

2025 RUUD® DEALER PROGRAM



FERGUSON
HVAC



At Ferguson, our partnership with you is what drives us! THANK YOU for your partnership and continued support of Ferguson. You, our professional HVAC partners, are the reason our industry has sustained challenging years and why we have been successfully in business for 70 years.

We exist to make our customers’ complex projects simple, successful and sustainable. We stand for building more than homes, office buildings and communities—we help build relationships, businesses, reputations, trust, legacies and a valuable way of life.

We are fortunate to have you as a contractor and consider you part of our family. THANK YOU IN ADVANCE FOR A SUCCESSFUL 2025!

WHY FERGUSON

WE ARE HERE TO SERVE YOU

- Third-largest distributor of industrial and HVAC products
- 51 HVAC locations in Northern California
- 10 strategically located distribution centers throughout the U.S.
- Serving customers in 42 states

THE PRODUCTS YOU NEED, WHEN YOU NEED THEM

- | | | |
|------------------------|-----------------------------|-----------------|
| • Unitary equipment | • Accessories and controls | • Refrigeration |
| • Ductless equipment | • Air distribution supplies | • Repair parts |
| • Commercial equipment | • Connected solutions | • Service tools |
| • Hydronics | • IAQ solutions | • Sheet metal |

EQUIPMENT YOU RELY ON

In Northern California, we stock Ruud® equipment, offering you a range of air conditioning equipment, packaged units, heat pumps and gas furnaces to take care of all your heating and cooling needs.

51 CONVENIENT LOCATIONS

We have 51 branches conveniently located throughout Northern California. We are open Monday through Friday from 7:00 a.m. to 4:00 p.m. and Saturdays at some locations.

SERVICE AND REPAIR UNIVERSAL PARTS

We know your time is valuable, and having the right parts at the right time is key. We have a wide variety of aftermarket and OEM repair parts—both online and in-store. Our extensive product inventory and industry expertise help reinforce our ability to provide exactly what you need when you need it. Let Ferguson help you stock your truck.

FERGUSON PREFERRED PARTNERS

PAYZERWARE

Designed with trade professionals in mind, Payzerware makes it simple to manage appointments, collect payments and run your business. Payzerware offers online and mobile payments, instant paperless financing, mobile check processing, selling software and much more. Monthly subscription fee applies.

ICREATE-LOCAL

iCreate-Local is an easy-to-use, automated marketing solution built specifically for small businesses. They help to customize your advertising and make the message and offer unique to your business. iCreate-Local gives small businesses, like yours, the tools they need with low or no minimums and affordable prices.

FERGUSON EXCLUSIVE BENEFITS

FERGUSON.COM

Signing up for an account on ferguson.com can help you do more and save more, faster than ever. Your account gives you access to time- and money-saving tools that make it easy for you to get the products and information you need to get the job done right the first time, every time.

- 24/7 access to more than 200,000 products, pricing and specifications
- Pay your bill, view order history, status and statements, and manage users
- Create custom organized lists of your favorite products to quickly reorder the things you need most often
- User training, barcode creation, industry tips, etc.

FERGUSON APP

The Ferguson app combines barcode scanning capabilities with existing ferguson.com features to provide the tools you need on the go, anytime and anywhere. Save time, order online and take advantage of Pro Pick-Up so you can spend more time working jobs and less time waiting for material.



FERGUSON PRO PLUS PROGRAM

Earn points for every dollar you spend on ferguson.com. Redeem points for merchandise, event tickets, trips and more. You may also choose to make a donation with points to charitable organizations. This program also offers discounts on phone services, office products and car rentals.



- Flash Sales, 2X, 3X and 4X point specials
- PRO Plus Vendor Discounts (AT&T, Office Depot/OfficeMax and more)

TEXT-2-COUNTER

For easy, on-the-go ordering, Ferguson offers Text-2-Counter (T2C). Text your orders and photos to your local branch phone number and T2C will put you in direct contact with our Inside Sales associates via text message. Text an order, send a picture of what you need to replace, request a price and more.



