



CONTRACTOR PROGRAM GUIDE

2020 | IT'S PRO TIME

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THE OFFICIAL GUIDE TO
**THE RUUD® PRO
PARTNER™ PROGRAM**

IT'S
PRO
TIME

INTRODUCTION

This Program Guide serves as the official guide to the Ruud® Pro Partner™ Program, for the purposes of participant education, as well as program marketing, advertising and promotion. Ruud reserves the right to update this Program Guide at any time. The most current version of the Program Guide is available on MyRuud.com > Marketing > Pro Partner.

For questions regarding the ***Ruud Pro Partner Contractor Program Guide***, its use or contents, please contact your Ruud distributor or email help@myruud.com.

ENGINEERED FOR THE INDUSTRY'S ELITE

The Pro Partner Program is designed to offer you an expansive scope of benefits that deliver value and a positive impact for both you and your customers. Ruud® Pro Partner™ helps cement your reputation as a dedicated, elite, Ruud-recognized industry professional.

PROGRAM GOALS:

HOW WE'LL ACHIEVE THESE GOALS:

<p>Ensure the program and participation process is highly functional and easy for Ruud and our partners to implement, adopt and maintain</p>	<p>Continuously evaluate and innovate to maintain and increase the value Pro Partnership offers you</p>
<p>Strengthen relationships between Ruud, distributors, contractors and customers to help advance mutual success at every connection in the value chain</p>	<p>Establish and maintain open dialogues and communication with partners to ensure continual support and partner-driven program evolution</p>
<p>Recognize and reward a select group of premier partners who provide a first-class customer experience through their commitment to Ruud-quality products and service</p>	<p>Host an annual event to celebrate the best of the best Pro Partners</p>
<p>Help partners achieve more residential product sales, acquire new customers and retain existing customers</p>	<p>Offer programs like online reviews and financing promotions to help boost sales and contribute to customer retention</p>

THIS PROGRAM IS ENGINEERED TO PROVIDE VALUE IN FOUR KEY AREAS

THE PRO PARTNER CORNERSTONES



Consumer Experience

- **The Ruud® Quality Pledge** gives you peace-of-mind: If a newly installed Ruud AHRI-matched HVAC system doesn't perform to factory specifications in the first year, and those performance issues cannot be resolved in the first year through established channels, Ruud may replace the faulty equipment and include a labor cost allowance
- **Residential KwikComfort® Financing** offers exclusive promotions for Pro Partners on eligible Ruud equipment—and offers customers better buying options
- **Ratings & reviews** to build a strong online reputation and attract more online consumers



Training

- **Tailored Training:** We offer in-field and online training options—across a variety of technical and business topics—in order to meet the needs of all our Pro Partners
- **Premier Learning Facilities:** Our Innovation Learning Centers provide intensive, hands on training that helps you boost your business
- **2022 National Conference** provides training opportunities with industry leaders and experts



Contractor Incentives

- **Exclusive Ruud-administered promotions:** Extended rebate promotions can be used in conjunction with *Residential KwikComfort® Financing* for even stronger purchase incentives
- **ProClub Rewards** make it easy to quickly redeem the points you earn on eligible equipment purchases



Marketing & Business Support

- **Ruud-generated leads** promote Pro Partners exclusively and give consumers the option to call via a tracked phone number or schedule an appointment directly online—simplifying the customer's experience and building your business
- **Professional, customized digital brand advertising** targeted by region / state
- **Priority Ruud.com locator listings** enabling customers to easily find your business
- **Online appointment booking** via Ruud.com locator
- **Exclusive program discounts and promotions** with vendor partners
- **Ruud RepBooster™** makes it easy to protect and improve your online reputation

PRO PARTNER VALUE GUIDE

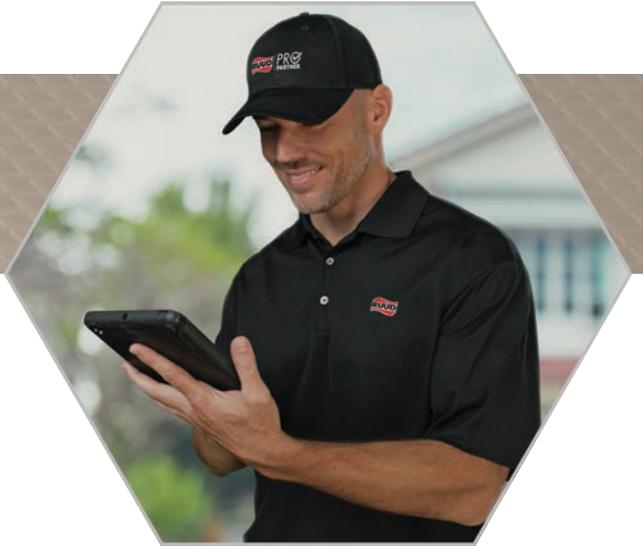
The value that a Ruud® Pro Partner™ realizes for their membership features will depend on the size of their business and their active participation in promotions and programs.

