



FERGUSON
HVAC



BLAST OFF WITH US!

RHEEM[®] DEALER PROGRAM 2024

*Launch your
business to
new heights!*





NAVIGATE YOUR JOURNEY WITH **PRO PARTNERSHIP**

\$200,000 COMMITMENT

- Annual Purchase Commitment

QUALITY PLEDGE

- Warranty
- Replacement Labor Allowance

TRAINING

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

EGIA CONTRACTOR UNIVERSITY™

- Online Classes
- Business Coaching
- Special Financing

DESIGNSTAR®

- Load Calculation Software
- Proposal Builder

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

MILITARY HIRE

- Post Jobs
- Recruit New Hires
- Support Our Veterans

LEAD GENERATION

- Digital Marketing
- Five Social Media Posts per Month (60 per year)
- Direct Mailers
- SEO Marketing

REP BOOSTER™

- Consumer Online Reviews
- Rheem Dealer Credibility

PRO CLUB

- Rewards and Loyalty Program
- Redeem for Work or Play

CASHBACK REBATE

- Spring | Fall Rebates



PRO PARTNER™ VALUE GUIDE

RHEEM 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 Rheem® 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
Online Ratings & Reviews	Review management portal; unlimited automated email surveys; automated verification, posting and notification of reviews	\$2,400
Contractor CashBack Rebates	Two months extended elements only – Double CashBack for Spring	\$4,500
Residential KwikComfort® Financing Promotions	Ten months of promotions – Pro Partners get up to 8% Rebate	\$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 Rheem Ratings & Reviews	\$300
Online Appointment Booking	Book appointments online with ease.	\$400
WebSuite™	Customizable website options (\$84 – 500)	\$500
Rheem-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	\$2,000
Recruitment Support Program	MilitaryHire.com is your resource for hiring talent from the US Military. This program provides one recruiter account, up to ten 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	\$500
Pro Partner Social Media Program	This program provides a social media management tool, along with four pieces of social media content a month	\$8,000
TOTAL AVERAGE MONETARY BENEFIT OF A PRO PARTNER CONTRACTOR MEMBERSHIP*		\$40,500

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

PROGRAM REQUIREMENTS

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

2024 CONTRACTOR REQUIREMENTS

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

- Maintain high-performing Rheem® annual product sales, with annual purchases made up of at least 60% Rheem 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 Rheem authorized courses each year (this includes Rheem 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 Rheem® Quality Pledge** – Giving Pro Partners peace-of-mind
- **Residential KwikComfort® Financing** – This program offers exclusive promotions for Pro Partners on eligible Rheem 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** – Rheem 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** – Rheem 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 Rheem-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

- **Rheem-Generated Leads** – Rheem 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 Rheem.com Locator Listings** – Pro Partners enjoy top billing on Rheem.com/Find-A-Pro
- **Pro Partner Social Media Program** – Rheem provides a social media management tool, along with ready-to-use Rheem-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
- **Rheem RepBooster™** – Protecting and improving a Pro Partner's online reputation is easy with RepBooster

PROGRAM VALID FROM JANUARY 1, 2024 – DECEMBER 31, 2024

BENEFITS	STANDARD DEALER	PRO PARTNER™	PRO PARTNER™	PRO PARTNER™
<ul style="list-style-type: none"> • Dedicated Ferguson App (ordering, account management) • ProPoints through Ferguson.com purchases • Free Technical Training • Rheem 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 CI Web • Ferguson Exclusive Marketing Discounts <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 	
<ul style="list-style-type: none"> • 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 				

GET A WEBSITE THAT WORKS FOR YOU



Grow your online presence with the Rheem 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*

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

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

FIND OUT MORE:
rheemwebsuite.com



ONLINE REPUTATION MANAGEMENT



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

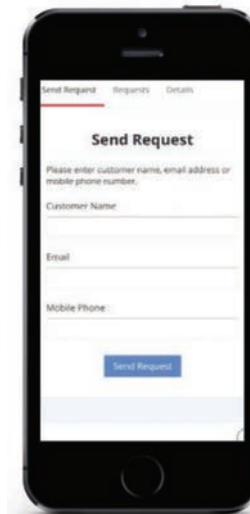
- Review Monitoring: Monitor reviews on Google & Facebook
- Review Notifications: Receive alerts when a new review appears online
- Respond: Pro Partners can respond to reviews directly from the dashboard
- One Central Dashboard: Available on their desktop, tablet or mobile device
- Simple Review Requests: 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 MyRheem.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.