Save time with Ferguson T2C by directly accessing our branch associates via text messaging.

- Connect conveniently with your Ferguson Team
- Text orders, quotes, inventory checks, pricing, etc.
- Send images
- Request delivery updates

PRO PICK-UP

Our Pro Pick-Up service helps you serve your customers by allowing you to get your order faster. Place an order from your ferguson.com account or over the phone at your local Ferguson and when your order is ready, you’ll receive an email and text notification with check-in details to pick up your order at will call. Select locations have lockers for easy or after-hours pick-up. Get back on the job fast with Ferguson Pro Pick-Up.



NO-CHARGE DELIVERIES

We provide free delivery for your orders—whether it’s to your shop or to a jobsite. We’re committed to getting you the products you need when we promised them. Minimum order required.

PRODUCT EXPERTS

From technical support representatives to connected and IAQ specialists, unitary equipment brand managers and commercial equipment specialists, Ferguson has a team of experienced product experts that are here to help you grow your bottom line and be a resource for your business.



WHY RUUD

More than 100 years ago, Edwin Ruud, a Norwegian mechanical engineer, came to America and developed the first successful automatic water heater. That early success marked the beginning of a tradition of innovation and value that led to the introduction of Ruud heating and air conditioning equipment in the 1950s. Since then, Ruud has grown into one of North America's largest manufacturers of quality heating, cooling and water heating products for residential and light commercial use.

CUSTOMERS ARE THEIR FIRST PRIORITY

Their approach as a company is to keep the dialogue going and to listen, then act. The innovations Ruud has developed throughout the years in the heating and cooling industry are a direct result of that process. And they have a long list of industry firsts to show for it, with more to come.

RUUD QUALITY POLICY

It is Ruud's policy to promote a culture of continual improvement that is committed to exceeding customer expectations and requirements by providing products and services of excellent quality.

Ruud® created the Endeavor® line of products in response to tougher Department of Energy regulations that went into effect in 2023. Rather than simply making their products larger to achieve increased efficiencies, they redesigned them from the ground up to create their most energy-efficient, dependable, capable and sustainable lineup yet, proving Ruud has always been comfortable with innovation.

ENDEAVOR

TESTED, TRUSTED, TOUGH

Ruud builds quality into everything they make so they can be sure it's tough enough to deliver the ultimate performance you and your homeowners can count on day after day, year after year. Ruud equipment is built for and designed by contractors through ongoing "voice of customer" sessions.

RUUD'S CONTRACTOR APP

Designed for ease of install and ease of service, Ruud's Contractor App-based commissioning via Bluetooth® technology features up to 54% faster installation and up to 62% faster overall diagnostics than other residential HVAC brands.

SUSTAINABILITY IN ACTION

Many Endeavor® products meet an internally defined set of sustainability criteria, making each one a Sustainability Standout®.

PEACE-OF-MIND PERFORMANCE

You can relax knowing consumers are covered by some of the best warranties in the industry—up to 10-year Parts + 10-year Conditional Unit Replacement.

SMART HOME COMPATIBILITY

EcoNet® technology lets the customer control more products from their smart thermostat or connected device while Bluetooth® connectivity simplifies installs.

LOW GWP AVAILABILITY

To meet the EPA's 2025 global warming potential limit, many Endeavor models now utilize A2L refrigerant. This requires minimal changes to system installation and contributes to Ruud's ongoing sustainability goals.

AWARD-WINNING INNOVATIONS

From industry-leading technologies to next-generation energy efficiencies, Ruud has been a pioneer in developing some of the most innovative advancements in heating and cooling. With a long list of award-winning solutions, Ruud continues to deliver advanced comfort, savings and experiences to our customers—just as we've done for 100 years.