FEATURE	CONTRACTOR VALUE
Online Ratings & Reviews – Review management portal; unlimited automated email surveys; automated verification, posting & notification of reviews	\$2,400
Contractor CashBack Rebates – Two months extended elements only	\$4,000
Residential KwikComfort® Financing Promotions – Spring and Fall promotions	\$10,500
Digital Brand Advertising & Direct Mail Campaign – Based on brand awareness campaign, plus value of a blended service / install average ticket	\$5,000
ProClub Rewards	\$500
2022 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 – Appointment and booking management service	\$1,200
WebSuite™ – Customizable base level website options (\$84 – \$500)	\$500
Ruud-branded Creative Assets – Complete library of creative assets	\$1,500
Total Average Monetary Benefit of a Pro Partner Contractor membership*	\$25,400

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

Additional Information

You can review your on-going program participation and stats via the Report Card which is found on your MyRuud.com contractor profile.



PROGRAM PARTICIPATION

Contractor Requirements

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

- Maintain high-performing Ruud® annual product sales, with annual purchases made up of at least **60% Ruud residential products**¹
- 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 your distributor

¹Any single-phase residential equipment installed in a residential application—including single-family dwellings—which includes apartments, condominiums, duplexes and homes

Contractor Cost

Refer to your distributor for details on the Pro Partner enrollment fee.



OUR QUALITY PLEDGE

Giving Pro Partner's Peace-of-Mind

We know your most important goal is happy customers. That's why 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*³ & *Labor Allowance*, with Ruud District Technical Representative (DTR) approval.

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

- 1 to 3 Ton Residential Unit
- 1 to 3 Ton Residential Package Systems
- 1 to 3 Ton Air Handlers

Products with a Labor Allowance up to \$300

- 3.5 to 5 Ton Residential Unit
- 3.5 to 5 Ton Residential Package Systems
- 3.5 to 5 Ton Air Handlers
- 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. ³As 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, Ruud reserves the right to make changes to this program without notice.

INDUSTRY-LEADING TRAINING

Program Overview

Ruud University is your one-stop resource for the best professional training opportunities in the heating & cooling industry. Courses are offered both in-class and online to fit your busy schedule—and are taught by the industry’s leading trainers and experts. Our goal is to give dedicated Ruud contractors a competitive edge by providing the most relevant curriculum, the latest training tools, and an expanding roster of engaging classes offered year-round.



Graduate Studies Program

You have exclusive access to a wide variety of business and marketing courses through the Graduate Studies program in Ruud University. This program offers courses covering topics such as:

- Management Leadership
- Sales
- Marketing
- Accounting & Finance
- Communications
- Employee Development
- Human Resources

Program Improvements

We are evolving our training program to ensure that everything we do empowers you to do better. To accomplish that, we are making some key changes to training, including:

- Improving our curriculum – offering more of the content that you need, and none of what you don’t
- Providing career-specific training tracks – eliminating the guess-work of choosing what courses you should take
- Simplifying access to training – creating a central, easy-to-use online portal where you can register for courses, access content, and keep track of your progress