SEE WHAT REP BOOSTER CAN DO FOR YOU:

myrheem.com >
Marketing >
Programs >
Pro Partner >
Rep Booster

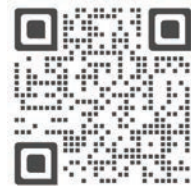


2024 FERGUSON EXCLUSIVE DIGITAL MARKETING CAMPAIGN

- Included with Rheem® 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



TARGET YOUR MARKET TODAY:
<https://qr1.be/DLPR>



2024 FERGUSON EXCLUSIVE DIGITAL MARKETING CAMPAIGN

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

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

ADVERTISING

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

LOG IN www.icreatelocal.com

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



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.

SCAN HERE TO LEARN MORE
<https://qr1.be/TMLD>



REPAIR OR REPLACE TOOL

Our Repair or Replace Tool is a resource to help homeowners determine if repair is the best option or is it time to consider something new.

We'll ask the homeowner some simple questions to help us learn more about their current system. Depending on their 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 them product choices based on how they answered the questions regarding their home, environment and family.

REPAIR OR REPLACE WIDGET

Take customer engagement to the next level!

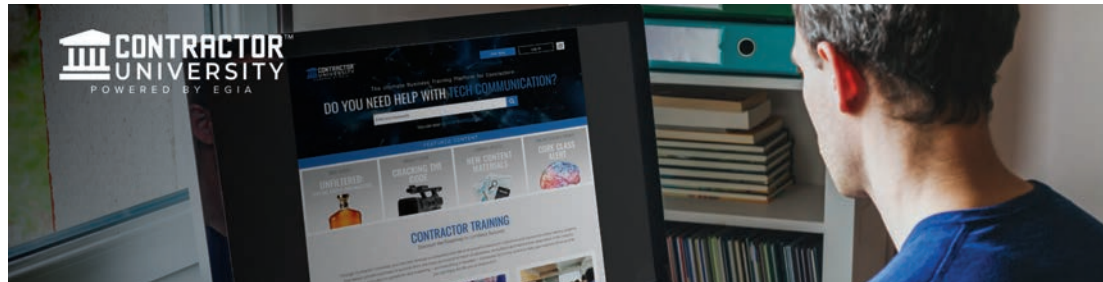


Encourage homeowners to explore products based on their home comfort needs.

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:

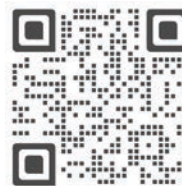
- ✓ IN-HOME SALES
- ✓ FINANCIAL MANAGEMENT
- ✓ SERVICE MANAGEMENT OPERATIONS
- ✓ MARKETING & LEAD GENERATION
- ✓ TECHNICIAN COMMUNICATION AND SELLING
- ✓ LEADERSHIP
- ✓ MINDSET
- ✓ SERVICE AGREEMENTS
- ✓ PRICING
- ✓ CUSTOMER SERVICE
- ✓ AND MUCH MORE

“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, Rheem 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 GREAT BENEFIT VISIT:

MyRheem.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 five 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.



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



SCHEDULE YOUR DEMO: <https://www.imobilesupport.com/schedule-a-demo>

For further information or questions, please contact your Territory Manager.

FINANCING



The Rheem® 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 Rheem product.*

HOW FINANCING BENEFITS CONTRACTORS:

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

**PRO PARTNERS
GET UP TO 8%
REBATE FOR
TEN
MONTHS**

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

Rheem SUPPORTS YOU WITH:

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

*Subject to credit approval



Start offering financing to your customers today!

ENROLL IN THE KWIKCOMFORT FINANCING CREDIT CARD PROGRAM:

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



QUALITY PLEDGE

PROGRAM DESCRIPTION

Any Rheem® 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 Rheem Quality Pledge Unit Replacement*** & Labor Allowance, with Rheem 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, Rheem 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: MyRheem.com

STEP 1: Confirm that your username and password are correct

STEP 2: Log in to MyRheem.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

*Rheem 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 Rheem
COMMERCIAL
FLEET INCENTIVE
PROGRAM IS
OUR BEST YET

LOGIN TO
MYRHEEM.COM
TO REQUEST YOUR
DISCOUNT LETTER

As a Ferguson HVAC | Rheem 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 | Rheem is offering all of our dealers exclusive allowances on eligible vehicles.

HOW TO GET YOUR EXCLUSIVE ALLOWANCE:

1. Read through the guide online at MYRHEEM.COM, review 2024 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



payzerware™

**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

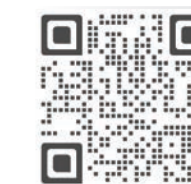
- No sign-up, surcharge, or cancellation fees
- Flat rates for all cards:
 - Debit Cards: 1.39%
 - Corporate, commercial, and government cards: 2.88%
 - Credit Cards (typed): 2.99%
 - Credit Cards (swiped): 2.59%

SCHEDULE A FREE ONLINE DEMO:

<https://payzer.com/schedule-demo/>
or call **(866) 488-6525** to enroll



<https://qr1.be/L0M6>



<https://qr1.be/JOAA>

PRO CLUB
REWARD YOURSELF



REWARDS PROGRAM

PROGRAM DESCRIPTION:

ProClub is a rewards and loyalty program that offers Rheem® Pro Partners exclusive opportunities to earn points for installation of eligible Rheem 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 Rheem, 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 MyRheem.com/ProClub.

