

# CONTRACTOR

P R O G R A M G U I D E

# 2024

GET PRO POWERED





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POWER  
TO THE  
**PRO**

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



## INTRODUCTION

This document 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. We reserve the right to update this Program Guide at any time. The most current version of the Program Guide is available on [My.Ruud.com > Marketing > Programs > Pro Partner > Guides > Pro Partner Program Guides](#).

For questions regarding the **Ruud Pro Partner Contractor Program Guide**, its use or contents, please contact your Ruud Distributor or email [help@myruud.com](mailto:help@myruud.com).



# ENGINEERED FOR THE INDUSTRY'S ELITE

The Pro Partner Program is designed to offer an expansive scope of benefits that deliver value and a positive impact for leading distributors and contractors as well as customers. Ruud® Pro Partner™ instantly resonates with both trade partners and customers to help cement members' reputations as dedicated, elite, Ruud-recognized industry professionals.

## PROGRAM GOALS

- Help partners achieve more residential product sales, acquire new customers and retain existing customers
- Strengthen relationships between us, distributors, contractors and customers to help advance mutual success at every connection in the value chain
- 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
- Provide engaging training tools online and in the field, exclusively for partners
- Establish and maintain open dialogues and communication with partners to ensure continual support and partner-driven program evolution
- Ensure the program and participation process is highly functional and easy for us and our partners to implement, adopt and maintain

# THE PRO PARTNER CORNERSTONES

This program is engineered to provide value in four key areas



## CONSUMER EXPERIENCE

- **The Ruud® Quality Pledge** – Giving Pro Partners™ peace-of-mind
- **Residential KwikComfort® Financing** – This program offers exclusive promotions for Pro Partners on eligible Ruud equipment—and offers homeowners better buying options
- **Ruud Ratings & Reviews** – These help Pro Partners build a strong online reputation and attract more online consumers



## TRAINING

- **Tailored Training** – We offer comprehensive training solutions, both online and in-person, covering all the topics you need to run a successful HVAC business
  - **Online Technical Training** – Interplay Learning modules give you access to a full catalog of industry-leading training remotely and on your own time
  - **Graduate Studies Courses** – We 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 Ruud-administered Promotions** – Seasonal CashBack and Residential KwikComfort® Financing promotions. Best of all, Pro Partners can combine these rebates for even stronger purchase incentives
- **ProClub Rewards** – Pro Partners can earn rewards for points earned on eligible equipment purchases



## MARKETING & BUSINESS SUPPORT

- **Ruud-generated Leads** – We provide 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** – Pro Partners enjoy top billing on Ruud.com/Find-A-Contractor
- **Pro Partner Social Media Program** – We provide a social media management tool, along with ready-to-use Ruud-branded social media content for Pro Partners' Facebook, X (formerly Twitter) and Instagram social media pages
- **Exclusive Program Discounts and Promotions** – Pro Partners enjoy exclusive benefits from our vendor partners
- **Ruud RepBooster™** – Protecting and improving a Pro Partner's online reputation is easy with RepBooster
- **Recruitment Support Program** – In order to help with the Pro Partners with their recruitment efforts, we have partnered with MilitaryHire

# 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
<b>Ruud Online Ratings &amp; Reviews</b> – Review management portal; unlimited automated email surveys; automated verification, posting and notification of reviews	\$2,400
<b>Pro Partner CashBack Rebates</b> – Exclusive CashBack promotions	\$4,500
<b>Residential KwikComfort® Financing Promotions</b> – Eight (8) months of promotions	\$11,000
<b>Digital Brand Advertising</b> – Based on brand awareness campaign, plus value of a blended service / install average ticket	\$5,000
<b>ProClub Rewards</b> – Based on selling two qualifying units a month	\$1,000
<b>2025 National Conference</b> – Two-day conference with instructor-led courses (limited availability)	\$1,000
<b>RepBooster™</b> – Total digital reputation management solution pulling together Google, Facebook and Ruud Ratings & Reviews	\$300
<b>Online Appointment Booking</b> – Through the Book Now feature on Ruud.com	\$400
<b>WebSuite™</b> – Customizable website options (\$84–500)	\$500
<b>Ruud-branded Creative Assets</b> – Complete library of creative assets	\$1,500
<b>Interplay Learning</b> – Courses for all skill levels from the leading provider of online training for the skilled trades; includes five (5) passes per company	\$2,800
<b>Recruitment Support Program</b> – MilitaryHire.com is your resource for hiring talent from the US Military. This program provides 1 recruiter account, up to 10 job postings, up to 600 resume views per month and up to 10 automated Resume Search agents	\$2,400
<b>Graduate Studies</b> – Our online Graduate Studies section has business-related courses specifically curated with you in mind	\$750
<b>Pro Partner Social Media Program</b> – This program provides a social media management tool, along with five pieces of social media content a month	\$8,000
<b>Total Average Monetary Benefit of a Pro Partner Contractor Membership*</b>	<b>\$41,550</b>