PRO PARTNER PROGRAM



The Pro Partner™ Program recognizes and rewards HVAC contractors like you for your superior dedication to the sale, installation and servicing of Ruud products. Built on contractor feedback and a philosophy of mutual success, this program seeks to provide the best contractor loyalty experience in the industry driven by:

- Product Innovation: The Pro Partner Program gives contractors insider access to Ruud's full line of products—available with a wide range of features to suit every need and lifestyle
- Program Advancements: The Pro Partner Program features a vast array of resources that can help support and grow your business
- Partnership Approach: The Pro Partner Program is responsive and feedback-driven to ensure a mutually beneficial relationship and to forge a deeper partnership

To participate in the Pro Partner Program, the following criteria must be met:

- Maintain high-performing Ruud annual product sales, with annual purchases made up of at least 60% of 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 Ruud-authorized courses each year (this includes Ruud 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 Ferguson

PRO PARTNER PROGRAM BENEFITS

CONTRACTOR INCENTIVES EXCLUSIVE SEASONAL PROMOTIONS

Pro Partners receive an elite sales advantage with exclusive CashBack and Residential KwikComfort® Financing promotions. Best of all, Pro Partners can combine these rebates for even stronger purchase incentives.

Residential KwikComfort Financing

This program offers exclusive spring and fall promotions for Pro Partners on eligible Ruud equipment to offset the merchant fee.



By offering the *Residential KwikComfort® Financing* program to your customers, you're providing them with a variety of financing options to help them get the home comfort system they need on a payment plan that fits their budget. Financing can increase your sales by up to 50% and help you close larger projects and more high-efficiency sales by offering add-on comfort options.

Contractors can enroll by going to My.Ruud.com and going to their company profile, clicking on the *KwikComfort* tab and filling out the application.

CashBack Promotions

Reward yourself for selling and installing Ruud qualifying equipment by participating in the 2025 CashBack Promotion. Pro Partners can take advantage of extended promotion periods in the spring and fall. During this time, you can receive cash back for each home installation that includes qualifying units. To receive cash back, equipment must be registered through the Contractor Serial Tool (CST) and meet the qualifying requirements. A list of qualifying units will be published before the program begins. CashBack rebates and KwikComfort buy-down offers can be combined for an even stronger purchase incentive.



PROCLUB REWARDS

This valuable benefit allows you to earn on eligible equipment purchases and turn those points into valuable rewards—like gifts, tools, travel and event tickets. Each time you purchase and install eligible equipment and submit claims on the Contractor Serial Tool (CST), you can earn reward points.



MARKETING & BUSINESS SUPPORT RUUD GENERATED LEADS

Ruud 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 Ruud.com Locator Listings** – By bringing Pro Partners to the top of the list, your customers can find you more easily



PRO PARTNER SOCIAL MEDIA PROGRAM

The Pro Partner™ Social Media Program includes customizable social media content, access to a user-friendly social media management tool, quarterly webinars, newsletters and more!

The Pro Partner Social Media Program includes:

- 5 monthly pieces of social media content for Facebook, Instagram and X (formerly Twitter)
- Access to Social Horsepower, the tool where you'll be able to access ALL of the exclusive Pro Partner Social Media Program content and connect and manage your social media accounts in ONE place. You can set up posts to go out onto your pages automatically, or you can review and approve content ahead of time. More features include customizing the posts with your business's logo and contact information and scheduling your own additional content in your content calendar.
- Access to a library of yearly holiday social media content in Social Horsepower to post onto your social pages
- Quarterly newsletters to keep Pro Partners up to date on all social media news and trends
- Quarterly infographics to inform and educate consumers on industry news and information
- Quarterly webinars provide social media best practices and more

RUUD REPBOOSTER™



Protecting and improving your online reputation is critical to your success, and RepBooster makes it easy.

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

RECRUITMENT SUPPORT PROGRAM

Now more than ever, hiring the right person, who respects customers and co-workers alike, helps to cultivate the best customer service experience. Pro Partners can take advantage of the Recruitment Support Program with MilitaryHire.

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:

- 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



CONSUMER EXPERIENCE
QUALITY PLEDGE

Any Ruud manufactured 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 District Technical Representative (DTR) approval prior to the equipment being removed from the application.³

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.