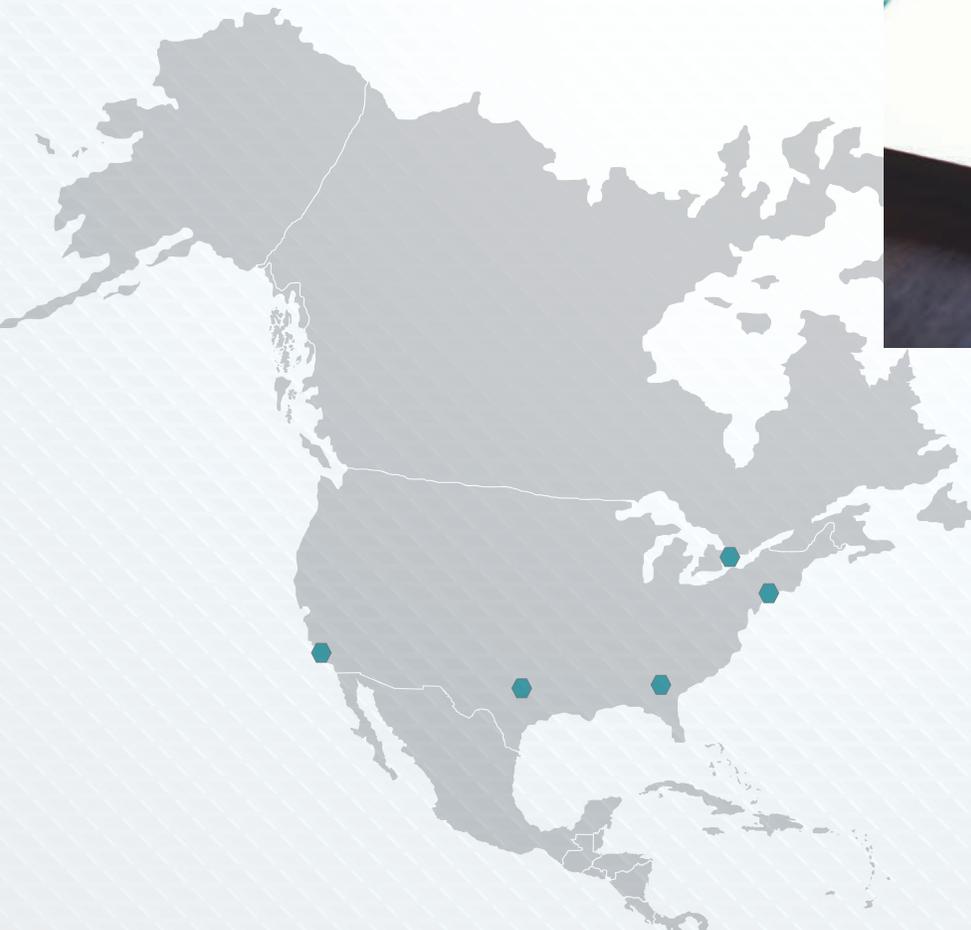
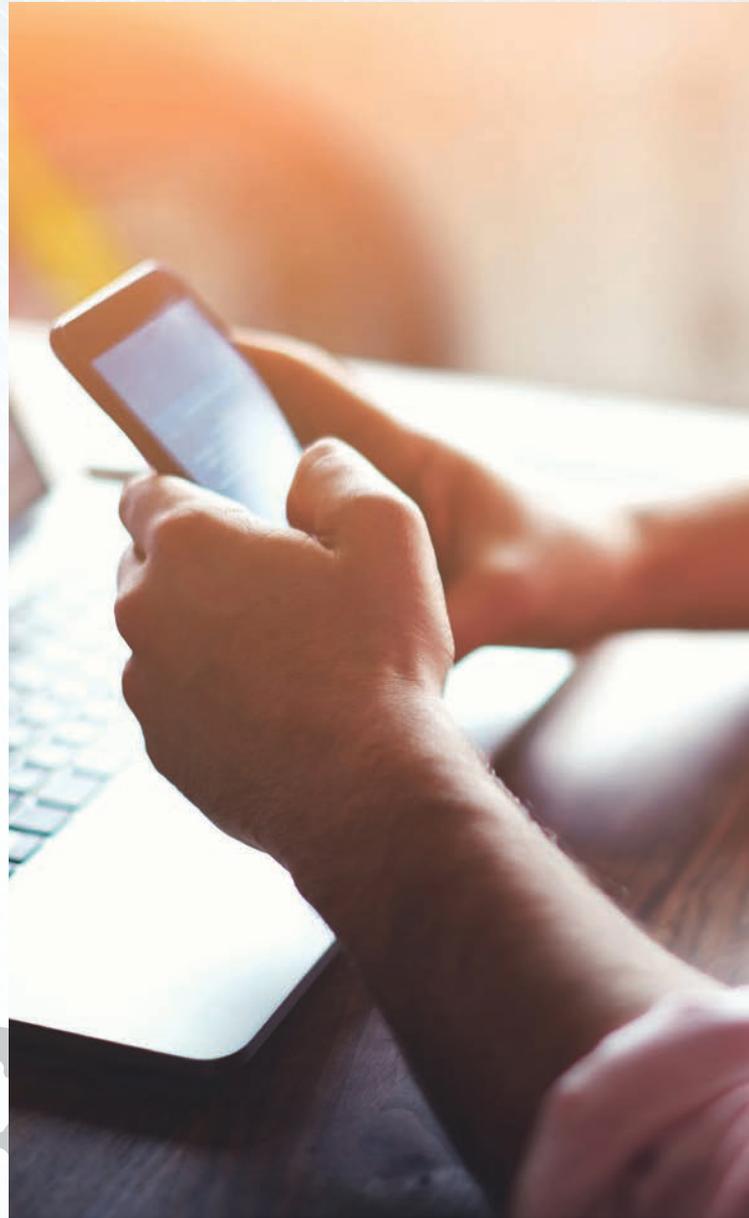
For now, you can still access online training content by logging into RuudUniversity.com; and you can still register for Innovation Learning Center training by visiting InnovationLearningCenters.com.



Meeting Training Requirements

All Pro Partners must complete a minimum of 10 collective, business-wide hours of Ruud-authorized courses each year to maintain their membership. Ruud® has made it easier than ever for this requirement to be met by allowing you and your employees to utilize a variety of training opportunities.

- **Ruud University Courses:** Any course offered by Ruud at an Innovation Learning Center, in-field or online, counts towards this requirement
- **Distributor-Led Classes:** Technical courses taken through the distributor are also applied to your CEU goal through our Class Manager Program
- **Industry Associations:** Courses taken through industry associations like ACCA, EGIA and PHCC can be applied towards the annual 10 hour training requirement
- **National Conference:** Training held at the Pro Partner National Conference will automatically be applied to your training requirements



PRO PARTNER NATIONAL CONFERENCE

We're going to be back in Las Vegas for 2022! Stay tuned for more details.