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



# PROGRAM DETAILS



## PROGRAM PARTICIPATION

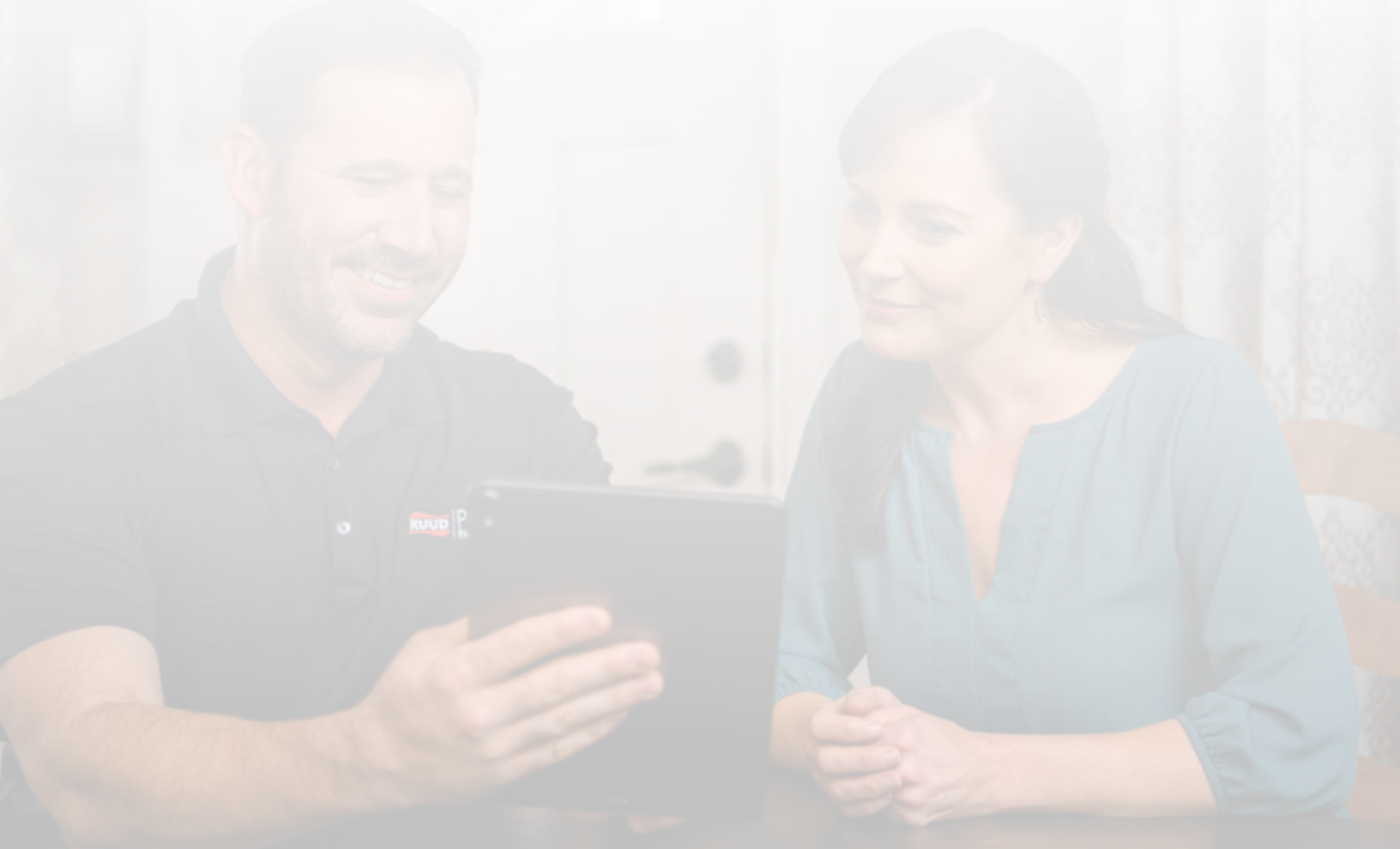
### Contractor Requirements

To be eligible for Pro Partner membership, contractors must:

- Maintain high-performing Ruud annual product sales, with annual purchases made up of at least **60% Ruud residential products**\*
- Maintain high-level customer service and satisfaction, as demonstrated by a **four-star rating** on the Ruud Online Ratings & Reviews program via a **minimum of 30 customer review submissions per year**
- Remain committed to continuing industry education / training, including completing a **minimum of 10 collective, business-wide hours** of authorized courses each year (this includes Ruud 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 their distributors



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





## OUR QUALITY PLEDGE

### Giving Pro Partner's Peace-of-Mind

Any Ruud® matched system<sup>1</sup> installed by a Pro Partner Contractor, in a residential application<sup>2</sup> as part of an AHRI-matched system, that experiences failures that cannot be resolved **in the first year** after installation, may qualify for a Ruud Quality Pledge *Unit Replacement & Labor Allowance*, with Ruud District Technical Representative (DTR) approval prior to the equipment being removed from the application.<sup>3</sup>

### 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

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

#### Products with a Labor Allowance up to \$300

- 3.5–5 Ton Residential Unit
- 3.5–5 Ton Residential Package Systems
- 3.5–5 Ton Air Handlers
- Gas Furnaces



### Additional Information

Please reach out to your Distributor regarding the claim process.

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



## 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.

Pro Partners will receive information on specific enhancements to each promotion directly from us, as exclusive benefits may vary by promotion.

### Benefits for Pro Partners

- Seasonal CashBack promotions
- Seasonal Residential KwikComfort Financing promotions
- Options to combine promotions for additional incentives

