



# Ruud Pro Partner

## MISSION

To recognize and reward excellence among, and foster stronger strategic relationships with, an elite membership of independent contractors whose superior dedication to the sale, installation and servicing of Ruud products sets them apart from their peers.

## ONLINE RATINGS & REVIEWS

Solicit, manage and promote customer feedback to enhance credibility and online SEO/page rank with 3rd party validation.

## BIENNIAL CONFERENCE

Network with your peers and Ruud Management while also taking advantage of exclusive training opportunities for Ruud Pro Partner contractors.

## RUUD'S QUALITY PLEDGE

Pro Partner homeowner's will have peace of mind knowing that if their new Ruud system doesn't perform to factory specifications in the first year, and those performance issues cannot be resolved through established channels, Ruud will replace the faulty equipment and provide a labor cost allowance.

## KWIKCOMFORT FINANCING

Exclusive promotions and low customer payment options for Pro Partners. This financing can be combined with Ruud contractor/consumer rebates for even stronger purchase incentives.

## RUUD ADMINISTERED PROMOTIONS

Contractor/Consumer rebate offerings for extended periods gives Pro Partner contractors the selling advantage they are looking for. Combine this with KwikComfort financing for a stronger purchase incentive.

## RUUD PROCLUB REWARDS

Points are awarded for eligible equipment purchases, training and program participation. Points do not expire (as long as there is no 12-month period of inactivity) and can be easily redeemed for gifts, tools, travel, event tickets and more.

## EXCLUSIVE TRAINING CURRICULUM

250+ courses in technical, professional and business development as well as videos, blogs, events and webinars from 3rd party training vendors.

## PROFESSIONAL, CUSTOMIZED REGIONAL DIGITAL MARKETING CAMPAIGNS

## ANNUAL ACCA MEMBERSHIP FEE REIMBURSEMENT

## PRO PARTNER BROCHURES AND LITERATURE

### FORESTVILLE

3931 Penn Belt Place  
Forestville, MD 20747  
Ph: 301-420-7300  
Fax: 301-420-7304

### HYATTSVILLE

4631 42nd Place  
Hyattsville, MD 20781  
Ph: 301-403-1320  
Fax: 301-403-1322

### CHANTILLY

4262 Entre Court, Ste. D  
Chantilly, VA 20151  
Ph: 703-961-8206  
Fax: 703-961-8972

### BALTIMORE

1901 62nd St., Unit 3901  
Baltimore, MD 21237  
Ph: 410-325-7774  
Fax: 410-325-7699



# RUUD PRO PARTNER BENEFITS

FEATURE	CONTRACTOR VALUE
<b>Online Ratings &amp; Reviews</b> - Review management portal, unlimited automated email surveys, automated verification, posting & notification of reviews	\$2,500
<b>Phone Tracking</b> - Contractor locator/regional marketing leads/websites	\$50
<b>Contractor Cashback Rebates</b> - Extended elements only	\$500
<b>KwikComfort® Financing Promotions</b> - 6-8 months of promotions	\$1,300
<b>Regional Marketing Campaign Leads</b> - Minimum 2 leads/mo. X Avg. industry lead cost of \$300	\$7,200
<b>ProClub Rewards</b>	\$2,000
<b>National Conference</b> - Two-day conference with instructor led courses \$500/per 8-hr day (Limited availability)	\$1,000
<b>Graduate Studies Training</b> - Exclusive online & in-classroom courses (20 online @ \$25; 80% co-op to ACCA or PHCC membership \$225)	\$725
<b>Total Average Monetary Benefit of a Pro Partner Contractor membership*</b>	<b>\$15,275</b>

\*Based on a contractor model of \$350K in Ruud product revenue, this is the estimated value a contractor can expect to see as a Pro Partner. Actual value may vary.

## SIGN ME UP - ONLY \$200/MONTH

COMPANY NAME	
CONTACT	
TITLE	
EMAIL	
SIGNATURE	

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