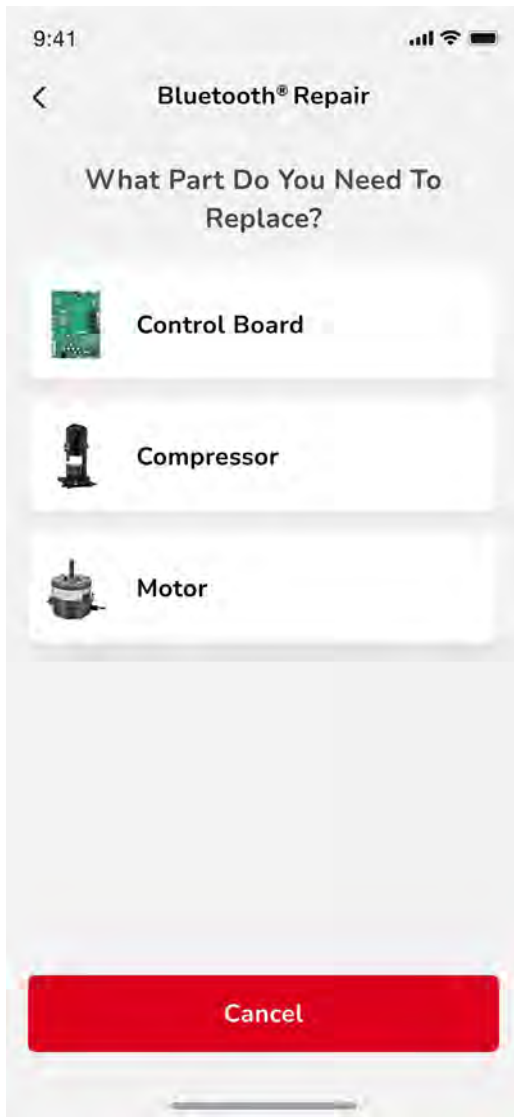
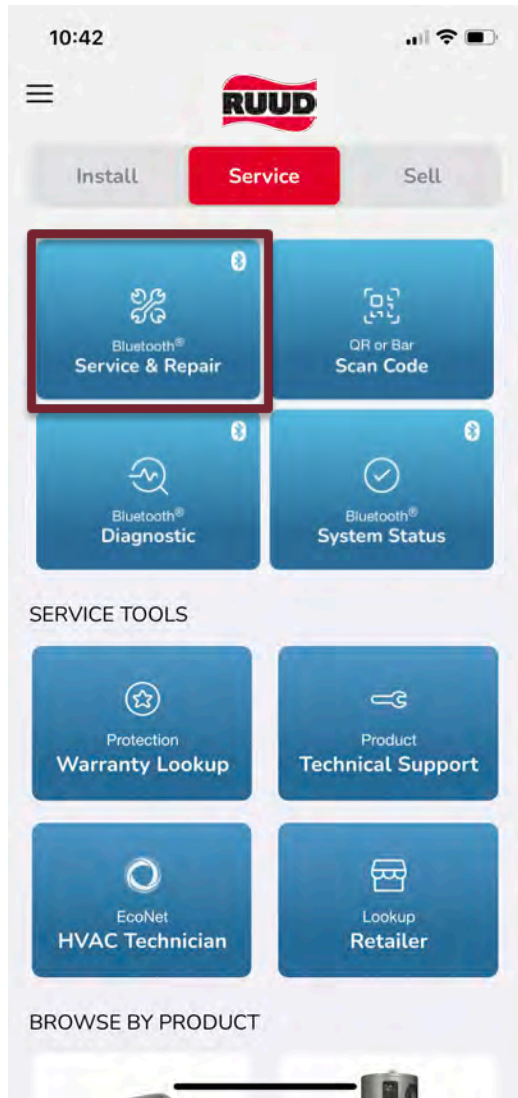
Ferguson HVAC offers variety of training. For a full schedule one can go to fergusonhvac.com/training

Factory training can be accessed from the MyRuud portal (my.ruud.com) and clicking on Ruud University





Bluetooth[®] Repair





Up next:

Sales – Dave Utter /Ashlea Orton



2024

GET PRO POWERED



THE 2024 RUUD® PRO PARTNER™ PROGRAM

THE PRO PARTNER CORNERSTONES

This program is designed to provide value in four key areas:



Consumer experience

Peace-of-mind for Pro Partners with our Quality Pledge, flexible financing options and a strong Online Ratings & Reviews Program



Marketing & business support

Ruud®-generated leads, targeted social media content and digital brand campaigns, access to vetted vendor partners and online reputation management



Contractor incentives

Exclusive program discounts and promotions, equipment rebates and ProClub rewards



Training

Online and in-person technical training, premier learning facilities with live-fire demonstrations, exclusive graduate studies courses and training



CONTRACTOR REQUIREMENTS

- 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 authorized courses each year (this includes Ruud University online, in-class and conference courses, as well as certain industry courses)
- Hold all required, current and applicable state license documentation, be in good standing with their distributors

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



Our Quality Pledge

GIVING PRO PARTNERS PEACE-OF-MIND

Any Ruud® matched system¹ installed by a Pro Partner Contractor, in a residential application² as part of an 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) approval³ prior to the equipment being removed from the application .

¹Excludes: Geothermal Heat Pumps and Oil Furnaces. ²Residential Application is defined as any single-family dwelling, which includes apartments, condominiums, duplexes and homes. ³Full Unit Replacements require pre-approval by the Ruud District Technical Representative to be eligible.

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



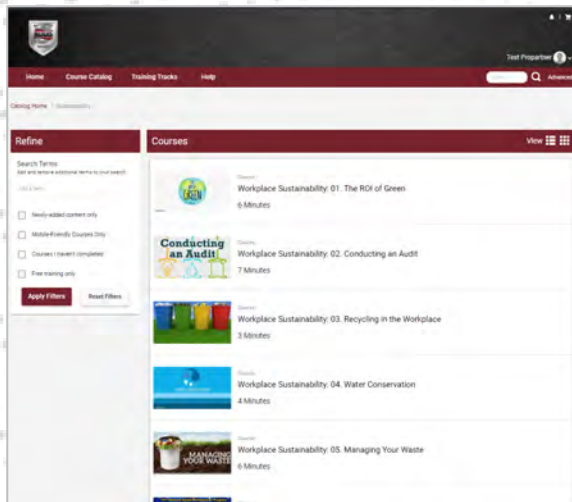
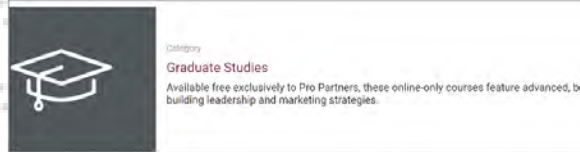


Industry-Leading Training

Ruud® University is your one-stop resource for the best professional training opportunities in the heating and cooling industry. Our goal is to give Pro Partners a competitive edge by providing the most relevant curriculum, latest training tools and an expanding roster of engaging courses offered year-round.

PRO PARTNER BENEFITS

- **Exclusive access** to online Graduate Studies courses, including: Sustainability, Sales, Business Practices & Tools, Marketing & Communication, Leadership & Personal Development and Customer Service
- **Hands-on learning opportunities** in our state-of-the-art Innovation Learning Centers
- **In-field training opportunities** held at distributor locations



Technical Training Powered by Interplay Learning

Technical training for all skill levels from the leading provider of online training for the skilled trades:

- Includes five (5) passes per company, a \$2,800 value! Additional packs of five (5) can be purchased at a discounted rate
- Over 200 courses and growing
- NATE Continuing Education hours available
- Includes custom Ruud 3D/VR courses (Inverter, Renaissance™ Commercial Rooftop) and four (4) other generic 3D/VR courses
- Access is delegated through a contractor's My.Ruud profile

CONTRACTOR RATINGS & REVIEWS **SOLICIT, MANAGE & PROMOTE CUSTOMER REVIEWS**

Ruud Pro Partner Contractor - Online Ratings & Reviews

The Pro Partner Online Ratings & Reviews program solicits, manages and promotes quality, trustworthy, and validated contractor reviews by customers. Reviews can be easily shared on both the Contractor Locator listings and individual contractor websites to enhance the Pro Partner's individual search and page rank. Plus, they provide compelling, confidence-inspiring differentiation and promotion of a Pro Partner in a crowded online marketplace.

The Online Ratings & Reviews program helps you:

- Build and maintain a strong reputation and help promote and differentiate your company online by requesting reviews from satisfied customers.
- Share reviews on your own websites to help grow business and increase visibility for customers to choose your company.
- Enhance your website's SEO and page rank so customers can find you.

[Manage Your Reviews](#)

PRO PARTNER

★★★★★ (91) Read Reviews

[Facebook](#) [Google](#)

[\(555\) 555-2021](#)

[Book Now](#)

[Learn More](#)

[RESIDENTIAL KwikComfort FINANCING](#) [COMMERCIAL KwikComfort FINANCING](#)

[Apply for Financing](#) [Apply for Financing](#)

Ruud Online Ratings & Reviews

The **Online Ratings & Reviews Program** solicits, manages and promotes reviews of Pro Partners made by their customers—allowing them to build and maintain a strong online reputation and grow their business—which can lead to additional sales opportunities for you.

PRO PARTNER BENEFITS

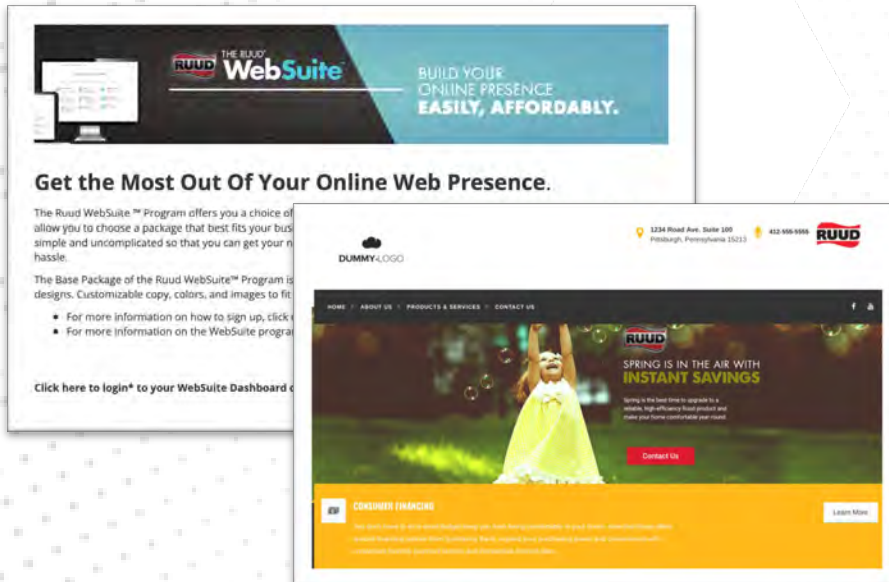
- **Positive differentiation** of their business in a crowded online marketplace
- Reviews are **validated by us** to ensure feedback is appropriate and authentic
- **Enhanced page rank** on search engines





WebSuite

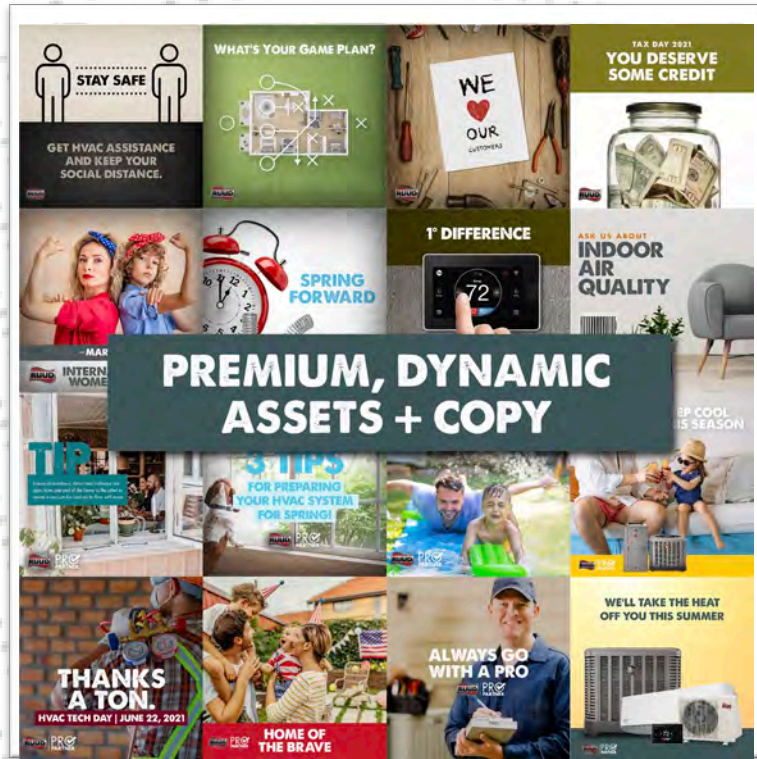
The Base Package of the Ruud WebSuite™ Program is offered to Pro Partners at no cost. Choose from two responsive website designs, and receive a fully branded, ready-to-go website. Add your logo, socials and company contact info.



Online Reputation Management

The Ruud® Online Reputation Management Program powered by RepBooster™ 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
- Review Responding: 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



Social Media Program

Pro Partners participating in the Pro Partner Social Media Program will have access to:

- **5 monthly pieces** of social media content for Facebook, Instagram and X (formerly Twitter)
- Access to **Social Horsepower**, a social media management tool that allows Pro Partners to view, edit and schedule content to their social media pages
- **Quarterly infographics** to inform and educate consumers on industry news and information
- Access to a **library of yearly holiday social media content** in Social Horsepower to post onto your social pages
- **Quarterly Social Media Webinars** where our marketing team (and even special guests) provide social media best practices and more to educate, train and equip Pro Partners with the knowledge and skills to help them win in the digital age
- **Quarterly Social Media Newsletters** to provide Pro Partners with information regarding social media updates, news and trends

Digital Brand Advertising

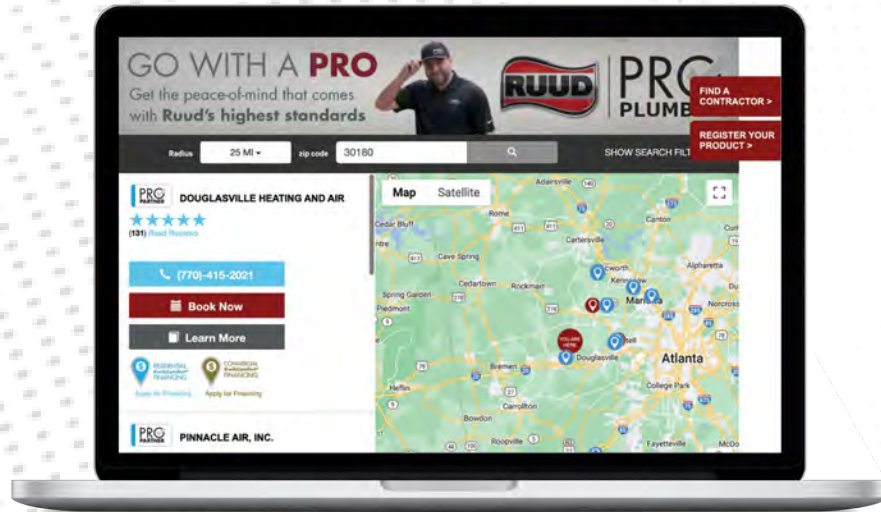
Digital Brand Advertising is activated and driven by us. It consists of regional digital brand awareness campaigns that are targeted by consumer, and customized by region / state and season. They automatically and continually market the Ruud products that are most likely to sell to a given audience in 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 3–6 months.