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

### Residential KwikComfort Financing Enrollment

Contractors can enroll by going to [My.Ruud.com](http://My.Ruud.com) and going to their company profile, clicking on the *KwikComfort* tab and filling out the application. More information on this program is available on the *Residential KwikComfort Financing* page on [My.Ruud.com](http://My.Ruud.com).

### CashBack Promotions

We 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–November 15 can submit rebate claims on equipment purchased and installed going back to the first 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 November 15.



**CashBack**

## RUUD ONLINE RATINGS & REVIEWS

### Program Overview

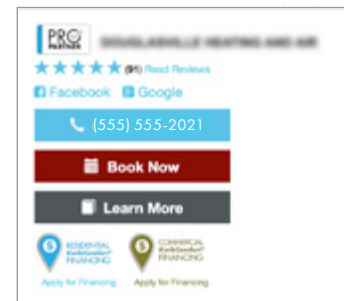
The Ruud® Pro Partner™ Online Ratings & Reviews Program solicits, manages and promotes contractor reviews by customers. Reviews are hosted on Ruud.com's Find a Contractor pages, as well as on any Ruud-developed sites that are part of our WebSuite™ program. They can also be easily displayed on a contractor's 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. 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, validated reviews and ratings of local contractors, right on Ruud.com's Find a Contractor pages
- Easy-to-compare ratings and reviews make finding the best providers for their needs quick and convenient
- Badges indicating which providers are certified Ruud Pro Partners, and online reviews that clearly show what makes Pro Partners the best-of-the-best



### Using the Ruud Online Ratings & Reviews Program

Pro Partners can access their ratings and reviews information by logging into their My.Ruud.com account, and going to the Marketing tab > Programs > Pro Partner > Ratings & Reviews. From there, they can:

- View, manage and respond to their reviews
- Send review requests to their customers
- Add reviews to their website
- View helpful program information and review response tips



### Additional Information

For more information on the Ruud Online Review Process and navigating the Ratings & Reviews Dashboard, please review the Quick Start Guide. My.Ruud.com > Marketing > Programs > Pro Partner > Pro Partner Programs Quick Start Guide.