SEE MYRHEEM.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, Rheem reserves the right to make changes without notice. Effective date January 1, 2021.

FERGUSON.COM APP

ORDER ONLINE

- Place all your orders conveniently online on our website or through our dedicated app

FERGUSON APP

- Access a vast selection of products, manage your account, check orders, scan product SKUs to reorder and find your nearest Ferguson location. Download the Ferguson App for your iOS or Android device to get started.



QUOTES AND DRAFTS

- Create a new quote or a draft, flip quotes to orders, and easily find existing quotes by job, quote number and other details.

PAY BILLS

- View, open and print both open and closed invoices and securely pay invoices directly from your company’s bank account at your convenience.

MY LIST

- Save and organize your most purchased products so you can quickly reorder items and share lists with other users in your company.
- Create custom labels for your warehouse or truck from your my list.

PRO PLUS PROGRAM

- Earn points for every dollar spent online.
- Earn extra points on different eligible products each month.

DOWNLOAD YOUR APP TODAY:



<https://qr1.be/OSXP>



<https://qr1.be/5H7R>



FERGUSON PRO PLUS
LET THE REWARDS BEGIN



With Ferguson PRO Plus, your company can enjoy exclusive rewards.



- ENROLL NOW | SCORE POINTS ONLINE**
Enrolled members earn points for every purchase made on ferguson.com. Automatically receive 1,500 points when you enroll and earn one point for every dollar you spend online.
- EARN BONUS POINTS | GET REWARDS FASTER**
With opportunities to earn bonus points on specially featured products, your points can add up even faster. Look for these icons on eligible products. **2X POINTS** **3X POINTS** **4X POINTS**
- REWARD YOURSELF | YOU’VE EARNED IT**
Redeem your points for great stuff like merchandise, event tickets, trips and much more.
- MAKE A DIFFERENCE | DONATE TODAY**
Donate your points to charitable organizations and give to a great cause.



SIGN UP TODAY!
FERGUSON.COM/PROPLUS



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 Rheem-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 five 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/RheemAir • Twitter: Twitter.com/Rheem_Air

Instagram: Instagram.com/Rheem_Air

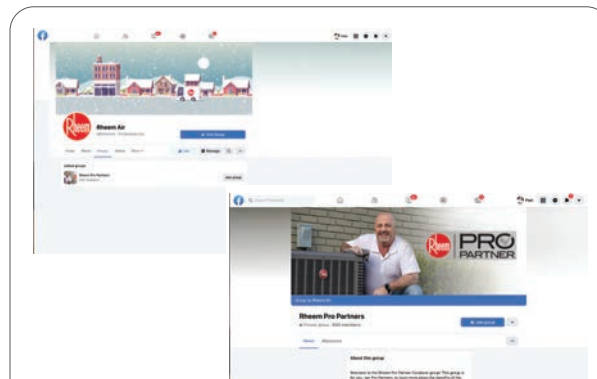
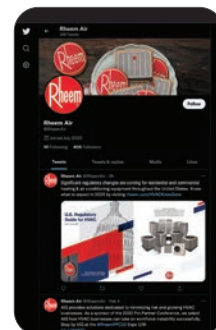
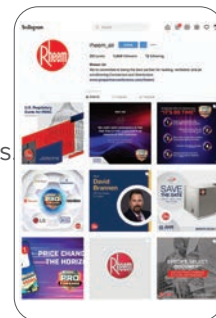
DIGITAL BRAND ADVERTISING

As a Rheem® Pro Partner™, you have access to regional digital brand awareness campaigns that are activated and driven by Rheem. These digital brand campaigns are targeted by consumer, and customized by region / state and season. They automatically and continually market the Rheem 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 Rheem 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.



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 RHEEM Air Facebook page
- Click "Groups" tab
- Click "Join Group"
- Answer the membership questions

BETTER BRAND RECOGNITION FOR YOU
60 POSTS PER YEAR OR 5 NEW POSTS PER MONTH



2024 PRO PARTNER™ CHECKLIST

Log into MyRheem.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 MyRheem.com.

1. Pro Partner Contractor Guide:

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

2. MyRheem.com:

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

3. CST:

- Review the 2024 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 11, 2024 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 Rheem.com Dealer Locator.