PRO PARTNER BENEFITS

- 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
- **NEW** – All video content is available to Pro Partners for free customization, and you can use them to promote your business via YouTube, Programmatic and/or Connected TV

IMPORTANT! Digital Brand Advertising does NOT guarantee leads





Book Now Feature & Pro Profile

Online Booking

“Book Now” on Ruud.com provides homeowners with an easy way to book a service appointment with a trustworthy Pro Partner™. This feature enables customers to request an appointment from you—right from our Find a Contractor tool on Ruud.com

Pro Profile

You can claim your Pro Profile and customize it with content, videos and business information to add an even deeper level of trust with the homeowner as they browse.

You get two high-impact page features that are exclusive to Pro Partners:

Ratings and Reviews: Much like the existing dealer locator, only Pro Partners will get to display install ratings and reviews on their Pro Profile page.

Specials and Offers: This is a fully customizable open text field where you can list your daily, weekly, monthly and seasonal deals or even coupon codes so you can make your business stand out from the rest on Ruud.com.

Recruitment Support Program Powered by Military Hire

Hiring the right person, who respects customers and co-workers alike, helps to cultivate the best customer service experience. In order to help the Pro Partners with their efforts, We have partnered with MilitaryHire to offer the Recruitment Support Program.

As part of the Pro Partner program, you will receive:

- 1 recruiter account (resume search seats)
- Up to 10 job postings
- Up to 600 resume views per month
- Up to 10 automated Resume Search agents



2024

GET PRO POWERED



Exclusive Seasonal Promotions

Pro Partners receive an elite sales advantage with exclusive CashBack and *Residential KwikComfort® Financing* promotions.

PRO PARTNER BENEFITS

- Seasonal CashBack promotions
- Seasonal *Residential KwikComfort Financing* promotions
- Options to combine promotions for even stronger purchase incentives

NOTE: Eligible equipment matrix will be announced approximately 60 days from promotion start date and is subject to change at Rheem's discretion.



CashBack

USON



2024

GET PRO POWERED

PROCLUB

REWARD YOURSELF



ProClub Rewards Program

Pro Partners can earn and redeem unlimited ProClub Points for all eligible Ruud® equipment purchases and turn those points into valuable rewards.

PRO PARTNER BENEFITS

- **Fast earning and easy redeeming**, with points awarded for eligible equipment purchases, training and certain program participation
- **Thousands of high-value loyalty rewards**—gifts, tools, travel, event tickets, etc.
- **All-online program** makes registering, tracking and redeeming easy and convenient

USON





Digital Checklist

The digital checklist helps make sure you are taking advantage of all the Pro Partner Program has to offer.

A single location for Pro Partners to set up all the different benefits offered to them through My.Ruud and the Pro Partner program.

- **Set up** your Pro Profile page
- **Sign up** for Interplay licenses
- **Enroll** in the Social Media Program
- **Easy access** to other tools on My.Ruud and so much more

To access the Checklist: Contractor Profile > AC Tab > Pro Partner Section > View Checklist or through the Checklist portal under Pro Partner Dashboard

The PDF version of the Checklist is housed under the Pro Partner Guides — Marketing > Pro Partner > Pro Partner Program Guides



Quick Start Guide

The Pro Partner Program is about enhancing contractor success and building your business through a carefully selected suite of tools and programs.

So we wanted to make it as easy as possible for Pro Partners to take advantage of all of them.

Some highlights from the Quick Start Guide:

- How to File a CashBack Claim and more functions within your CST Dashboard
 - How to Sign Up for the Pro Partner Social Media Program and Pro Partner Recruitment Support Program
 - How to access Ratings & Reviews
 - ...and so much more all bundled for you in one Guide
-
- The Quick Start Guide is located on [My.Ruud.com > Marketing > Programs > Pro Partner > Pro Partner Program Guides > 2023 Pro Partner Quick Start Guide](#)



Pro Partner Value Guide

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 |
|--|------------------|
| Ruud Online Ratings & Reviews – Review management portal; unlimited automated email surveys; automated verification, posting & notification of reviews | \$2,400 |
| Pro Partner CashBack Rebates – Exclusive CashBack promotions | \$4,500 |
| <i>Residential KwikComfort® Financing Promotion</i> – Eight (8) months of promotions | \$11,000 |
| Digital Brand Advertising – Based on brand awareness campaign, plus value of a blended service / install average ticket | \$5,000 |
| ProClub Rewards – Based on selling two qualifying units a month | \$1,000 |
| 2025 National Conference – Two-day conference with instructor-led courses (limited availability) | \$1,000 |
| RepBooster™ – Total digital reputation management solution pulling together Google, Facebook and Ruud Ratings & Reviews | \$300 |
| Online Appointment Booking – Through the Book Now feature on Ruud.com | \$400 |
| WebSuite™ – Customizable website options (\$84–500) | \$500 |
| Ruud-branded Creative Assets – Complete library of creative assets | \$1,500 |
| Interplay Learning – Courses for all skill levels from the leading provider of online training for the skilled trades; includes five (5) passes per company | \$2,800 |
| Recruitment Support Program – 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 | \$2,400 |
| Graduate Studies – Our online Graduate Studies section has business related courses specifically curated with you in mind | \$750 |
| Pro Partners Social Media Program – This program provides a social media management tool, along with five pieces of social media content a month | \$8,000 |
| Total Average Monetary Benefit of a Pro Partner Contractor Membership* | \$41,550 |

**This is the estimated value a participating contractor can expect to see as a Pro Partner. Actual value may vary.*



Social Media Pages

Facebook, Instagram and X (formerly Twitter).

 [Facebook.com/RuudAir](https://www.facebook.com/RuudAir)

 [Instagram.com/Ruud_Air](https://www.instagram.com/Ruud_Air)

 [X.com/Ruud_Air](https://www.x.com/Ruud_Air)

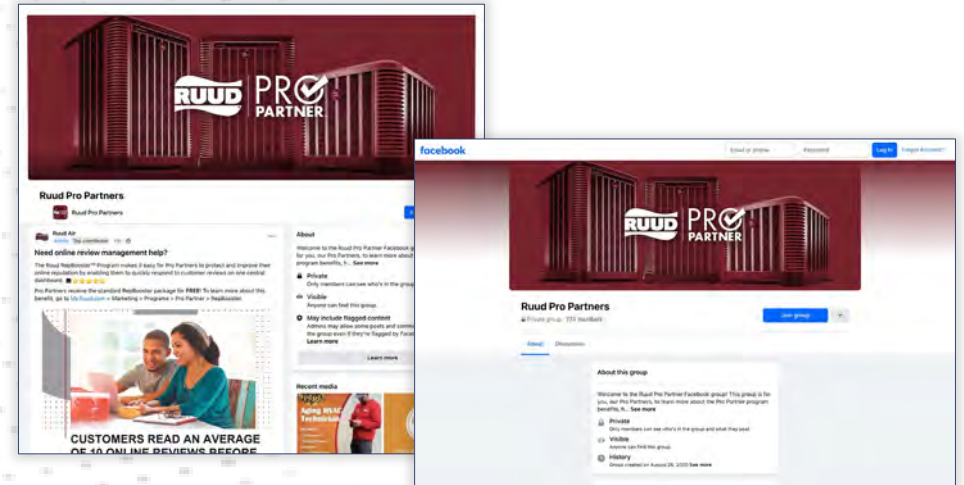


PRO PARTNER PRIVATE FACEBOOK GROUP

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 the “Groups” tab
- Click “Join Group”
- Answer the membership questions



2024

GET PRO POWERED



Are You Ready To Go Pro?

We're proud to invite you, an elite Ruud® contractor, to join the Pro Partner™ Program—the best partnership and loyalty rewards program in the business.

USON





Not for distribution. Internal use only.



FERGUSON

Up Next...

Dealer Program Overview

Marcus Bates





Ferguson / Ruud Dealer Programs

Marcus Bates, Ferguson HVAC






















WHY BECOME A DEALER?

- What's next for 2024?
- Distributor Support
- Program Support



3 LEVELS

Choices

| BENEFITS | STANDARD DEALER | PRO DEALER | PRO PARTNER™ | | PRO DEALER | PRO PARTNER™ |
|---|-----------------|------------|--------------|---|------------|--------------|
| <ul style="list-style-type: none">  Dedicated Ferguson App (ordering, account management)  ProPoints through Ferguson.com purchases  Free Technical Training  Ruud Technical Support with Ferguson TSA's  Monthly Purchase Summary <ul style="list-style-type: none"> ■ Pro Business Discounts  Payzerware™  iCreate® <ul style="list-style-type: none"> ■ KwikComfort® Financing ■ Protection Plus® Warranties ■ WebSuite™ Access ■ Military Hire available ■ Fleet Discount Program | | | | <ul style="list-style-type: none"> ■ Cintas Uniforms ■ DesignStar®  Access to CIWeb  Ferguson Exclusive Marketing Discounts | | |
| <ul style="list-style-type: none">  2% Co-Op  Digital Marketing Campaign and Consumer Lead Generation  Dealer Upselling Incentives  Quarterly Co-Op Statement and Planner  Sales Builder Pro <ul style="list-style-type: none"> ■ RepBooster™ Access | | | | <ul style="list-style-type: none">  4% Co-Op <ul style="list-style-type: none"> ■ CashBack – Double CashBack for Spring 2024 ■ 8% KwikComfort Financing Rebate ten months out of the year  EGIA Included: <ul style="list-style-type: none"> – Exclusive Access to Business Development Tools – In-House Training – Financing Options ■ Pro Rewards ■ Priority Positioning on Dealer Locator ■ Quality Pledge ■ Marketing and Business Support ■ Five VR Training Licenses ■ Five Social Media Posts per month = 60 posts per year ■ Over 300 Graduate Studies Courses  Ferguson Web Portal | | |



2024 STANDARD DEALER

- \$50,000 Ruud Equipment Purchase Commitment
- Dealer Pricing & Support
- No Cost to Join





2024 PRO DEALER

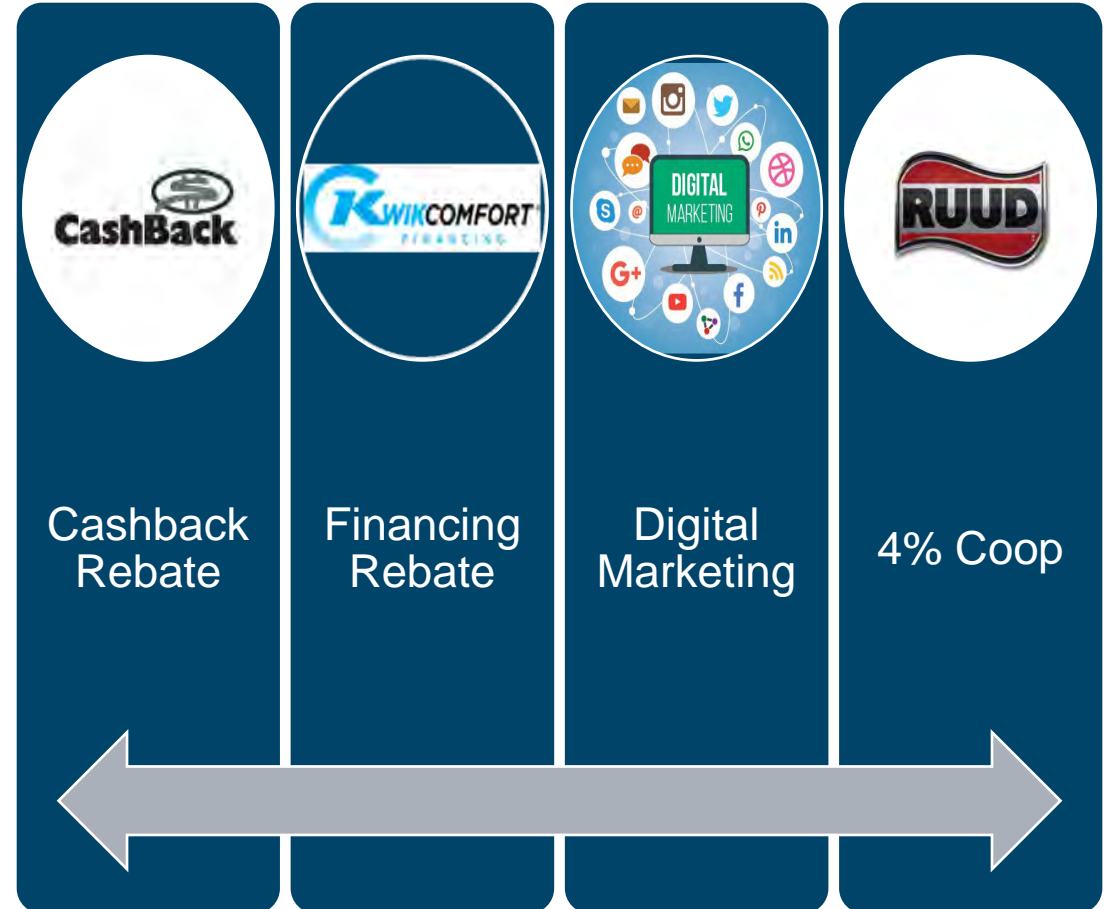
- \$125,000 Ruud Equipment Purchase Commitment
- Dealer Pricing & Support
- 2024 Digital Marketing Campaign
- 2% Marketing Coop
- \$1,000 program fee





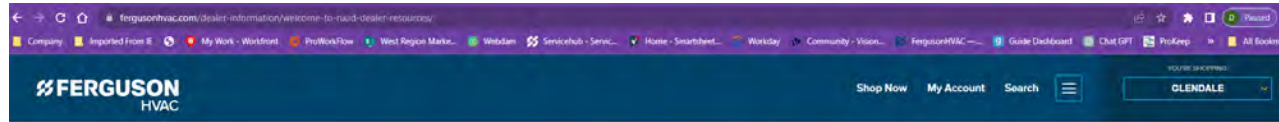
2024 PRO PARTNER

- \$200,000 Ruud Equipment Purchase Commitment
- Dealer Pricing & Support
- Cashback Equipment Rebate
- Up to 8% rebate of financing fees
- 2024 Digital Marketing Campaign
- 4% Marketing Coop
- \$4,500 program fee



NEW DIGITALLY SIGNED DEALER AGREEMENTS

Located on the New Dealer Resource Site



WELCOME TO RUUD® DEALER RESOURCES

As a Ruud dealer with Ferguson, you have access to many special programs and promotions. Ruud offers seasonal promotions throughout the year and have access to specific vendors that can help you to look more professional and reach your target audience. Below are links to all the resources you need to take advantage of these benefits available to you.