## ONLINE REPUTATION MANAGEMENT

### Program Overview

The Ruud® Online Reputation Management Program powered by RepBooster makes it easy for Pro Partners™ to improve their online reputation with:

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



### Getting Started

To access RepBooster program features, Pro Partners will need to visit [My.Ruud.com](http://My.Ruud.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.



### Getting Started

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

For questions regarding your RepBooster or WebSuite account, contact [support@goboost.com](mailto:support@goboost.com).

### Additional Information

Complete details can be found on [My.Ruud.com](http://My.Ruud.com) > Marketing > Programs > Pro Partner.



## SOCIAL MEDIA PROGRAM

The Ruud® Pro Partner™ Social Media Program includes customizable social media content, access to a user-friendly social media management tool, quarterly webinars, newsletters and more! This program was strategically engineered with the homeowner in mind and helps to establish Pro Partners as trustworthy and knowledgeable thought leaders in their online community.

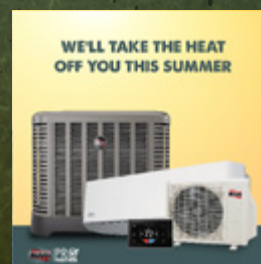
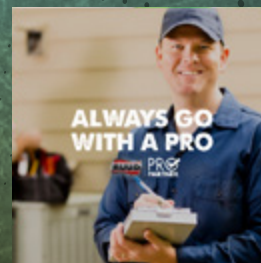
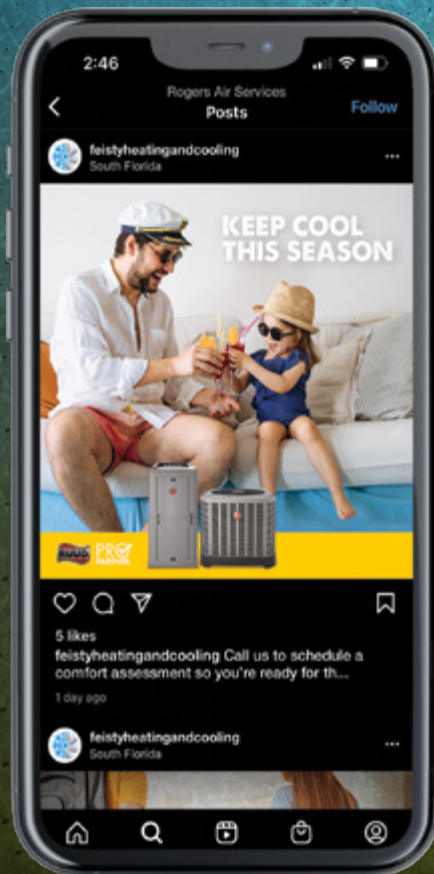


### The Pro Partner Social Media Program includes:

- **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** where our marketing team (and even special guests) provide social media best practices and more

### Additional Information

Complete details can be found on [My.Ruud.com](http://My.Ruud.com) > Marketing > Programs > Pro Partner > Program Details > Social Media Program.



## DIGITAL BRAND ADVERTISING

Video marketing has emerged as a powerful tool for engaging with your customers and promoting your products or services. Its versatility and captivating appeal make it an ideal medium to showcase the Ruud® Brand and Pro Partners.

Digital Brand Advertising is activated and driven by us. It consists of regional digital brand awareness campaigns that are targeted by consumer, and customized by region / state and season. They automatically and continually market the Ruud products that are most likely to sell to a given audience in a given region, and connect all leads (online clicks and phone calls) to local Pro Partners. The length of these campaigns will vary by market and consumer demand, but most last approximately 3–6 months.

As a Pro Partner™, you are automatically enrolled in a digital campaign. This campaign utilizes the power of video to connect with customers who are actively seeking HVAC services. Moreover, the campaign is managed on a seasonal basis, ensuring that customers are seeing video content that is relevant to the current season.