Products with a labor allowance up to \$225 include 1-3 ton residential units, residential package systems and air handlers.

Products with a labor allowance up to \$300 include 3.5-5 ton residential units, residential packaged systems, air handlers and gas furnaces

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 District Technical Representative to be eligible.

RATINGS & REVIEWS

The Ruud® Pro Partner™ Online Ratings & Reviews Program solicits, manages and promotes contractor reviews by customers. Reviews are hosted on Ruud.com’s Find a Pro pages, as well as on any Ruud-developed sites that are part of our WebSuite™ program. They can also be easily displayed on a contractor’s proprietary website to enhance their individual search and page rank.



- Benefits for Pro Partners: Reviews provide compelling, confidence-inspiring differentiation and promotion of Ruud Pro Partners’ businesses in a crowded online marketplace
- Benefits for Homeowners: Trustworthy, quality, validated reviews and ratings of local contractors, right on Ruud.com’s Find a Pro pages

TRAINING

Comprehensive training solutions, both online and in-person, are available for Pro Partners covering all the topics you need to run a successful HVAC business.

Online Technical Training

Modules by Interplay Learning give you access to a full catalog of industry-leading training for all skill levels remotely and on your own time.

- 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

GRADUATE STUDIES COURSES

Ruud curated these business-related courses with you in mind.

PRO PARTNER VALUE GUIDE

Based on business size and participation levels in promotions and programs, Pro Partners can gain over \$40,000 of value from the program.

Feature	Contractor Value
Online Ratings & Reviews	\$2,400
Pro Partner CashBack Rebates	\$4,500
Residential <i>KwikComfort</i> ® Financing Promotions	\$11,000
Digital Brand Advertising	\$5,000
ProClub Rewards	\$1,000
2025 National Conference	\$1,000
RepBooster™	\$300
Online Appointment Booking	\$400
WebSuite™	\$500
Ruud-Branded Creative Assets	\$1,500
Interplay Learning	\$2,800
Recruitment Support Program	\$2,400
Graduate Studies	\$750
Pro Partner Social Media Program	\$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.*



2025 RUUD® DEALER PROGRAMS

The Ruud® Dealer Programs are designed to offer you an expansive scope of benefits that deliver purposeful value with a positive impact for both you and the consumer. The Ruud® Programs assist in cementing your reputation as an exclusive Ruud-recognized professional in the HVAC industry, driving results and company profitability. Please choose from the following 3 dealer levels.

Program valid January 1, 2025–December 31, 2025.

STANDARD DEALER

RUUD® BENEFITS

- Access to Ruud® Business and Marketing Tools
- Listing on the Ruud® Dealer locator

FERGUSON BENEFITS

- Access to Ferguson Business and Marketing Tools

DEALER COMMITMENTS

- \$50,000+ Purchase Commitment
- Dealer must be registered on ferguson.com
- Dealer commits to register for Ruud® Online Dealer Locator

PRO DEALER

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

DEALER COMMITMENTS

- \$125,000+ purchase commitment, \$1,000 dealer investment
- Dealer must be registered for ferguson.com
- Dealer commits to register for Ruud® Online Dealer Locator



PRO PARTNER™ PROGRAM:

RUUD® BENEFITS

- Access to Ruud® Business and Marketing Tools
- 60 Social media posts per year (five per month)
- Five complimentary licenses for interplay learning (VR Technology)
- Over 300 graduate studies courses
- Access to 2025 Ruud® Pro Partner Conference

FERGUSON BENEFITS

- 4% Co-op
- Access to 2025 National Dealer Trip**
- Access to Ferguson Business and Marketing Tools

DEALER COMMITMENTS

- Achieve \$200,000 purchase commitment, \$4,500 dealer investment
- Must attend Annual Ruud® Dealer Meeting
- Must attend Ruud® Pro Partner Conference
- Dealers are required to maintain a quality dealer website dedicated to Ruud***
- Must be signed up for ferguson.com



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

**Dealer Trip is not guaranteed and other qualifications must be met to be invited.

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