SAVE THE DATE

DATE: March 7-8, 2022

VENUE: MGM Grand® Hotel

Las Vegas, Nevada



EXCLUSIVE SEASONAL PROMOTIONS

Our **Residential KwikComfort® Financing** program helps your residential customers easily purchase the Ruud® Heating and Cooling products they need—and our **seasonal CashBack promotions** reward you for selling and installing qualifying Ruud equipment¹. You'll receive information on specific enhancements to each promotion directly from Ruud, as exclusive benefits may vary by promotion.

Benefits for Pro Partners

- Extended CashBack promotion timeframes and exclusive *Residential KwikComfort® Financing* promotions
- Zero-cost or low-cost options during *Residential KwikComfort® Financing* Spring and Fall promotions
- Ability to combine these rebates for even stronger purchase incentives

¹Eligible equipment matrix will be announced approximately 90 days from promotion start date and is subject to change at Ruud's discretion.

Benefits for Customers

- Ability to get higher-efficiency / more advanced equipment than otherwise financially possible
- Allows them to save on-hand cash and be flexible to purchase a replacement quickly if needed
- Additional savings if you choose to share the benefits of CashBack promotions with them

Residential KwikComfort® Financing Enrollment

You can enroll anytime by calling the enrollment hotline at 866-209-4457 Monday through Friday between 8 a.m.–6 p.m. (EST) and asking to be enrolled in the Ruud *Residential KwikComfort® Financing* Program. More information on this program is available on the *Residential KwikComfort® Financing* page on MyRuud.com.

CashBack Promotions

Ruud will automatically enroll Pro Partners into seasonal Pro Partner Promotions—and any exclusive Pro Partner benefits will be automatically applied to your qualifying rebate submissions.

IMPORTANT! Pro Partners enrolling in the program by the end of March can submit rebate claims on equipment purchased and installed back to the start of the promotion. Pro Partners enrolled in the program between April - September 30th can submit rebate claims on equipment purchased and installed going back to the 1st day of the month they enrolled, if during the promotion timeframe. To be eligible for fall CashBack promotions, the contractor must be enrolled in the Pro Partner program by September 30th.



ONLINE RATINGS & REVIEWS

Program Overview

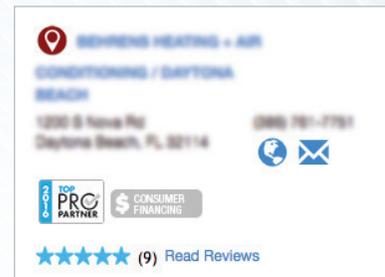
The Pro Partner Online Ratings & Reviews Program solicits, manages and promotes customer reviews of our Pro Partners. Reviews are hosted on Ruud.com's Contractor Locator pages, as well as on any Ruud®-developed sites that are part of our WebSuite™ program. They can also be easily displayed on your own website to enhance your search and page rank.

Benefits for Pro Partners

Reviews provide compelling, confidence-inspiring differentiation and promotion of your business in a crowded online marketplace. The Pro Partner Online Ratings & Reviews Program is exclusive to Pro Partners, and allows you to build and maintain a strong online reputation and use positive customer reviews to help grow your business.

Benefits for Customers

- Trustworthy, quality, Ruud-validated reviews and ratings, right on Ruud.com's Contractor Locator pages
- Easy-to-compare ratings & reviews make choosing you over other providers quick and convenient
- A badge indicating that you are a certified Ruud Pro Partner, and online reviews that clearly show what makes you among the best-of-the-best



Review & Response Process

- STEP 1** Customer submits a review online.
- STEP 2** Review goes through moderation to ensure feedback is appropriate and authentic (e.g. no inappropriate language or spam).
- STEP 3** If approved, the review will post publicly online within 24-72 hours.
- STEP 4** You are notified via your MyRuud.com profile and email of approved reviews posted to your profile.
- STEP 5** You respond to the review by either responding directly to the email notification you received, or by visiting the Read and Respond section in your Ratings & Reviews dashboard on MyRuud.
- STEP 6** Response goes through moderation to ensure feedback is appropriate and authentic.
- STEP 7** If approved, the customer will receive an email notification and the response will display publicly with the review within 24-72 hours.

Navigating the Ratings & Reviews Dashboard

You can access your Ratings & Reviews information by logging into your MyRuud.com account, and going to the Marketing tab > Pro Partner > Ratings & Reviews section. The below breakdown gives you more detail on how to navigate the dashboard.