Ruud® Virtual Dealer Meeting – December 6th – [Sign up today!](#)

Dealer Programs



Click [here](#) to learn how you can become a dealer.



Click [here](#) to view the Ruud Dealer Program Flipbook.

Regulation and Government Information



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) _____

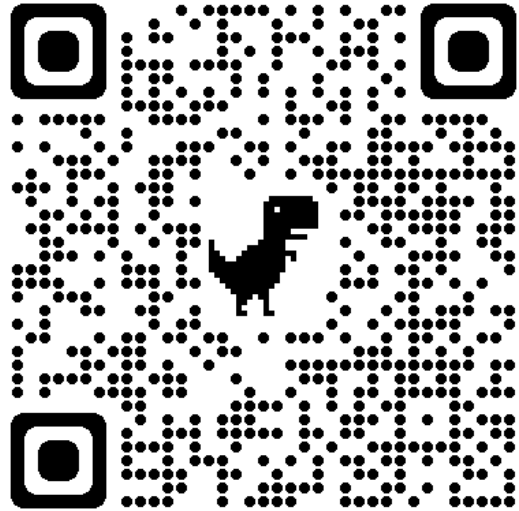
COMMENTS:



©2023 Ferguson Companies. 802-2021 PRO DEALER

SPECIAL OFFERS

- Sign up today - Get \$500 OFF your dealer fee!



**\$500
OFF**
TODAY ONLY!





Thank you!

Next up – David Delgado, EGIA

EGIA Live Demo

David Delgado, EGIA



DIGITAL COMMERCE

SHANELL PENNINGTON



24/7 SELF-SERVICE

- Access to bids and orders (online & offline)
- Access to credit memos
- Product details and spec sheets
- Online Bill Pay – access to serial numbers & true invoices
- Proof of delivery
- Ability to request and build quotes
- Ability to place orders



CREATE ONLINE ACCOUNT

- Go to Ferguson.com or download the app
- Click Login/Register
- Click "Get Started" Link
- Answer Short Questionnaire
- Account should be set up within 24 hours
- You will receive an email to reset your password when the account is ready.

OR

- Call Customer Support @ 888-222-1785

OR

- Reach out to your Sales Rep

LOGIN | REGISTER CART

Login to Your Account

Email Address
shanel.pennington@ferguson.com

Password
.....

[Forgot Password?](#)

Keep me logged in

[Login](#)

[Get Started](#) to create a new Ferguson account

How do you plan to use ferguson.com?

Personal use
I want to find products for my home or a personal project. [>](#)

Business use
I want to find products for my business or professional use. [>](#)

Which email would you like to use for your account?

Email

[Continue](#)

Account Information

Account Number

Don't have an account number?
[Create an Account](#)

Company Zip


| Invoice Number | Customer | Page |
|----------------|----------|------|
| 000001 | 11111 | 1 |

TOTAL DUE \$100



You can locate your account number on your invoice as seen above.



JOB BOARD

 **Ferguson Associate View PROFESSIONAL**
California Region - HVAC

Showrooms Find a Location Orders My Lists Help

 ACCOUNT  CART

ALL PRODUCTS SHOP BY JOB SHOP

FERGUSON ASSOCIATE VIEW - 504588

FERGUSON ASSOCIATE VIEW - 504588
HVAC
California Region - HVAC (LAHVAC) ✓

FERGUSON ASSOCIATE VIEW - 106380
REPAIR & REMODEL
Southern CA Region - PVF (GARDEN)

FERGUSON ASSOCIATE VIEW - 440390
DAY & NIGHT DEALER
Arizona Region - HVAC (PHOENIXHVAC)

Selected Contract

Professional

Professional ✓

TBUNDLE

Selected Store

Ontario, CA - HVAC 4652 EAST BRICKELL ST

Search Locations

Frequent Locations

Chatsworth, CA - HVAC 9401 OSO AVENUE

San Gabriel, CA - HVAC 429 MADERA STREET

Sacramento, CA - HVAC - Raley Blvd 5005 RALEY BOULEVARD

All Locations

Anaheim, CA - HVAC - Claudina St 1346 SOUTH CLAUDINA STREET

Anaheim, CA - HVAC - E Cerritos Ave 605 EAST CERRITOS AVENUE

Azusa, CA - HVAC 640 AYON AVENUE

Job Board ⓘ

Selected Account

FERGUSON ASSOCIATE VIEW - 504588

Selected Job

None

Selected Contract

Professional

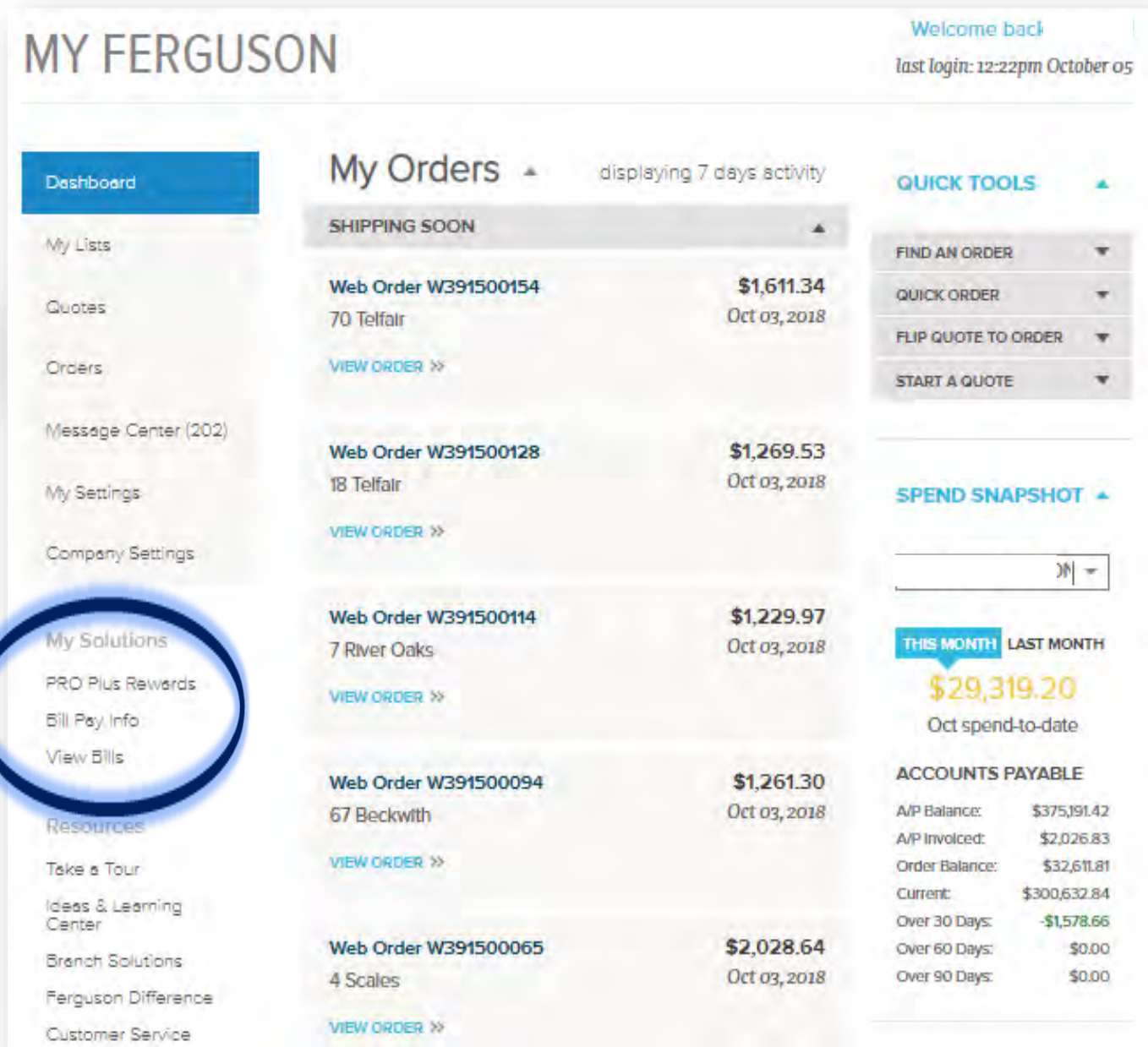
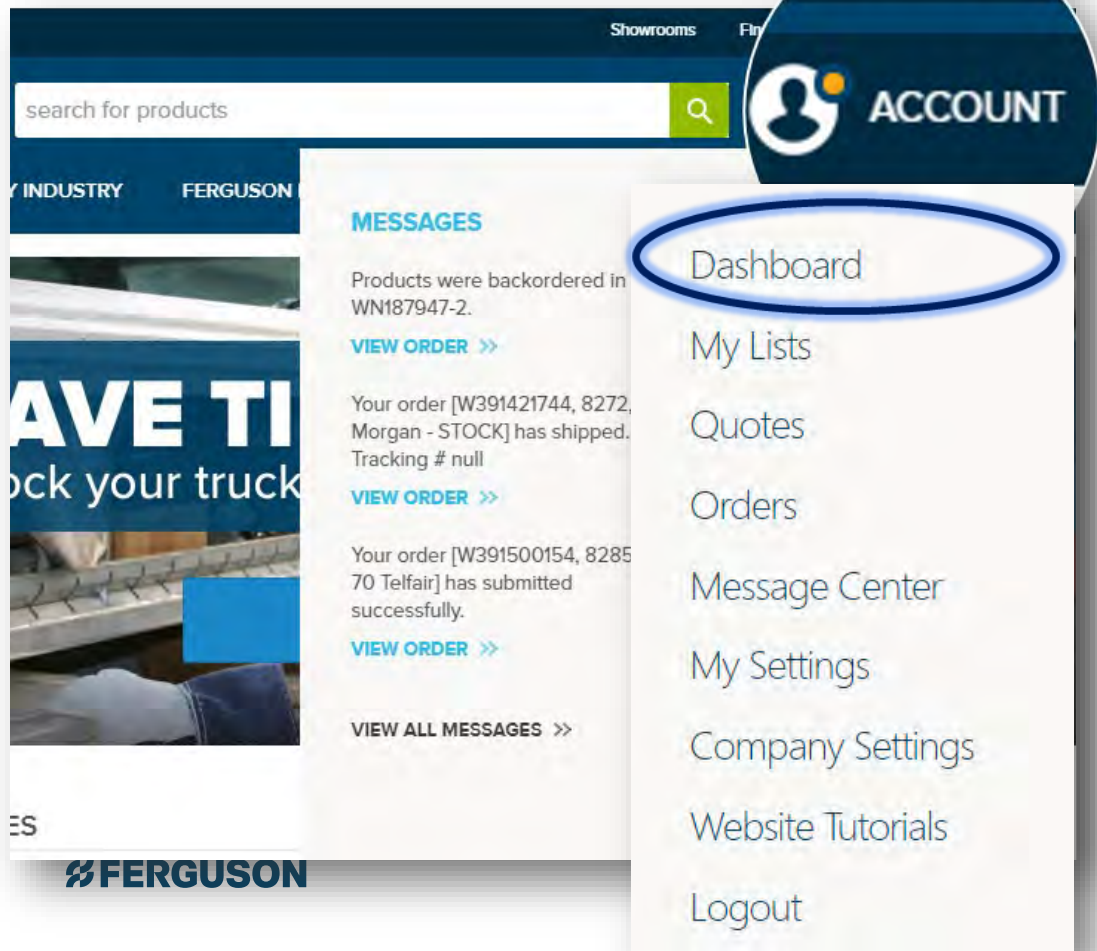
Selected Store

Ontario, CA - HVAC 4652 EAST BRICKELL ST

Cancel **Apply**

MY ACCOUNT ICON/DASHBOARD

A gateway to the most frequently used website features





PRO PLUS LOYALTY PROGRAM

Points Balance
1,632,636 [REDEEM POINTS](#)

FERGUSON Search for products

ACCOUNT CART

ALL PRODUCTS SHOP BY JOB SHOP BY INDUSTRY FERGUSON PRO

Dashboard

My Lists

Quotes

Orders

Message Center

My Settings

Website Tutorials

Logout

GIVE YOURSELF SOME CREDIT. Get a business credit approval decision in as little as 24 hours. [Apply Now>](#)

YOUR LISTS. [Check it out](#)

My Orders

You have no activity within the last 7 days.

If you have any orders pending or completed, they would show up here.

But don't let that stop you: [Shop Now](#)

My Pending Orders

SPEND SNAPSHOT

FERGUSON ASSOC

| | THIS MONTH | LAST MONTH |
|--|-------------------|------------|
| | \$0.00 | |
| | Sep spend-to-date | |

ACCOUNTS PAYABLE

| | |
|----------------|----------|
| A/P Balance: | \$0.00 |
| A/P Invoiced: | \$0.00 |
| Order Balance: | \$922.81 |
| Current: | \$0.00 |
| Over 30 Days: | \$0.00 |

SHOPPING

EVENTS

TRAVEL

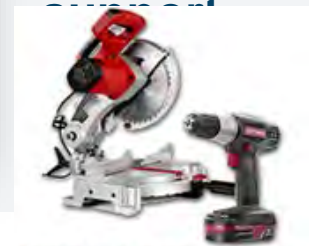
TIME TO REWARD YOURSELF

WELCOME TO THE FERGUSON PRO PLUS REWARDS SITE!

[START HERE](#) [ACCOUNT HISTORY](#) [REDEEM POINTS](#) [DONATE POINTS](#)

FAQ's:

- Customer needs to sign up to start earning points
- 1 point for each dollar spent online
- Only 1 Pro Plus Admin per account
- Pro Plus rewards can be found in the Dashboard
- Pro Plus admin can be changed by contacting customer service



TOOLS & HARDWARE



HOME & GARDEN




APPLE



SPORTING GOODS

ADDING/EDITING USERS


Add New Employee



Add employees to Construction and assign roles.

[ADD EMPLOYEE >>](#)

Edit Current Employees



Your company currently has 3 registered employees.

[EDIT EMPLOYEE >>](#)

EDIT NEW JOB VIEWS



Add new account or job for your employees.