6. Training:

- Read about the Pro Partner Training program. Validate your Nate Certification within MyRheem.com to be included on the dealer locator.
- Assign up to five 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 Rheem.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 Rheem Pro Partner Facebook page.

13. Tools to Be a Successful Pro Partner:

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

14. Rheem University:

- Visit Rheem 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 Rheem 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 MyRheem.com > Marketing.

17. MyRheem.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. MyRheem.com Notifications:

- Periodically check MyRheem.com for notifications ("bell icon" upper right menu).

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



LOGO GUIDELINES – CREATING THE RIGHT RHEEM® LOOK

At Rheem®, we have a passion for providing perfect home comfort. Here, you'll discover the brand elements that help us communicate that passion and how to bring our brand to life for our valued customers and partners across residential and commercial industries. Together, we'll continue to build a consistent and meaningful brand that delivers on our promise – providing “The new degree of comfort” – and ensure that all the work we do is always perfectly, powerfully Rheem.



The new degree of comfort.®

CONSUMER FLAT

This version of the logo is used in all consumer-audience communications and for internal audiences.

PREFERRED USAGE: white background

PROHIBITED USAGE: red background

NOTE: The red Consumer Flat logo should never appear with a black tagline.



The new degree of comfort.®

TRADE 3D

This version of the logo is used in all trade-audience communications.



The new degree of comfort.®

RETAIL PLATINUM

The Rheem tagline should accompany the logo in the first appearance on a piece. If the logo is used multiple times within a piece, it can be used without the tagline after the first use.

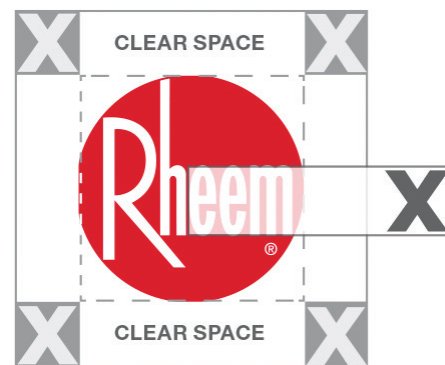
NOTE: Other Rheem logos are also used in retail applications.



Minimum size = .75"
Trade 3D



Minimum size = .5"
Consumer Flat



When placing the logo near other graphics and/or text, use the visual guideline to the left to maintain approved distances.

The new degree of comfort.®

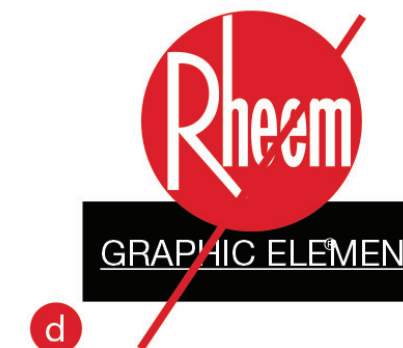
The Rheem tagline should accompany the logo in the first appearance on a piece. If the logo is used multiple times within a piece, it can be used without the tagline after the first use.

Questions? Download our full brand guidelines at MyRheem.com/BrandStandards

UNACCEPTABLE LOGO USAGE

It is important to keep logo use correct and consistent throughout our apparel and merchandise; therefore, do not deviate from the logos shown previously in this guideline. Below are examples of unacceptable usage of the Rheem logo.

- Never use an outlined version of the logo. Additionally, an outline around the logo is not preferred but is acceptable if you have to use it for the logo to appear clear
- Never reposition, delete or overlap any parts
- Use only approved colors (white & PMS 185C) with the exception of tone on tone
- Always maintain the logo's clear space
- Never modify the logo artwork in any way or add elements to it
- Do not rotate
- Do not use old or other versions of the logos or taglines
- Do not stretch the logo; proportions of the logo must remain the same whether reduced or enlarged



HIGH PERFORMANCE TRAINING FOR YOU



WELCOME TO A HIGHER LEVEL OF LEARNING

Rheem 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 Rheem 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



RHEEM TECHNICAL TRAINING USING VR TRAINING

Rheem 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.

The Pro Partner program will include five Interplay Learning passes per company.

ACCESS ONLINE COURSES:

MyRheem.com – login and chose “Education and Rheem University”



FOR MORE ONLINE TRAINING CLASSES VISIT:

fergusonhvac.com/training

BE THE INDUSTRY EXPERT WITH DESIGNSTAR®

DesignStar® provides contractors with a robust ACCA-approved solution. Rheem® 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 Rheem 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



2024 DEALER PROGRAM

*Launch your
business to
new heights!*



For more information on becoming a Rheem® dealer, please contact your Territory Manager

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

TEXAS

EL PASO

(915) 779-3388

EL PASO XPRESS

(915) 581-3076

NEW MEXICO

RUIDOSO

(575) 257-2002