- **General**

View easy-to-read graphs and quick stats on your review performance, access your listing on the Contractor Locator page, and export performance reports



- **Read & Respond**

This page allows you to respond to your customers' reviews

The page is titled 'Read and Respond to Reviews' and shows '56 Reviews'. A specific review is displayed with a 5-star rating and the text 'Very nice!'. Below the review, there are fields for 'Product Knowledge', 'Professionalism', and 'Service & Installation', each with a 5-star rating. A 'Contractor Response' field contains the text 'thank you for your business'.

- **Request Reviews**

This area is available for you to manually enter customer email addresses to request online reviews

IMPORTANT! Pro Partners who participate in promotions have the ability to enter emails through the CST when submitting a claim, which also sends review request emails to homeowners. If an email entered in the CST is also entered into this manual Request Reviews area, the email request will **not** be duplicated if the previous request was sent less than 7 days prior.

The page is titled 'Request Customer Reviews' and contains a text input field with the placeholder text 'Enter customer email addresses below separated by commas, semi-colons or line breaks.'

- **Display Your Reviews**

You can simply copy and paste the provided code into your business website. If you have a Ruud WebSuite™ website, the reviews will automatically be posted for you

The page is titled 'Put Reviews on Your Site' and provides a 'Weblink' (https://www.ruudsurvey.com/n/q2MDD) and a 'Code' block containing JavaScript code for embedding the reviews on a website.

- **Help**

View Ratings & Reviews program information, user guides, helpful tips and more on this page

The banner features the Ruud Pro Partner logo and the text 'EXPERIENCE THE POWER OF PRO RUUD® PRO PARTNER PROGRAM'. Below the banner, it says 'RUUD Pro Partner Contractor - Online Ratings & Reviews' and provides a brief description of the program's benefits.

Get the Most Out of Online Ratings & Reviews

- **Make review solicitation part of the process** by collecting email addresses from all of your customers (both installation and service). You should let their customers know that they will be receiving a review invitation and that feedback is appreciated
- **Request reviews from customers** by either entering the customer email when making claims in the Contractor Serial Tool (CST), or via the Request Reviews page in your Ratings & Reviews dashboard on MyRuud
- **Monitor review notifications** by checking the review email notifications they receive and responding to their customers' reviews

Displaying Reviews on Your Website

We highly recommend that you display reviews from your happy customers on your proprietary website so you can maximize the benefits of these reviews in multiple places. It's important to place the review display on pages that are easy to find and that customers already like to visit—like the Home or About pages.

The Importance of Responding to Reviews

Responding to reviews not only helps you create better relationships with your current customers, it also demonstrates your commitment to customer satisfaction to future customers. In fact, research has shown that potential customers place more value on reviews (positive or negative) that have been responded to than positive reviews without responses. For tips on responding to reviews, visit the Help section from your Ratings & Reviews dashboard.



Additional Information

You can access the Help Desk through the Help tab on the Ratings & Reviews page or by emailing help@myruud.com. The Help Desk can assist with questions on the program, review moderation, and can escalate any additional program needs or questions.



ONLINE REPUTATION MANAGEMENT

Program Overview

The Ruud® RepBooster™ Program makes it easy for you to protect and improve your online reputation by enabling you to quickly respond to customer reviews on one central dashboard. Other features of this program include:

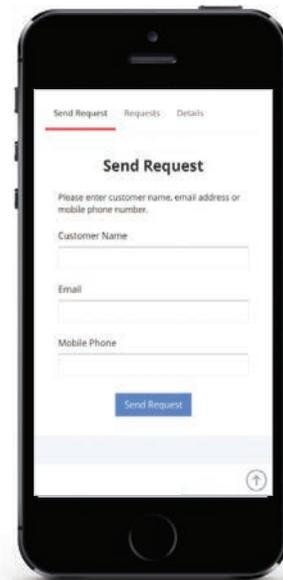
- Multi-site review monitoring (Google®, Facebook® and Ruud Ratings & Reviews)
- Text or email alerts for new reviews
- Coaching for responding to negative reviews
- Advanced reporting and score tracking
- Ability to request reviews from homeowners



Getting Started

To access RepBooster program features, you will need to visit the RepBooster page, which can be found under the Marketing tab on MyRuud.com, and click the "Login" button.

You will need to activate your Facebook and Google review monitoring through the RepBooster program. Activation is completed by following the guided setup procedure and logging into your Facebook and Google profile pages. After completing the initial setup, you will be able to access the RepBooster dashboard.



Upgraded Features

Pro Partners looking for additional support have the option to upgrade to RepBooster™ MAX, which includes monitoring of over 25 review sites for multiple business locations. The setup fee for this upgrade is waived, but you will be responsible for any monthly fees associated with RepBooster MAX.



Additional Information

Complete details can be found on the RepBooster page on MyRuud.com.



DIRECT MAIL CAMPAIGN

For every CashBack qualifying 17- or 20-SEER system installed during the CashBack promotional periods, Ruud® will send a targeted mailer to 10 homes surrounding the one where the unit was installed.