[EDIT NEW JOB VIEWS >>](#)

Add Employee

FIRST NAME

LAST NAME

EMAIL ADDRESS

CONFIRM EMAIL ADDRESS

PHONE NUMBER (optional)

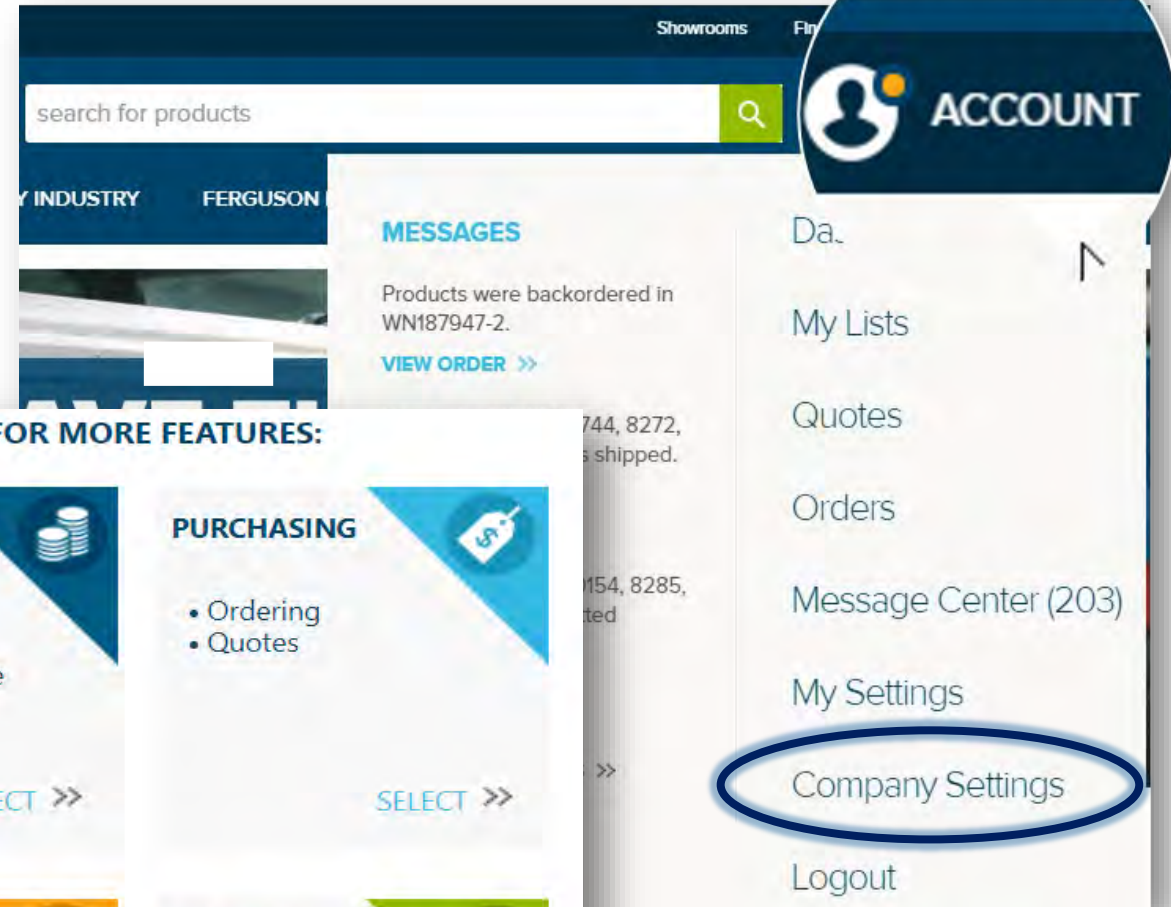
Work | () | | |

Please enter an address that:

Is a valid Email address, and Confirm the addresses match

EXT

This person requires approvers



ACCOUNT

- Da.
- My Lists
- Quotes
- Orders
- Message Center (203)
- My Settings
- Company Settings**
- Logout

ADD A PACKAGE FOR MORE FEATURES:

ACCOUNTING



- A/R overview
- Statements
- Paying bills online

[SELECT >>](#)

PURCHASING



- Ordering
- Quotes

[SELECT >>](#)

COMBO



- Ordering
- Quotes
- A/R overview
- Statements
- Paying bills online

[SELECT >>](#)

ADMIN



- Full access
- Employee set up

[SELECT >>](#)

[COMPARE ALL ROLES >>](#)

SEARCH BAR & CATEGORIES

The screenshot displays the Ferguson website's search results for 'Heating & Cooling'. The top navigation bar includes the Ferguson logo, a search bar, and links for 'ACCOUNT' and 'CART'. Below the navigation bar, there are tabs for 'ALL PRODUCTS', 'SHOP BY JOB', 'SHOP BY INDUSTRY', and 'PRO SERVICES'. The main content area is titled 'Heating & Cooling' and is divided into 'Residential Equipment' and 'Commercial Equipment'. The 'Residential Equipment' section features a grid of product categories: A/C Condensers, Furnaces, Heat Pumps, Air Handlers, Mini Split Single-Zone, Mini Split Multi-Zone, Packaged Gas/Electric, and Packaged Heat Pumps. The 'Commercial Equipment' section features a grid of product categories: Packaged Gas/Electric, Air Handlers, Packaged Air Conditioners, and Heat Pumps. On the right side, there are filters for 'Brand', 'Tonnage', and 'SEER2 Range'. The 'Brand' filter is expanded, showing options like Day & Night®, Trane, Mitsubishi, Rheem, and Runtru. The 'Tonnage' filter shows options from 1 Ton to 5 Ton. The 'SEER2 Range' filter shows options from 14.3 - 15.1 to 15.2 - 40.0. At the top right, there are filters for 'Sort' (Featured, Best Selling, Featured) and 'Availability' (In My Store). A location dropdown menu shows 'Ontario, CA - HVAC'. A star icon is placed over the 'Best Selling' and 'Featured' options in the 'Sort' filter. A list of additional categories is provided on the right side of the page.

Additional Categories include:

- Repair Parts & Maintenance
- Controls, Sensors & Zoning
 - Installation Supplies
 - Air Distribution
 - Fans & Ventilation
- Grills, Registers & Diffusers
 - Adhesives & Sealants
- Equipment Pats & Accessories

Typing 3 characters into the search bar will trigger the type-ahead feature

Matching products, or product categories will display directly below the search bar

Search results are based on matching products with the highest volume of sales in your area

PRODUCT DETAIL & AVAILABILITY

Home > Heating & Cooling > Residential Equipment > Air Conditioner Condensers

Print



Rheem

Endeavor™ Line Classic Plus® Series 3 Ton - 15 SEER - Air Conditioner - 208/230V - Single Phase - R-410A

Part #RA15AZ36AJ3CA | Item #9829207 | Manufacturer Part #RA15AZ36AJ3CA

\$7,873.00 EACH

Quantity

Add to Cart

Add to My Lists

Tonnage:

3 Ton

Packaging Info:

Quantity Per Each: 1, Inner pack: 1

View our policy for **FREE Shipping**

[Learn More](#)

How to get it:



Pick Up Available

17 in Ontario, CA - HVAC



FREE Shipping Available

Available for immediate shipment

[See what's available](#)

Specifications

BTU: 36000

CFM: 4138

Collection: Endeavor™ Line Classic Plus® Series

Communicating: Communicating

Compressor Type: Rotary

Decibel Rating dB : 72.9 dB

Height: 27 in

Length: 33-3/4 in

Liquid Line OD : 3/8 in

Phase: Single Phase

Refrigerant: R-410A

SEER: 15.0

Suction Line OD : 3/4 in

Tonnage: 3 Ton

Volts: 208/230V

Weight: 150

Width: 33-3/4 in

Documents

Specification
Warranty

FERGUSON

Check Availability



Rheem Endeavor™ Line Classic Plus® Series 3 Ton - 15 SEER - Air Conditioner - 208/230V - Single Phase - R-410A

Part #RA15AZ36AJ3CA

Store

Distribution Center

Only Show Locations with Stock

| Store Name | Distance | Availability |
|--|------------|--------------|
| Current Store | | |
| Ontario, CA - HVAC 4652 EAST BRICKELL ST | 22.7 miles | 17 |
| All Stores | | |
| Anaheim, CA - HVAC - E Cerritos Ave 605 EAST CERRITOS AVENUE | 31.6 miles | 2 |
| Van Nuys, CA - HVAC 13500 SATICOY STREET | 32.9 miles | 8 |
| Riverside, CA - HVAC 2751 DURAHART STREET | 34.7 miles | 2 |
| Santa Clarita, CA - HVAC 26470 SUMMIT CIRCLE | 38.6 miles | 5 |
| Chatsworth, CA - HVAC 9401 OSO AVENUE | 41.2 miles | 6 |

Cancel

Select a Store

MY LISTS

- Saves time by organizing your most purchased products
- Streamlines ordering process
- “Bought Often” – updates monthly
- Share Lists w/ others

ORDERS

- Access to 12 months of order history for all online and offline purchases
- View tracking info, proof of delivery timestamps and signatures

FERGUSON search for products ACCOUNT CART 10

ALL PRODUCTS SHOP BY INDUSTRY FERGUSON PRO SHOP BY ROOM

Home > My Ferguson Dashboard > Orders

ORDERS

Order # search Order #

Order #
Credit # \$
Job Name
Ordered By
PO #
FEI PO #

STATUS All TIME Last 90 Days

| Status | Ordered | By | PO # | Job Name | Needed | Total |
|-----------|----------|----------|---------|----------------|----------|---------|
| Open | 07/31/19 | Kim Vogt | 4:51 | RTI Rollbac... | 11/30/19 | \$1.06 |
| Picked up | 07/23/19 | | BOBBY D | NADA | 07/23/19 | \$29.98 |

me,
er

WA248665 \$504.07
Shipped 01/16/20

[View Order Details](#)

Order #: WA248665
Web Order #: W482823496
Track Shipment: W482823496_66
Ordered On: 01/16/20
Ordered By: Keith Vander Vennet
Date Needed: 01/17/20

WA248665 \$504.07
Shipped

back

Need to Reorder?

[Add items to cart](#)

FERGUSON

Track Your Order

ORDERED SCHEDULED IN TRANSIT DELIVERED

QUICK TOOLS

FIND AN ORDER

Go

Advanced Search

QUICK ORDER

FLIP QUOTE TO ORDER

START A QUOTE

QUOTES & DRAFTS


- Create, view, and manage quotes on all main and job accounts

Quote #: WB004876 PENDING ⓘ

Created: November 13, 2023 | Expires: December 13, 2023

| | |
|--|---|
| Account Main Account - 504588 FERGUSON ASSOCIATE VIEW California Region - HVAC | Job Name Change out PO # 12345 |
|--|---|

Select All (1 Item)

| | | Net Price: | Qty | Total Price |
|--------------------------|---|------------|-----|-------------|
| <input type="checkbox"/> | 1  | \$2,147.68 | 1 | \$2,147.68 |

FERGUSON

Quotes Drafts Create New Quote

Quote # search for quotes 🔍

Quote # Job Name PO # Created By

Page 1 of 5 Filter All

| Quotes | Expires | Status |
|--|--------------|---------|
| STULTZ / WB060107 Created: Apr 24, 2019 | May 24, 2019 | PENDING |

QUICK TOOLS

FIND AN ORDER

QUICK ORDER

FLIP QUOTE TO ORDER

Need to restock? Simply enter an order or quote number and click Review Order.

Order / Quote #

REVIEW ORDER

START A QUOTE

More Actions

Need to save this cart for later?

Save as Draft

Need a Job Quote?

Request a Quote

Continue Shopping



FERGUSON APP

- Scan Books
- Barcoding Labels
- Scan to cart
- Reorder
- Availability
- Order Status
- Quotes
- My Lists

FERGUSON



Advanced Distributor Products 3.5 - 5 Tons R-410A Thermal Expansion Valve



A65026400



20 x 14 x 14 in. Galvanized Steel Duct Wye Branch



SHMTYS26201414

MIN MAX



ACCOUNTING FEATURES

Ferguson Associate View PROFESSIONAL
California Region - HVAC

SEARCH FOR PRODUCTS

ACCOUNT CART

ALL PRODUCTS SHOP BY JOB SHOP BY INDUSTRY

MESSAGES

Dashboard

My Lists

Quotes

Orders

Message Center (4)

My Settings

Company Settings

Website Tutorials

Logout

MY SOLUTIONS

PRO Plus Rewards

Bill Pay Info

View Bills

RESOURCES

Take a Tour

MY FERGUSON DASHBOARD

GIVE YOURSOME CRED

YOUR

Check

SPEND SNAPSHOT

FERGUSON ASSOC

THIS MONTH LAST MONTH

\$0.00

Sep spend-to-date

ACCOUNTS PAYABLE

A/P Balance: \$0.00

A/P Invoiced: \$0.00

Order Balance: \$922.81

Current: \$0.00

Over 30 Days: \$0.00

My Orders

You have no activity within the last 7 days.

If you have any orders pending or completed, they would show up here.

But don't let that stop you: [Shop Now](#)

My Pending Orders



My Solutions

PRO Plus Rewards

Bill Pay Info

View Bills

Summary

Open

Closed

Settings

Summary of Master Customer Number: 103283

Summary includes documents with positive and negative remaining balances. Documents with no open balance are not included.

| | | | |
|--------------------------|------------------------------|------------------|---------------------|
| <input type="checkbox"/> | Total Amount Due | 58,245.95 | 49 Documents |
| <input type="checkbox"/> | Current | 50,831.56 | 35 Documents |
| <input type="checkbox"/> | 31 - 60 Days Past Due | 4,586.96 | 1 Document |
| <input type="checkbox"/> | Future Due | 2,827.43 | 13 Documents |

Pay Other Amount

Select Amount

*Disclaimer: Other Amount will be applied to oldest documents first.

ACCOUNTING FEATURES

Pay Bills

Summary | Open | Closed | Payment History | Settings

PAY BILLS | PAY ON ACCOUNT | PRINT | DOWNLOAD | MOVE TO CLOSED



View Bills

Summary | Open | Closed | Settings

PRINT | DOWNLOAD | MOVE TO CLOSED

Invoice #

Sort A to Z
Sort Z to A

Search...

RESET APPLY

Inv Date

Sort Earliest to Latest
Sort Latest to Earliest

All
 Last 7 Days
 Last 30 Days
 Last 90 Days

From: mm/dd/yyyy

To: mm/dd/yyyy

RESET APPLY

| PDF | Note | Cust # | Acct# | Account Name | Job Name | Type | Invoice # | Inv Date | PO# | Due Date | Inv Amt | Paid Online | Open Balance | Dnld |
|-----|------|--------|-------|--------------|----------|-------------|-----------|------------|-----|------------|---------|-------------|--------------|------|
| | | | | | | Credit Memo | CM690248 | 03/30/2020 | | 04/10/2020 | -94.04 | 0.00 | -94.04 | N |
| | | | | | | Invoice | 4540180-1 | 03/27/2020 | | 04/10/2020 | 294.54 | 0.00 | 294.54 | N |
| | | | | | | Invoice | 4560341 | 03/27/2020 | | 04/10/2020 | 1863.39 | 0.00 | 1863.39 | N |
| | | | | | | Invoice | 4560380 | 03/27/2020 | | 04/10/2020 | 899.69 | 0.00 | 899.69 | N |
| | | | | | | Invoice | 4564568 | 03/27/2020 | | 04/10/2020 | 185.96 | 0.00 | 185.96 | N |
| | | | | | | Invoice | 4566057 | 03/27/2020 | | 04/10/2020 | 912.22 | 0.00 | 912.22 | N |
| | | | | | | Invoice | 4566340 | 03/27/2020 | | 04/10/2020 | 1995.55 | 0.00 | 1995.55 | N |
| | | | | | | Invoice | 4566652 | 03/27/2020 | | 04/10/2020 | 197.97 | 0.00 | 197.97 | N |
| | | | | | | Invoice | 4446451 | 03/26/2020 | | 04/10/2020 | 2911.92 | 0.00 | 2911.92 | N |
| | | | | | | Invoice | 4473253-1 | 03/26/2020 | | 04/10/2020 | 167.65 | 0.00 | 167.65 | N |

UPDATE INCORRECT DATA/FEEDBACK

The screenshot shows the Ferguson website interface. At the top, there is a navigation bar with links for Showrooms, Find a Location, Orders, My Lists, and Help. Below this is a search bar and a 'CART' icon. The main content area features a large banner with the text 'RETURN TO WORK SAFELY AND GET BACK TO BUSINESS' and a green checkmark icon. Below the banner, there is a section titled 'BACK TO BUSINESS FEATURED PRODUCTS' with several product cards. A blue 'Feedback' tab is visible on the right side of the page, highlighted by an orange box. A callout box with an orange border contains the text: 'Click the Feedback Tab (on the right near the scroll bar)'. The 'Feedback' tab itself is a vertical blue bar with the word 'Feedback' written vertically in white.

Step 1

Click the Feedback tab (on the right near the scroll bar).

Overall, how satisfied are you with Ferguson.com? *

0 = extremely dissatisfied | 10 = extremely satisfied

0 1 2 3 4 5 6 7 8 9 10

What type of feedback are you sharing today? *

Please Select Option

Please provide more information:

Email (this will only be used to respond to your feedback)

Capture a screen or highlight specific area

Take a screen capture

What type of feedback are you sharing today? *

Please Select Option

- Incorrect product information
- Something is broken on the website
- General feedback about the website
- General feedback about the company
- I can't find the product I need

S2S BENEFITS & PO PROCESS



**CONTROL OVER
BUDGET &
SPEND**

**REDUCE
PROCESSING
TIMES**

**INCREASE
PRODUCT
VISIBILITY**

**TRANSPARENT &
DETAILED ORDER
INFORMATION**

**EFFICIENCY
GAINS**

THE QUOTATION & SALES ORDERING PROCESSES

Instantly Convert Your Emailed Quotation Requests (RFQs) & Purchase Orders (POs) into Digital Transactions



Customer creates and submits a Bid, Quote or Order



Bid, Quote or Order is automatically placed. No manual entry.



Bid, Quote or Order is created and sent back to the customer.



TG
PLUMBING & MECHANICAL

PURCHASE ORDER

TG Plumbing & Mechanical, Inc.
10785 Grant Lane
Pickerington, OH 43147-9425
(614) 829-2124
(614) 829-2124

To: FERGUSON ENTERPRISES, INC
438 MCCORMICK BLVD
COLUMBUS, OH 43213

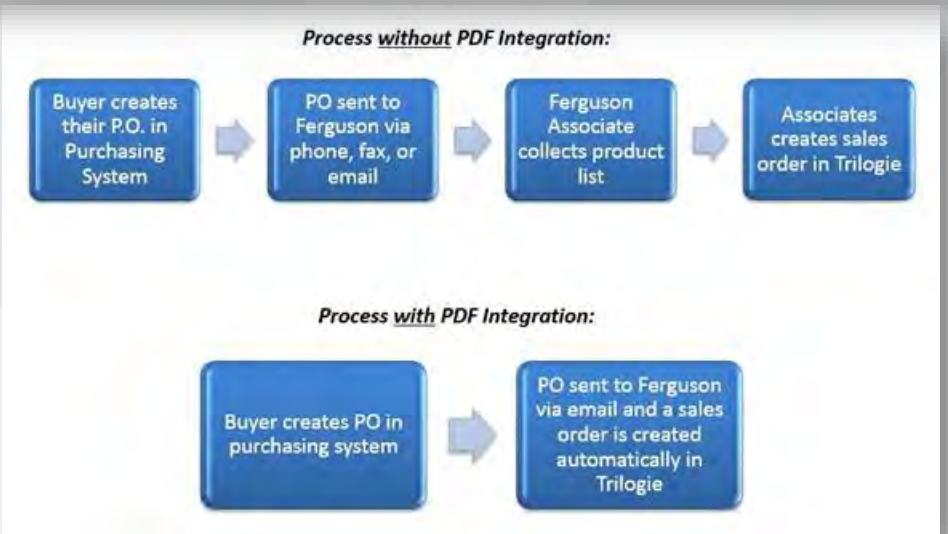
Phase Number: 02 Underground

Order Date: 4/9/2020
Buyer: PM
Terms: Net 60
Ship Via: Vendors Truck Delivery
Job: Hilliard Health Campus

Customer PO Number: P.O. Number: 20CP07-003

Company Name and Ship To Address: Ship to: TG Plumbing & Mechanical Inc
10785 Grant Lane
Pickerington, OH 43147-9425

| TG P/N Vendor P/N | DESCRIPTION | REQUIRED DATE | QTY | UNIT PRICE | UOM | EXT. COST |
|----------------------|--------------------------|---------------|-----|------------|-----|-----------|
| 51423 | PVC DWV 1/4 Bend_4 | 5/21/20 | 5 | 1.00 | | 5.00 |
| 36467 | PVC DWV 1/8 Bend_3 | 5/21/20 | 10 | 1.00 | | 10.00 |
| 8761 | PVC DWV Coupling_2 | 5/21/20 | 2 | 1.00 | | 2.00 |
| 13538 | PVC DWV 1/16 Bend_6 | 5/21/20 | 3 | 1.00 | | 3.00 |
| 10115 | Sch 40 PVC DWV PE Pipe_8 | 5/21/20 | 800 | 1.00 | | 800.00 |



Thank you

Next up... Rebates with Steve Auld





Incentives and Rebates

Steve Auld, Ferguson HVAC



Residential Energy Efficiency Tax Credit (25C)

- 25C Tax Credit
- For Qualified Electrification Upgrades
- Total Annual Credit **\$3200**
- Heat pumps and HPWHs **\$2000**
- Other upgrades **\$1200**
- Annual Credit for Heat Pump & HPWHs **\$2000**
- Heat Pump **\$2000**
- HPWH **\$2000**
- Annual Credit for Other Upgrades **\$1200**
- Insulation **\$1200**
- Doors **\$500**
- Windows **\$600**
- Electrical panel **\$600**
- Energy Audit **\$150**

- Available January 1, 2023
- Tax credit capped at 30% of project cost
- Covers purchase and installation costs for HP's, HPWH's & panel upgrades
- HP must meet CEE efficiency requirements
- Credit limit is annual & resets each year
- Household must have adequate tax liability

EEHIC (new 25C#)

| |
|--|
| EEHIC (new 25C#) |
| Energy Efficient Home Improvement Credit (previously 25C) |
| Tax Credit |
| Qualified Property placed in Service after 12/31/2022 through 12/31/2032 |
| <p>Up to 30% of qualified equipment or up to:</p> <p>Heat Pump, Split (NORTH) = \$2,000 (exception for HPs) Heat Pump, Split (SOUTH) = \$2,000 (exception for HPs) Heat Pump, PAC (NORTH) = \$2,000 (exception for HPs) Heat Pump, PAC (SOUTH) = \$2,000 (exception for HPs) Heat Pump, Ductless (NORTH) = \$2,000 (exception for HPs) Heat Pump, Ductless (SOUTH) = \$2,000 (exception for HPs) AC, Split = \$600 AC, PAC = \$600</p> <p>Furnace (gas) = \$600 Furnace (oil) = \$600 Energy Audit = \$150 Labor can also be claimed</p> |
| Total Annual Limit = \$2,000 Heat Pumps & \$1,200 for all others |
| <p>Heat Pump, Split (NORTH) = 15.2 SEER2, 10 EER2, 8.1 HSPF2</p> <p>Heat Pump, Split (SOUTH) = 15.2 SEER2, 11.7 EER2, 7.8 HSPF2</p> <p>Heat Pump, PAC (NORTH) = 15.2 SEER2, 10 EER2, 8.1 HSPF2</p> <p>Heat Pump, PAC (SOUTH) = 15.2 SEER2, 10.6 EER2, 7.2 HSPF2</p> <p>Heat Pump, Ductless (NORTH) = 16 SEER2, 9 EER2, 9.5 HSPF2</p> <p>Heat Pump, Ductless (SOUTH) = 16 SEER2, 12 EER2, 9.0</p> |
| Open to any American homeowner with a tax liability |
| Must be principal residence Cannot be combined with the HEEHRBP |

Tax Credits and Rebates

25C: Residential Energy Efficiency Tax Credit Extension & Increase (CEE)

45L: New Energy Efficient Home Tax Credit (ES/DOEZER)

179 D: Commercial Energy Efficiency Tax Deduction (Performance)

HOMES: Home Energy Performance based Rebates (Performance)

HEEHRP: High-Efficiency Electric Home Rebate Program (Section 50121) (ES)

Regulatory - IRA update



25C Federal Tax Credits

- 25C eligible product in all sizes
- Aligned to HP acceleration
- Home Energy audit requirements issued

AIR CONDITIONERS

| | Matching Indoor | |
|-------|-----------------|-----------------------|
| | Air Handler | Gas Furnace |
| 2-ton | N/A | 802V / 962V / 97-98MV |
| 3-ton | N/A | 802V / 97MV |
| 4-ton | N/A | 802V |
| 5-ton | N/A | 802V |

| | | | |
|---------|--------------------|-----------------------|--|
| *A18AZ | | | |
| 1.5-ton | H1VZ / H2VZ | All V families | |
| 2.0-ton | H2TZ / H1VZ / H2VZ | All but mod families* | |
| 2.5-ton | H1TZ / H2VZ | 801T | |
| 3.0-ton | H2TZ / H2VZ | All families | |
| 3.5-ton | H2TZ | 801T | |
| 4.0-ton | H2TZ | N/A | |

| | | | |
|---------|----------|-----|--|
| RA14AZ | 97-98MV* | | |
| 1.5-ton | H1VZ | N/A | |
| 3.5-ton | H1VZ | N/A | |

| | | | |
|--------|--|--|--|
| RA13NZ | | | |
| WA14AZ | | | |
| WA13NZ | | | |

Same as RA14/13*Z

HEAT PUMP NORTH

| | Matching Indoor | |
|-------|-----------------|-----------------------|
| | Air Handler | Gas Furnace |
| 2-ton | HMVZ | 962V / 97-98MV |
| 3-ton | HMVZ | 802V / 962V / 97-98MV |
| 4-ton | HMVZ | 802V / 962V / 97-98MV |
| 5-ton | HMVZ | 802V / 962V |

| | | | |
|--------|-----|-----------------------|--|
| *P18AZ | | | |
| 2-ton | N/A | 802V / 962V | |
| 3-ton | N/A | 802V / 962V / 97-98MV | |
| 4-ton | N/A | 802V / 962V | |
| 5-ton | N/A | 802V | |

| | | | |
|---------|-----------|---------------------------|--|
| RP15AZ | | | |
| 1.5-ton | H2VZ | 801V / 802V / 921V / 962V | |
| 2.0-ton | H2VZ | All but T families | |
| 2.5-ton | H2VZ | All but T families | |
| 3.0-ton | H2VZ | All but T families | |
| 3.5-ton | H2TZ/H2VZ | 801V / 802V | |
| 4.0-ton | H2TZ/H2VZ | 801V / 802V / 97V | |
| 5.0-ton | H2TZ/H2VZ | 801V / 802V / 97-98V | |

| | | | |
|--------|------|--------------|--|
| WP15AZ | | | |
| 2-ton | H3VZ | Ratings Nov. | |
| 3-ton | H3VZ | Ratings Nov. | |
| 4-ton | H3VZ | Ratings Nov. | |
| 5-ton | H3VZ | Ratings Nov. | |

HEAT PUMP SOUTH

| | Matching Indoor | |
|-------|-----------------|-----------------------|
| | Air Handler | Gas Furnace |
| 2-ton | HMVZ | 962V / 97-98MV |
| 3-ton | HMVZ | 802V / 962V / 97-98MV |
| 4-ton | HMVZ | 802V / 962V |
| 5-ton | N/A | N/A |

| | | | |
|--------|-----|-----|--|
| *P18AZ | | | |
| 2-ton | N/A | N/A | |
| 3-ton | N/A | N/A | |
| 4-ton | N/A | N/A | |
| 5-ton | N/A | N/A | |

| | | | |
|---------|-------------|--------------------|--|
| RP15AZ | | | |
| 1.5-ton | H2TZ / H2VZ | All but T families | |
| 2.0-ton | H2TZ / H2VZ | All but T families | |
| 2.5-ton | H2TZ / H2VZ | All but T families | |
| 3.0-ton | H2TZ / H2VZ | 801V / 802V / 97MV | |
| 3.5-ton | H2TZ / H2VZ | 802V | |
| 4.0-ton | H2TZ / H2VZ | N/A | |
| 5.0-ton | H2TZ / H2VZ | 802V / 97-98MV | |

| | | | |
|--------|--------------|--------------|--|
| WP15AZ | | | |
| 2-ton | H3VZ | Ratings Nov. | |
| 3-ton | H3VZ | Ratings Nov. | |
| 4-ton | TBD if meets | Ratings Nov. | |
| 5-ton | N/A | Ratings Nov. | |

State-Managed Rebate program




- DoE issued instruction for states' applications (7/2/23)
 - Over \$4B allocated
 - Tied to Energy Star 6.1
 - Will provide insight into each state's strategy
 - States must indicate intent by 8/16/24 or forfeit funds
- Significant uncertainty around timeline & launch
- Opt-outs – FL and TX potential


“The design and implementation of these rebate programs will be complex.” – DOE

Tax Credit Solutions


AIR CONDITIONERS

| | <u>Matching Indoor</u> | | |
|--|------------------------|--------------------|-----------------------|
| | <u>Air Handler</u> | <u>Gas Furnace</u> | |
|  | 2-ton | N/A | 802V / 962V / 97-98MV |
| | 3-ton | N/A | 802V / 97MV |
| | 4-ton | N/A | 802V |
| | 5-ton | N/A | 802V |