There will be no cost to you for this direct mail campaign, and it will be automatically initiated when you enter a claim through the Contractor Serial Tool (CST) during CashBack promotional months.

These mailers will be mailed out on a monthly basis during the promotional period for the previous month's claims entered through the CST.

Additional Information

Complete details can be found on the Pro Partner page on MyRuud.com.



RUUD PRO PARTNER WE'RE IN YOUR NEIGHBORHOOD!

SAVE ENERGY

YOUR NEIGHBOR JUST REPLACED THEIR HVAC SYSTEM WITH A HIGH EFFICIENCY RUUD!

Call The Name Your Neighbors Trust!

RELY ON RUUD.™

IN YOUR NEIGHBORHOOD!

RUUD PRO PARTNER

Neighbor replaced their HVAC system with a High Efficiency... in all the choices available to them they placed their trust... you're having issues with your heating or AC system, call our neighbors trust!

Learn more: Ruud.com

GO WITH A PRO
IN THE MIND OF A RUUD-RECOGNIZED PRO PARTNER CONTRACTOR

JOHN'S RESIDENTIAL

888-123-4567
 123 ABC Street | Anytown US 12345
 www.johnsresidential.com

Mrs. Rebecca Smith
 or Current Resident
 123 Main Street
 Anytown US 12345

POSTNET STD. U.S. POSTAGE PAID TAMPA, FL PERMIT 6678

RUUD PRO PARTNER WE'RE IN YOUR NEIGHBORHOOD!

SAVE ENERGY

YOUR NEIGHBOR JUST REPLACED THEIR HVAC SYSTEM WITH A HIGH EFFICIENCY RUUD!

Call The Name Your Neighbors Trust!

RELY ON RUUD.™

IN YOUR NEIGHBORHOOD!

RUUD PRO PARTNER

Neighbor replaced their HVAC system with a High Efficiency... in all the choices available to them they placed their trust... you're having issues with your heating or AC system, call our neighbors trust!

Learn more: Ruud.com

GO WITH A PRO
IN THE MIND OF A RUUD-RECOGNIZED PRO PARTNER CONTRACTOR

JOHN'S RESIDENTIAL

888-123-4567
 123 ABC Street | Anytown US 12345
 www.johnsresidential.com

Mrs. Rebecca Smith
 or Current Resident
 123 Main Street
 Anytown US 12345

POSTNET STD. U.S. POSTAGE PAID TAMPA, FL PERMIT 6678

DIGITAL BRAND ADVERTISING

As a Ruud® Pro Partner, you have access to regional digital brand awareness campaigns that are activated and driven by Ruud. These digital brand campaigns 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.



**SMARTER LEADS,
BIGGER SALES &
BETTER RESULTS**

Benefits for Pro Partners

- 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

IMPORTANT! Digital Brand Advertising does NOT guarantee leads.



Additional Information

You'll find more information on Digital Brand Advertising on MyRuud.com, under the Marketing tab, by selecting the Pro Partner program page link. For questions not answered on the MyRuud website, please contact help@myruud.com.

ONLINE BOOKING & APPOINTMENT SCHEDULING

Program Overview

Ruud.com now allows customers to request quotes directly from their local Pro Partner. These leads come to you through Dispatch. Leads from Ruud.com are highly qualified and have no additional cost.

Impress the Customer

By leveraging Dispatch, Pro Partners will provide a modern customer experience by keeping customers in the loop with appointment reminders, technician tracking, and customer experience surveys.

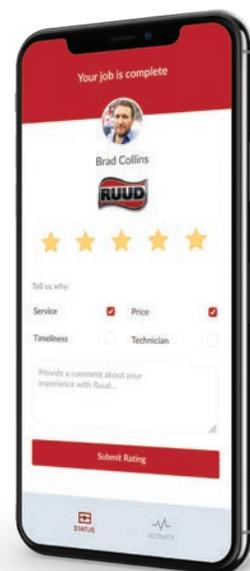
One Place to Manage All Your Work

Dispatch can connect to other brands and field service tools—making it simple for you to receive all your work in one place, right alongside your Ruud leads.

Account Set-up

Lead forms on the dealer locator are currently live! Follow the steps below to set up your account and ensure that you do not miss out on any leads.

- STEP 1** Go to work.dispatch.me
- STEP 2** Select "forgot password"
- STEP 3** Enter your email to have your password setup link emailed to you
- STEP 4** Return to work.dispatch.me and follow the prompts to add teammates, and add your work
- STEP 5** Wait for the leads to flow in!



Optional Features with Dispatch Power

In addition to the online scheduling feature above, you can also take advantage of Dispatch Power—the full field-service platform, which enables you to:

- Assign and manage jobs
- Automatically communicate service details to your customers

...all from your mobile device! This platform is available to Pro Partners at a discounted rate of \$99 per month. To learn more about the Dispatch platform and how this tool can help you manage your work, or for information on how to integrate your existing software into this platform, contact support@dispatch.me.

Additional Information

Complete details can be found on MyRuud.com.

PROCLUB REWARDS PROGRAM

Program Overview

Pro Partners can earn and redeem unlimited ProClub Points for all eligible Ruud® equipment purchases and can turn those points into valuable rewards—like gifts, tools, travel and event tickets.

Enrollment

You can enroll anytime by visiting the ProClub website at MyRuud.com/ProClub and clicking “Join Now”.

How to Earn Points

Each time you purchase and install eligible Ruud equipment and submit claims on the Contractor Serial Tool (CST), you can earn reward points. Pro Partners enrolling in the program by the end of March can earn points on equipment purchased and installed since January 1st. Pro Partners who enroll in the program between April - September 30th can earn points on equipment purchased and installed since the 1st day of the month you enrolled.

ProClub Membership Termination

If you are removed from the Pro Partner program, your ProClub membership will be terminated immediately. If Ruud discontinues the ProClub program, you will have 90 days to redeem your points. Any and all unredeemed points (and the value thereof) remaining shall be forfeited and no reward claims shall be honored thereafter.

IMPORTANT! ProClub Points are tied to the MyRuud.com user account that submits the installed equipment registration / claim. Pro Partners should choose one MyRuud.com user to enter submissions under, if they want all of their company's ProClub Points listed under one account.

How Pro Partners Redeem Points

- STEP 1** Login to the My Account tab at MyRuud.com/ProClub
- STEP 2** Browse and select item(s)
- STEP 3** Click Submit to redeem your reward

IMPORTANT! Points do not expire (unless there is a 12-month period of contractor inactivity).

Additional Information

More information on the ProClub Rewards program—including the latest listings of eligible products and detailed Terms & Conditions—is available at MyRuud.com/ProClub. For questions not answered on the ProClub website, please contact help@myruud.com.



PROCLUB
REWARD YOURSELF

PRO PARTNER REPORT CARD

You will have access to your Pro Partner Report Card that shows a snapshot of your participation and performance throughout the year. To access your Pro Partner Report Card, log in to MyRuud.com, click on your name in the top right of your screen and then click "My Company."

On this Report Card, you can quickly review your stats and identify areas for improvement or success. You can also review that you are meeting the re-enrollment eligibility requirements for the year and are getting the most out of the Pro Partner Program benefits offered.

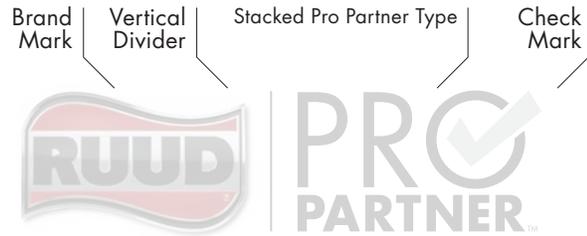


NOTE Images for Process Illustration only. Years noted may not match current program year.

LOGO GUIDELINES

The Ruud® Pro Partner™ logo should be used in all marketing, advertising or promotional collateral that supports the Pro Partner Program—including on websites and marketing materials advertising you as an official Ruud Pro Partner. **Ruud no longer approves the “Ruud Reliable” logo for use in connection with Ruud’s Pro Partner advertising.**

Acceptable Usage



The Pro Partner logotype is composed of four elements: Ruud brand mark, vertical divider, stacked Pro Partner type, and checkmark. Because the Ruud brand mark is part of the Pro Partner logo, the logo may be used alone on materials OR appear with additional Ruud branded elements.

The checkmark will have limited color variations depending upon its application, as described in the color guide below. The four-color logotype will use a checkmark in the lighter gray within the respective brand color palette.

Color Variations

White Background
4-Color Primary Logo



White Background
4-Color Limited Use Logo



White Background
2-Color Limited Use Logo



White Background
Limited Use Black



PRIMARY LOGOTYPE

Light-to-Medium Background
Color Option 01



Light-to-Medium Background
Color Option 02



Dark Background
Color Option 01



Dark Background
Color Option 02



LIMITED USE LOGOTYPE

Light-to-Medium Background
Color Option 01



Light-to-Medium Background
Color Option 02



Dark Background
Color Option 01



Dark Background
Color Option 02



Unacceptable Usage

It is important to keep all graphic elements consistent throughout all Ruud® Pro Partner™ branded communications. Logo guidelines have been provided to guide you in proper, consistent usage. For reference, examples of some unacceptable uses of the Pro Partner logo are illustrated below.