*A18AZ

| | | | |
|--|---------|--------------------|-----------------------|
|  | 1.5-ton | H1VZ / H2VZ | All V families |
| | 2.0-ton | H2TZ / H1VZ / H2VZ | All but mod families* |
| | 2.5-ton | H1TZ / H2VZ | 801T |
| | 3.0-ton | H2TZ / H2VZ | All families |
| | 3.5-ton | H2TZ | 801T |
| | 4.0 ton | H2TZ | N/A |

RA14AZ
97-98MV*

| | | | |
|---|---------|------|-----|
|  | 1.5-ton | H1VZ | N/A |
| | 3.5-ton | H1VZ | N/A |


RA13NZ




WA14AZ
WA13NZ

Same as RA14/13*Z


HEAT PUMP NORTH

| | <u>Matching Indoor</u> | | |
|--|------------------------|--------------------|-----------------------|
| | <u>Air Handler</u> | <u>Gas Furnace</u> | |
|  | 2-ton | HMVZ | 962V / 97-98MV |
| | 3-ton | HMVZ | 802V / 962V / 97-98MV |
| | 4-ton | HMVZ | 802V / 962V / 97-98MV |
| | 5-ton | HMVZ | 802V / 962V |

*P18AZ

| | | | |
|--|-------|-----|-----------------------|
|  | 2-ton | N/A | 802V / 962V |
| | 3-ton | N/A | 802V / 962V / 97-98MV |
| | 4-ton | N/A | 802V / 962V |
| | 5-ton | N/A | 802V |


*P16AZ

| | | | |
|--|---------|-----------|---------------------------|
|  | 1.5-ton | H2VZ | 801V / 802V / 921V / 962V |
| | 2.0-ton | H2VZ | All but T families |
| | 2.5-ton | H2VZ | All but T families |
| | 3.0-ton | H2VZ | All but T families |
| | 3.5-ton | H2TZ/H2VZ | 801V / 802V |
| | 4.0-ton | H2TZ/H2VZ | 801V / 802V / 97V |
| | 5.0-ton | H2TZ/H2VZ | 801V / 802V / 97- 98V |

RP15AZ




WP15AZ


| | | | |
|--|-------|------|--------------|
|  | 2-ton | H3VZ | Ratings Nov. |
| | 3-ton | H3VZ | Ratings Nov. |
| | 4-ton | H3VZ | Ratings Nov. |
| | 5-ton | H3VZ | Ratings Nov. |

RD17AZ


HEAT PUMP SOUTH

| | <u>Matching Indoor</u> | | |
|---|------------------------|--------------------|-----------------------|
| | <u>Air Handler</u> | <u>Gas Furnace</u> | |
|  | 2-ton | HMVZ | 962V / 97-98MV |
| | 3-ton | HMVZ | 802V / 962V / 97-98MV |
| | 4-ton | HMVZ | 802V / 962V |
| | 5-ton | N/A | N/A |

*P18AZ

| | | | |
|---|-------|-----|-----|
|  | 2-ton | N/A | N/A |
| | 3-ton | N/A | N/A |
| | 4-ton | N/A | N/A |
| | 5-ton | N/A | N/A |


*P16AZ

| | | | |
|---|---------|-------------|--------------------|
|  | 1.5-ton | H2TZ / H2VZ | All but T families |
| | 2.0-ton | H2TZ / H2VZ | All but T families |
| | 2.5-ton | H2TZ / H2VZ | All but T families |
| | 3.0-ton | H2TZ / H2VZ | 801V / 802V / 97MV |
| | 3.5-ton | H2TZ / H2VZ | 802V |
| | 4.0-ton | H2TZ / H2VZ | N/A |
| | 5.0-ton | H2TZ / H2VZ | 802V / 97-98MV |

RP15AZ



WP15AZ

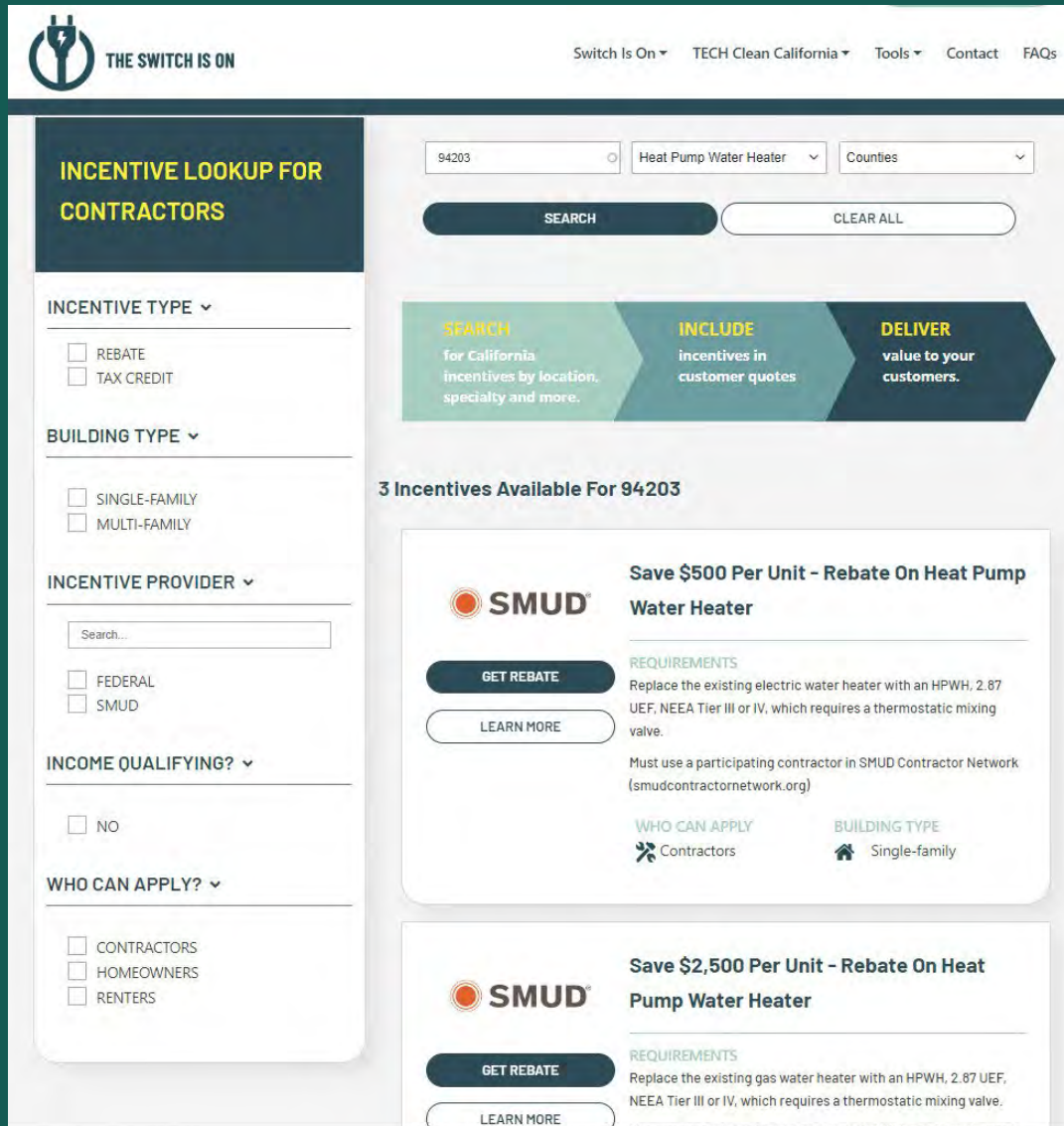
| | | | |
|---|-------|--------------|--------------|
|  | 2-ton | H3VZ | Ratings Nov. |
| | 3-ton | H3VZ | Ratings Nov. |
| | 4-ton | TBD if meets | Ratings Nov. |
| | 5-ton | N/A | Ratings Nov. |

RD17AZ

The Switch Is On **educates and encourages consumers** to upgrade their fossil fuel powered appliances for electric appliances.



Incentive Finder



INCENTIVE LOOKUP FOR CONTRACTORS

Switch Is On | TECH Clean California | Tools | Contact | FAQs

94203 | Heat Pump Water Heater | Counties

SEARCH | CLEAR ALL

SEARCH For California incentives by location, specialty and more.

INCLUDE incentives in customer quotes

DELIVER value to your customers.

3 Incentives Available For 94203

SMUD Save \$500 Per Unit - Rebate On Heat Pump Water Heater

GET REBATE | **LEARN MORE**

REQUIREMENTS
Replace the existing electric water heater with an HPWH, 2.87 UEF, NEEA Tier III or IV, which requires a thermostatic mixing valve.

Must use a participating contractor in SMUD Contractor Network (smudcontractornetwork.org)

WHO CAN APPLY Contractors | **BUILDING TYPE** Single-family

SMUD Save \$2,500 Per Unit - Rebate On Heat Pump Water Heater

GET REBATE | **LEARN MORE**

REQUIREMENTS
Replace the existing gas water heater with an HPWH, 2.87 UEF, NEEA Tier III or IV, which requires a thermostatic mixing valve.

Must use a participating contractor in SMUD Contractor Network

INCENTIVE TYPE

REBATE
 TAX CREDIT

BUILDING TYPE

SINGLE-FAMILY
 MULTI-FAMILY

INCENTIVE PROVIDER

Search...

FEDERAL
 SMUD

INCOME QUALIFYING?

NO

WHO CAN APPLY?

CONTRACTORS
 HOMEOWNERS
 RENTERS

70 programs

270 incentive offerings

70,000+ incentive searches in 2022

Sacramento Incentive Example

- **\$2,500** for Heat Pump Water Heater
- **\$2,000** for HPWH + Tax Credits Eligible + More to Come!

\$1.6 billion will roll out in next 3-12 months for building electrification



Contractor Finder

THE SWITCH IS ON | Select Language | HOW IT WORKS | FIND INCENTIVES | FAQs | SPEAK TO AN EXPERT | **FIND A CONTRACTOR**

Are you here to take advantage of TECH Clean California rebates? Not all contractors who are eligible for TECH incentives are listed in the directory. [Click here](#) for a full list of TECH contractors.

FIND A CONTRACTOR

Contractor Name | Zipcode | Distance from Zip

SEARCH | **CLEAR ALL**

REFINE SEARCH

SERVICES ▾

- MINI-SPLITS
- SOLAR PV
- VARIABLE SPEED POOL PUMPS
- HEAT PUMP CLOTHES DRYER
- WINDOWS
- ENERGY AUDITS
- BATTERY STORAGE
- EV CHARGING
- SMART HOME CONTROLS
- DUCTED HEAT PUMP SYSTEMS
- PANEL UPGRADES
- INSULATION
- HEAT PUMP WATER HEATERS
- AIR SEALING
- FRESH AIR SYSTEMS
- WHOLE HOUSE FANS

SEARCH for local California contractor by location, specialty and more.

CONNECT directly with trusted contractors, no middle-man.

COMPARE quotes and pick the right professional for your project.

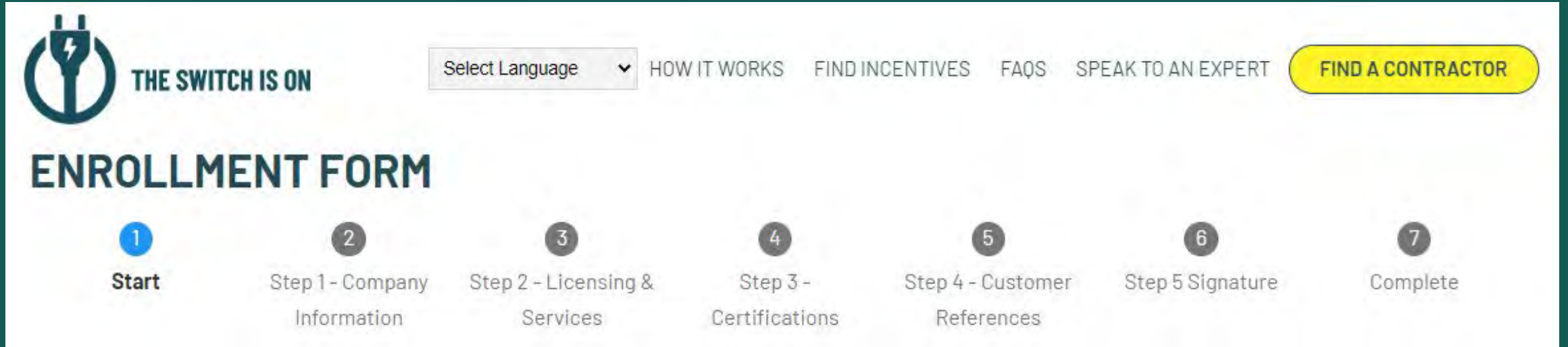
Map | Reset Map

1000+ contractors

7000+ leads for contractors



Getting Your Company Listed



The screenshot shows the top navigation bar of the 'THE SWITCH IS ON' website. On the left is the logo, a plug with a lightning bolt inside a circle, followed by the text 'THE SWITCH IS ON'. To the right is a 'Select Language' dropdown menu. Further right are links for 'HOW IT WORKS', 'FIND INCENTIVES', 'FAQS', and 'SPEAK TO AN EXPERT'. A prominent yellow button labeled 'FIND A CONTRACTOR' is on the far right. Below the navigation is the heading 'ENROLLMENT FORM'. Underneath is a progress bar with seven steps: 1. Start (highlighted in blue), 2. Step 1 - Company Information, 3. Step 2 - Licensing & Services, 4. Step 3 - Certifications, 5. Step 4 - Customer References, 6. Step 5 Signature, and 7. Complete.

SwitchIsOn.CleanEnergyConnection.org/form/enrollment-form

- Integrated quality assurance with CSLB license verification
- **20 minutes** to complete requirements
- **1week** to be verified by administrator



Stacking Incentives

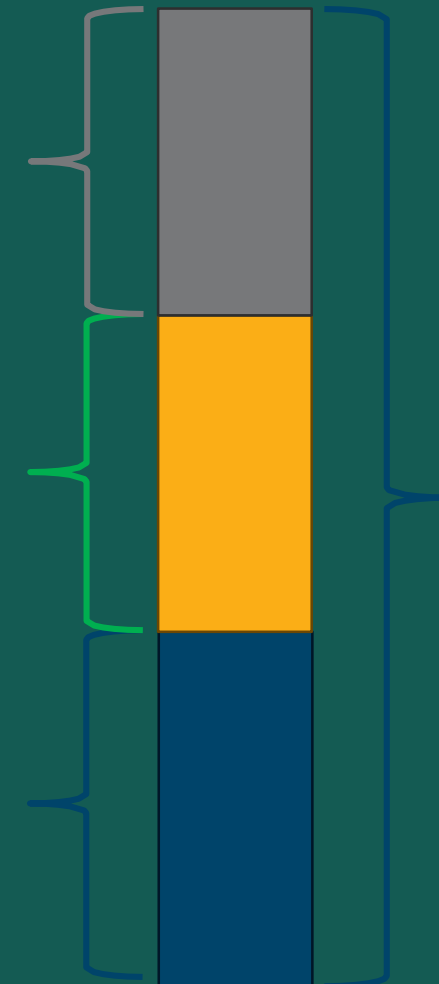
Project Scope

Replacing a natural gas furnace and AC with qualifying heat pump

IRA Tax Credit:
\$2,000

CCA:
\$1,237

TECH Clean CA:
\$1,000



Total:
\$4,237

NV ENERGY

Contractors interested in joining the program can contact homeenergysaver@nvenergy.com.

2023 Air Conditioning Incentives

| Category | Measure | Incentive Amount |
|---|----------------------|------------------|
| Central Air Conditioner Replacement | 15.2 SEER2 | \$400 |
| | 17.2 SEER2 | \$900 |
| | 19.1 SEER2 | \$1,600 |
| Air Source Heat Pump Replacement | 15.2 SEER2/7.8 HSPF2 | \$600 |
| | 17.2 SEER2/8 HSPF2 | \$1,200 |
| | 19.1 SEER2/9 HSPF2 | \$2,400 |
| Ductless Heat Pump Replacement or Supplemental | 18 SEER2/9 HSPF2 | \$1,600 |
| Income Qualified Central Air Conditioner Replacement | 15.2 SEER2 | \$1,700 |
| | 17.2 SEER2 | \$2,600 |
| | 19.1 SEER2 | \$3,600 |
| Income Qualified Air Source Heat Pump Replacement | 15.2 SEER2/7.8 HSPF2 | \$2,000 |
| | 17.2 SEER2/8 HSPF2 | \$3,000 |
| | 19.1 SEER2/9 HSPF2 | \$4,000 |
| Income Qualified Ductless Heat Pump Replacement or Supplemental | 18 SEER2/9 HSPF2 | \$3,200 |



ARIZONA



Central AC, heat pump and mini split packages and systems

| COMPRESSOR | SEER1* ? | SEER2 ? | HEAT PUMP (REBATE PER TON) | AC (REBATE PER TON) |
|------------------------------------|----------------|----------------|----------------------------|---------------------|
| Good: Single-stage ? | 16.0 or higher | 15.0 or higher | \$75 | \$75 |
| Better: Multi-stage ? | 16.0 or higher | 15.0 or higher | \$150 | \$150 |
| Best: Variable-capacity ? | 16.0 or higher | 15.0 or higher | \$225 | \$225 |
| Best: Inverter-driven mini split ? | 16.0 or higher | 15.0 or higher | \$225 | — |

***Effective January 1, 2024, SEER systems will not be eligible for the SRP Cool Cash rebates. Only SEER2 systems will be eligible after 1/1/2024.**

[All qualifying equipment must be listed in the AHRI Verified Directories as meeting or exceeding the efficiency minimums. ↗](#)

Mini-splits can be ducted or ductless. Incentives paid by ton or half-ton of the system's nominal cooling capacity as listed by manufacturer's specifications.

- **Program Contact Information:**
For questions on the program, reach out to us at
Email: TEPEfficientHome@Franklinenergy.com
Phone: 866-473-8761

Rebates

| | |
|--|-------------|
| ENERGY STAR® AC/heat pump quality installation with early retirement of qualifying existing system | up to \$900 |
| ENERGY STAR® AC/heat pump quality installation | up to \$650 |
| Duct sealing (varies based on actual leakage reduced): | up to \$300 |
| AC tuneup: | up to \$155 |
| • Refrigerant charge repair: | \$90 |
| • Indoor coil cleaning: | \$40 |
| • Outdoor coil cleaning: | \$25 |



Questions?



Thank you!



Marketing /Advertising / Lead Generation

Debra Weedon, Ferguson





FERGUSON

Marketing and Lead Generation

Debra Weedon, Ferguson HVAC





FERGUSON RUUD 2024 DEALER MARKETING CAMPAIGNS

OMNICHANNEL MEDIA OPTIONS

Marketing Overview

Rich Intelligence to Reach Your Best Audience

- ✓ **Demographics**
- ✓ **Coupon Redemption**
- ✓ **Product Purchases**
- ✓ **Lifestyle and Interests**
- ✓ **Ready to Buy**
- ✓ **Retail Visits**



33B
Daily Location Signals

110B
Daily Intent Signals

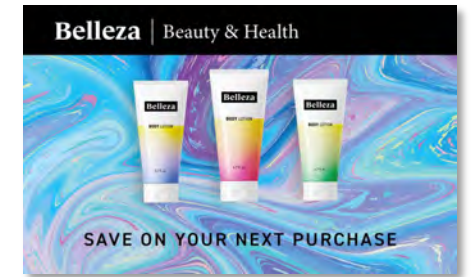
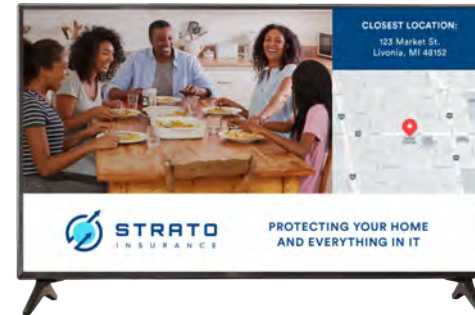
1.4B
Addressable Devices



2.5M
Evaluated Ad
Opportunities per Second

575M
Websites With
Our Inventory

120M+
Addressable US
Households



Media Capabilities

- Personalization
- Retargeting
- Dayparting
- Geofencing
- Weather Triggering
- Contextual
- CRM Onboardingz

Areas of Specialty

- Retail
- Home Services
- Automotive
- B2B
- QSR
- Medical
- Entertainment

Benchmarks*

- Viewability: 70%+
- OLV VCR: 80%+ (:15)
- CTV VCR: 95%+
- CTR: .14%-.18%
- Email: 10%+ Open Rate

*Benchmarks are based on standard placements and are not a guarantee of performance



Discover a More Complete and Custom Audience

Connect layers of intelligence – all anchored to a household

Consumer Understanding

1.4B Devices
110B Buying Signals
33B Location Signals

Household Connect

Long-term, Stable Identity
120M Households

Neighborhood Understanding

100K+ Neighborhoods
2B Coupon Redemptions
1.2M Retail Locations



✓ Who People Are

Homeowners, new movers,
income \$75K+,
Households with children;

✓ People's Interests

Immediate Interest in furniture;
Interest Over Time in Remodeling

✓ Where People Shop

Store Visits to Ashley, Floor &
Décor, Lowe's, Home Goods

Where People Spend

Heavy Spenders at Lowe's,
Target, Publix, CVS

What Products People Buy
Purchases of Furniture,
Appliances

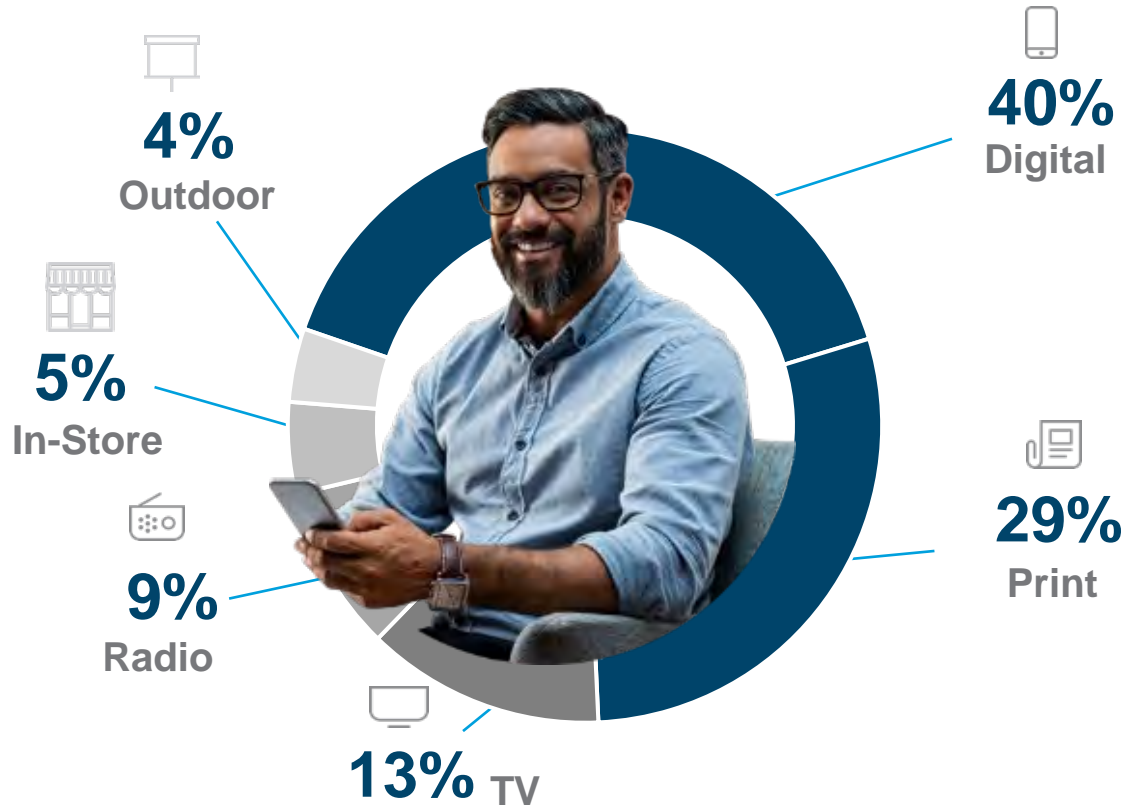
How Receptive to Coupons ✓
Coupon Redemptions for
Mattress, Skin Care, Dining

✓ Proprietary Intelligence

The Right Media Mix Inspires Action from Home Improvement Shoppers

In a multichannel world, in-market consumers are motivated by omnichannel messaging

Multi-Media Influence On Home Improvement Purchases¹

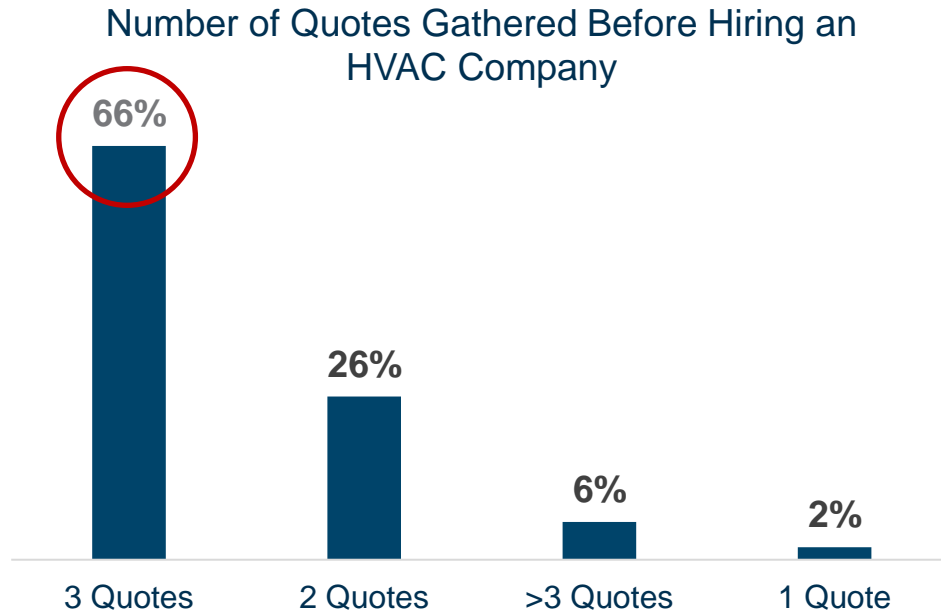


69%

Of purchase influence is driven by print & digital media

2/3 of Homeowners Follow the 3 Quote Rule for HVAC Repair or Replacement

HVAC companies need to promote to stay in front of potential customers regularly to land in this limited consideration set



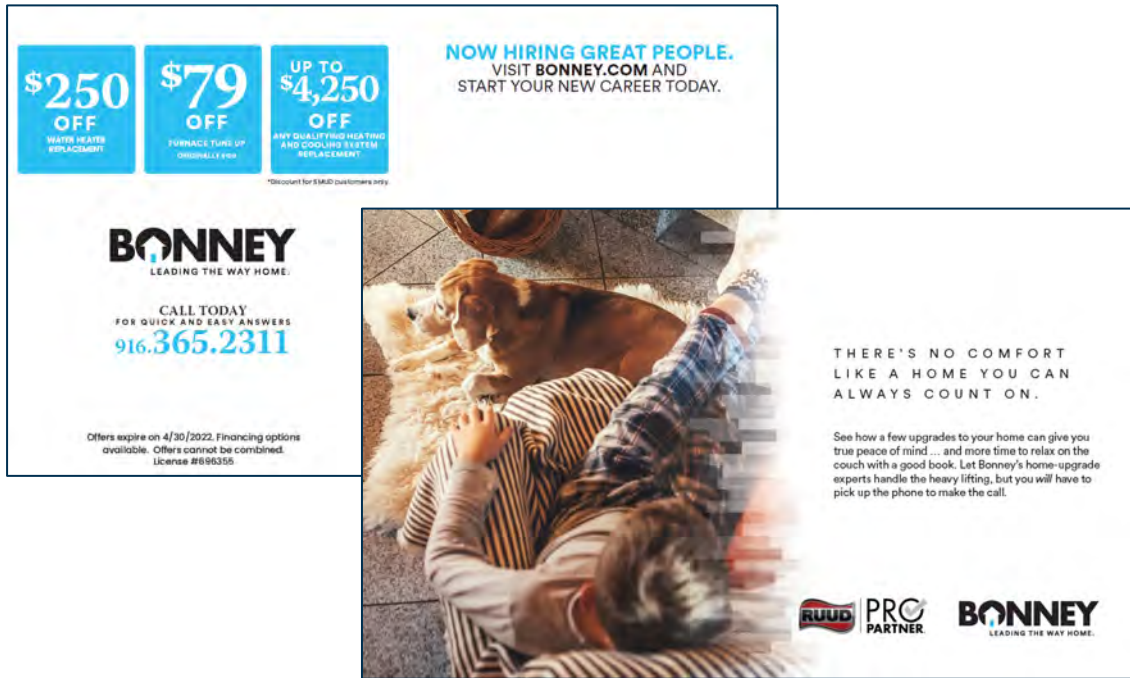
Homeowner Decision Factors

- > Not all about lowest price...**speed, communication and information** have value.
- > Listening to the homeowner's concerns, returning calls, having helpful customer service, and other ways of **building trust** are important for increasing the chances that the quote will be the one chosen.
- > Offering options at different price points is part of the **flexibility** that helps foster that company-homeowner relationship.