- A. Never use a large drop shadow on the logo
- B. Never outline the logo
- C. Never reposition any parts of the logo
- D. Always use approved colors for the logo
- E. Always maintain the logo's clear space or legibility will be compromised
- F. Never modify the logo artwork in any way or add elements to it
- G. Never place the logo on a photo or illustration where legibility will be compromised
- H. Always use a high-resolution version of the logo
- I. Do not rotate the logo
- J. Do not use the Ruud Reliable logo



Pro Partner Logo Size Requirement

“Minimum size” refers to the smallest size applicable to ensure readability and recognition. The minimum size, in width, of the Pro Partner logo is 1.0 inch.



minimum size is 1.0 inch

Clear Space

“Clear space” refers to the minimum distances from the Pro Partner logo to any other graphic element or outer edge of a given design. This space should always be kept clean and free of additional graphics, photography, text and other marks. Ruud must approve exceptions for special use of the logo individually. Clear space dimensions are equal to the width / height of the Ruud logo on all sides of the Pro Partner logo.



All Pro Partner logo files can be found on [MyRuud.com](https://www.myruud.com) > Marketing > Brand Guidelines and Creative Assets.

SUPPORT RESOURCES

General program assistance or questions can be directed to the Ruud® Help Desk at help@myruud.com. Your Ruud distributor will also be able to assist you with Pro Partner Program questions and guidance.

Preferred Vendor Hub



When it's time for your business to call on other professionals, trust the members of Ruud's Preferred Vendor Hub™. This portal gives Pro Partners exclusive access to a network of vetted and approved vendor partners that offer a variety of business services. Visit MyRuud.com today to see the full list of Preferred Vendor Hub members.

BrandZone



Ruud's BrandZone™ Company Store offers branded promotional items, apparel and publications to help grow your business. Being a Pro Partner is a badge of honor, and the BrandZone Company Store ensures that you have access to official Pro Partner gear—available only at MyRuud.com/BrandZone. Don't forget—Ruud branded purchases are eligible for Marketing Co-op.

PRO PARTNER CONTRACTOR TERMS & CONDITIONS

As a contractor participating in the Ruud® Pro Partner™ Program, I understand and agree to the following terms and conditions and program details in their entirety by completing the annual enrollment process for the Pro Partner Program.

By completing my enrollment in the Ruud Pro Partner Program, I understand and agree that as a Ruud Pro Partner I am responsible for:

- Meeting the minimum program requirements as defined in the Annual Contractor Program Requirements
- By meeting the minimum program requirements, I understand that I can be re-enrolled automatically for the next year's program by my distributor. If I do not wish to re-enroll, I must let my distributor know I wish to opt out.
- I understand that the terms for my participation in the program are subject to annual review and revision based on my:
 - Total Residential Product Sales – Sales of all Ruud residential equipment
 - Top Tier Product Mix – Mix of Ruud top tier residential equipment
 - Year-Over-Year Growth – Increase in sales growth of Ruud equipment from prior year
 - Consumer Online Reviews – Total annual consumer reviews and ratings based on the Online Ratings & Reviews Program
 - Ruud Training – Total annual trainings completed
 - Program Participation – Total annual programs enrolled and participating in (i.e. Residential KwikComfort® Financing, Ruud Rebates & Promotions, etc.)
- I understand that my membership is subject to termination, at Ruud's sole discretion, if I do not meet the minimum program requirements annually as defined in the Annual Contractor Program Requirements; I violate the Ruud Heating and Cooling Internet Policy or Ruud Heating and Cooling Brand Guidelines for Advertising and Promotional Materials; or the program is discontinued
- I further agree that, as a Ruud Pro Partner, I will follow the program rules and regulations set forth in the Contractor Pro Partner Program Guide and these Terms & Conditions
- I understand by enrolling in the Pro Partner program I will be automatically opted in to Pro Partner communications

from Ruud and their select vendor partners

- I understand that I am an independent contractor and that I am not authorized to represent myself as or act as an agent or employee of Ruud
- I understand that if I am enrolled in the Pro Partner program prior to March 31, 2020, I will receive full program benefits back to January 1, 2020. If I am enrolled April 1, 2020 through September 30, 2020, I will only receive program benefits back to the 1st day of the month I was enrolled.

Annual Contractor Program Requirements:

- Must be in good standing with the distributor as determined by the distributorship
- Maintain high-performing Ruud annual product sales, with annual purchases¹ made up of at least 60% Ruud residential products²
- 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 continuing education hours, collectively in the business, each year (this includes Ruud online, in-class courses and conference courses as well as certain industry courses)

¹Purchase minimum defined by distributor ²Any single-phase residential equipment installed in a residential application—including single-family dwellings—which includes apartments, condominiums, duplexes and homes

Pro Partner Ratings & Reviews Terms are as follows:

- Agree to respond to reviews appropriately
- Agree that they understand that Ruud will not alter customer reviews simply based on dissatisfaction by the contractor
- Reviews will be audited and monitored by Ruud; Any inappropriate content by the reviewer or contractor will be prohibited and removed



Additional Information

The Pro Partner Program is currently open only to Ruud HVAC Distributors and Ruud Contractors in the United States.



PRO 
PARTNER™

RUUD HEATING & COOLING

P.O. Box 17010
Fort Smith, AR 72917
MyRuud.com

Not Available in Canada.

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

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CONTRACTOR PROGRAM GUIDE