Source: ACHR (Air Conditioning Heating Refrigeration) News, October 2023

Recommended Media Channels for HVAC

Direct Mail Postcards consistently driving sub-\$60 new customers. Combine the targeting and efficiency of display ads for a powerful, omnichannel media strategy



Direct Mail Postcard

New Customer Acquisition deployment in key geographies.
Targeted at postal carrier route level.
Starting at 24.6¢ per home, printed and mailed



Cross Device Display

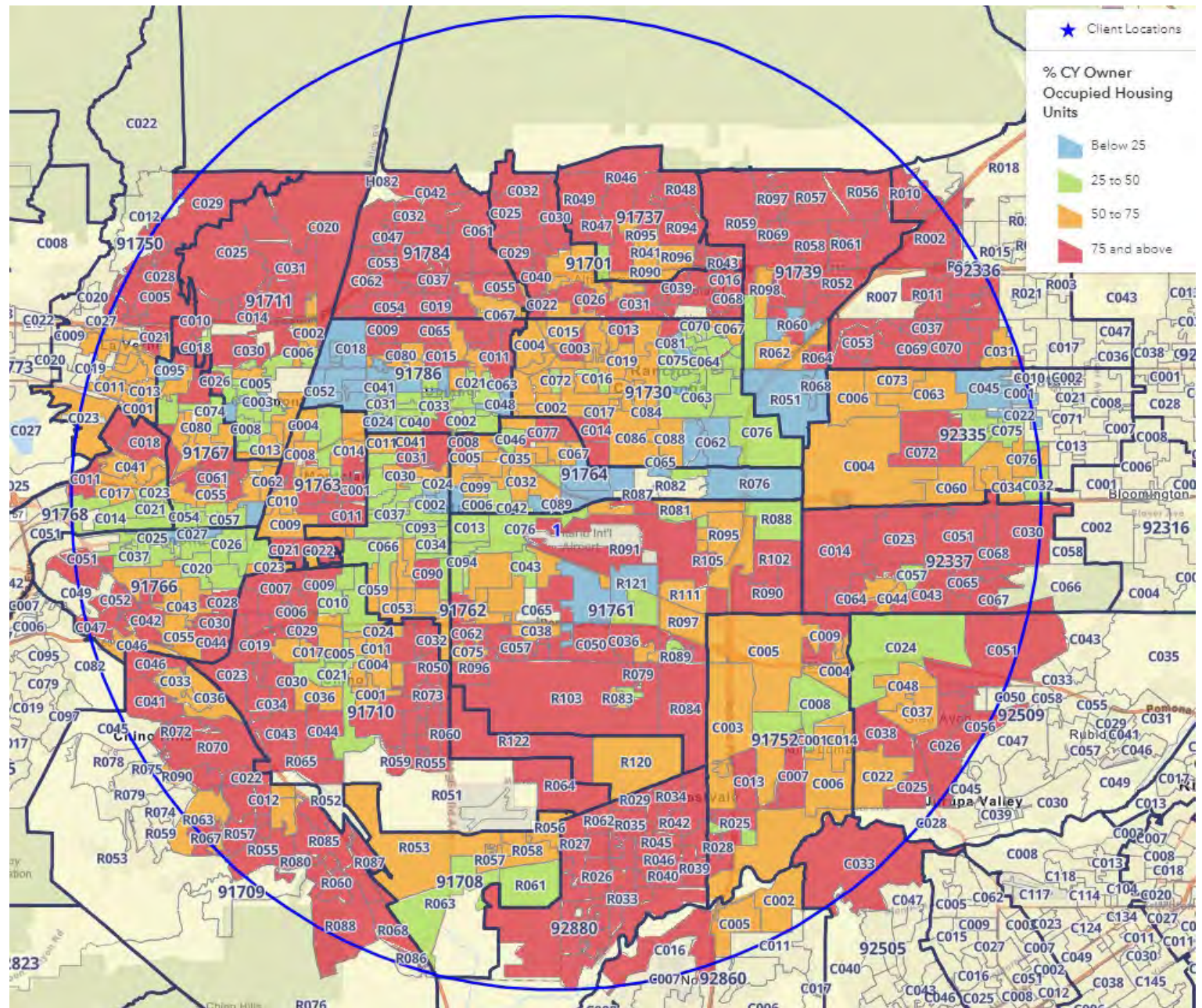
Reach Homeowners who are in-market for AC & Heating services using our award-winning consumer graph.
Across all devices in the home: mobile, tablet, laptop, PC



Targeting

Carrier Routes

- Targeting at Postal Carrier Route Level
- Avg 500 Households per Carrier Route
- Demographic Targeting:
 - Homeowners
 - Single Family Residences
 - Median Income
 - Median Home Value
 - Median Year Homes Built
- **Overlay Digital Display**
 - Same geographies
 - Layer on in-market signals for heating & air service needs
 - Multi-touch point approach



OVERVIEW

Ferguson Dealer Audience Profile

GEOGRAPHY

Service Area : ZIP code list

Dealer Sales Data: dealer can provide their customer sales data for analysis of top performing neighborhoods and areas of greatest growth opportunity

DEMOGRAPHIC & FINANCIAL

Homeowners

HHI \$75K+

A35+

Median Year Built

IN-MARKET

HVAC and Climate Control

Remodeling

New Movers

INTEREST & CARD SPEND

Home Improvement



How it Works

Utilizing first-party CRM data, Valassis Matchback Analysis is a simple way to correlate digital and/or print advertising with transactions.

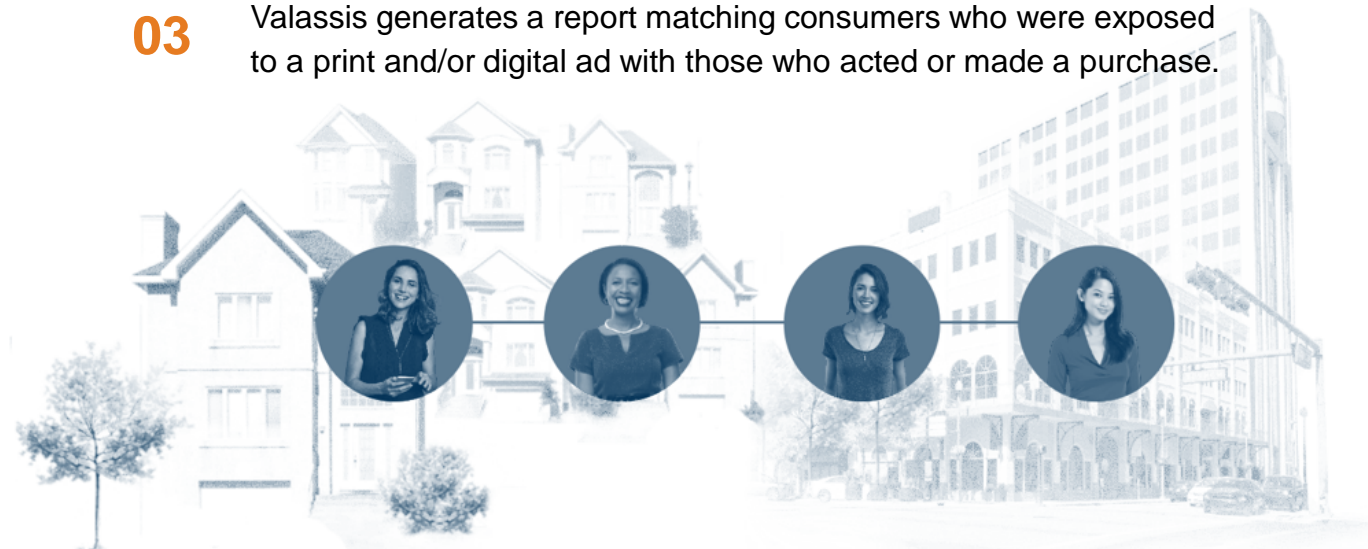
01 The print and/or digital campaign is executed using predictive targeting from the Valassis Consumer Graph™.

02 First-party CRM data (prospect, loyalty, or customer lists) that includes household addresses is compared to the Graph targeting profile.

03 Valassis generates a report matching consumers who were exposed to a print and/or digital ad with those who acted or made a purchase.



- In-market Signals
- Interest Over Time
- Store Visits
- Demographics
- Purchases
- Coupon Redemptions



Matchback Analysis is subject to data meeting onboarding requirements. It may not be available for clients who must adhere to certain data regulations.

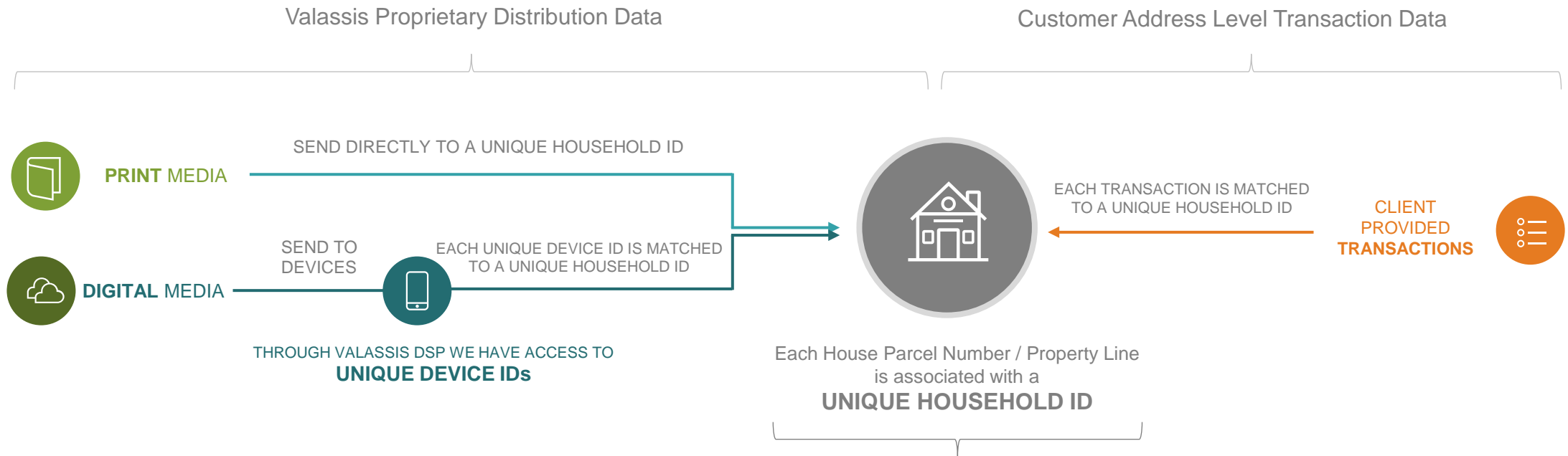
Valassis **Consumer Graph**



Methodology: Media to Transactions Connection

Leverage client provided Customer Address Level Transaction Data & Valassis Proprietary Distribution Data.

Media is matched to the consumer household allowing 1:1 attribution and precise measurement across customers reached (received media) and not reached (did not receive media).



On the Household Level Using 1:1 Attribution
Match Customer Address Level Transaction Data **Back** to Valassis Proprietary Distribution Data

 **Media Impact**

California HVAC Brand

TRANSACTIONS

Total Number of HHs that Made a Transaction: **14,329 HHs**

HHs that Did Not Receive Media: **12,574 HHs**

Media Influenced HHs: **1,755 HHs (12%)**

MEDIA INFLUENCED REVENUE

HHs that Made a Transaction that Received Media: **1,755 HHs**

Average Media Influenced Transaction: **\$1,749**

Estimated Media Influenced Revenue: **\$3,179,170**

COST PER ACQUISITION / TRANSACTION

HHs that Made a Transaction that Received Media: **1,755 HHs**

Campaign Investment: **\$25,359**

Cost Per Acquisition / Transaction: **\$14.45**

RESPONSE RATE

HHs that Made a Transaction that Received Media: **1,755 HHs**

Unique HHs that Received Media (Distribution): **181,016**

Response Rate: **.97%**

ADDRESS VERIFICATION

Number of Transaction Records Received: 3,198

Number of Transaction Records Certified for Analysis: 3,198 (100%)

*Only ATZ's that ran from 1/9/22 – 3/20/22 were included in this analysis

Customer Addresses are verified based on USPS Household Address Data

CAMPAIGN DATES: 1/9/2022 – 3/20/2022
MEDIA TYPE: Direct Mail Postcards
BUDGET: \$25,359
ANALYSIS PROMO PERIOD: 1/9/2022 – 4/30/2022

KEY CAMPAIGN METRICS

- **1,755**
MEDIA INFLUENCED HHs THAT MADE A TRANSACTION
- **\$3.1M**
REVENUE INFLUENCED BY MEDIA
- **\$14.45**
COST PER ACQUISITION / TRANSACTION
- **.97%**
RESPONSE RATE

Return on Ad Spend (ROAS) is not used as KPI for this analysis as it is variable to the customer value definition (service frequency, annual revenue, monthly revenue, etc.)

2024 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 programs is February 28, 2024



2024 FERGUSON EXCLUSIVE DIGITAL MARKETING CAMPAIGN

PROUD SPONSOR OF SUMMER FUN

WARMER WEATHER IS JUST AROUND THE CORNER

• Efficient
• Engineered

RELY ON RUUD.™

• Efficiencies up to 18 SEER2
• Engineered Tough, Built to Last

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

ABC HEATING & COOLING 000.000.0000
ABCHeatingCooling.com
License #000000

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ABC HEATING & COOLING 000.000.0000
ABCHeatingCooling.com
License #000000

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

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

WARMER WEATHER IS JUST AROUND THE CORNER

• Efficiencies up to 18 SEER2

\$000 OFF NEW COMPLETE RUUD® HEATING & COOLING

ABC HEATING & COOLING 000.000.0000

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Additional Marketing

- Print Advertising Special Offer
 - Buy 3 Drops, get the 4th Free
 - Value Sheet Inserts
 - Direct Mail Postcards
 - Premium Postcard Inserts
- Additional Cross Device Display ads
- Connected TV and Streaming Video
- Use your Co-op to cover the costs





Thank you!



FERGUSON

Closing

Richard Sousa, Ferguson HVAC



KEY TAKEAWAYS

- Electrification
- Pro Partner - \$4,500 investment – over a \$20,000* value *4% co-op, 8% Financing rebate, Cash back, discounts and more...
- Not ready for Pro Partner, we have 2 other levels to help support you until you are ready (Dealer, and Pro Dealer
- Get with your local TM ASAP to get signed up so you can MAXIMIZE the dealer program

SPECIAL OFFERS

- Sign up today - Get \$500 OFF your dealer fee!

**\$500
OFF**
TODAY ONLY!



SPECIAL OFFERS

- Not ready to sign up?
- Sign up by Dec 31st, get \$250 OFF

\$250 OFF

THROUGH
DECEMBER 31, 2023





Thank you!