### Benefits for Pro Partners

- More contractor and Ruud brand impressions through smarter targeting of consumers
- Connecting to customers that are “in market” for HVAC services
- Any received leads\* go directly to Pro Partners; 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 Pro Partners will have visibility to the campaign’s effectiveness in their market

\*The Digital Brand Advertising does NOT guarantee leads.



### Additional Information

You’ll find more information on Digital Brand Advertising on My.Ruud.com, under the Marketing tab, by selecting the Pro Partner Program page link. For questions not answered on the My.Ruud.com website, please contact [help@myruud.com](mailto:help@myruud.com).

## CUSTOMIZED AD STRATEGY & VIDEO CONTENT

As an additional feature of the Pro Partner Program, all video content is available to Pro Partners. The videos have been designed in a way that makes them customizable to each business.

In addition, all video content and actors have been licensed at a national level, so you don’t have to worry about any additional cost.

Once the videos have been customized, they can be used to promote your business via YouTube, Programmatic and/or Connected TV. The ad campaigns can be configured by your existing digital agency, or you can contact the agency currently managing the Pro Partner digital brand campaign.



### Additional Information

To download or customize the new digital brand advertising campaigns, go to [Marketing > Advertising > Custom Templates > Heating & Cooling > Digital Brand Advertising](#).



## PROCLUB REWARDS

### 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

Pro Partners can enroll anytime by visiting the ProClub website at [My.Ruud.com/Marketing](http://My.Ruud.com/Marketing) > Programs > Pro Partner Program > ProClub and clicking go to your ProClub Account.

### 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.

### ProClub Membership Termination

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

**IMPORTANT!** Units must be claimed within 183 days from install date to be eligible to receive ProClub points.

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

### ★ Additional Terms

More information on the ProClub Rewards program—including the latest listings of eligible products and detailed Terms & Conditions—is available at [My.Ruud.com](http://My.Ruud.com) > Marketing > Programs > Pro Partner > Promotions > ProClub. For questions not answered on the ProClub website, please contact [help@myruud.com](mailto:help@myruud.com).

## PROCLUB REWARD YOURSELF



### How to Redeem Points



Login to the My Account tab in My.Ruud.com under ProClub portal



Browse and select item(s)



Click Submit to redeem a reward

**IMPORTANT!** Points expire if there is a 3-month period of contractor inactivity.





## BOOK NOW FEATURE & PRO PROFILE

### Online Booking

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



### Pro Profile

Pro Partners can claim their Pro Profile and customize it with content, videos and business information to add an even deeper level of trust with the homeowner as they browse. Pro Partners can leverage their Pro Profile to expand their business’s organic search profile with a dedicated, customizable page that will be indexed on the major search engines, and can provide another doorway for consumers to find them online.

Navigate to My.Ruud.com, and after logging in click over to your contractor profile. You’ll now find a tab on the left-hand menu called “Pro Profile”, and this is the place where you update your Pro Profile page in real-time, including updating your office hours, photos and even your company slogan.



### Additional Information

Complete details can be found on My.Ruud.com.

## INDUSTRY-LEADING TRAINING

### Program Overview

We offer industry-leading technical and business training designed to help you improve, excel and be a cut above the competition.

We are proud to offer exclusive, hands-on training at our Innovation Learning Centers—our premier learning environments. We also offer other in-field training opportunities held at distributor locations, as well as online content for Pro Partners who want to brush up on their skills.

### 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:

- Sustainability
- Sales
- Business Practices & Tools
- Marketing & Communication
- Leadership & Personal Development
- Customer Service

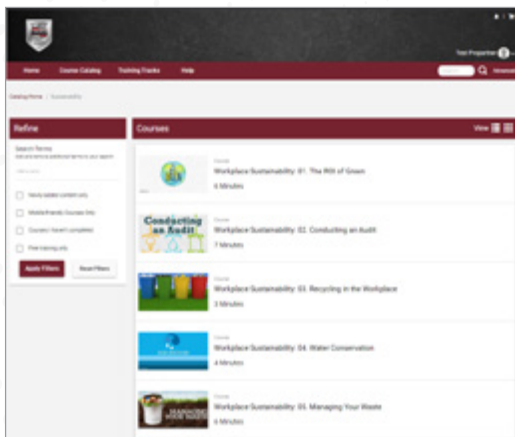
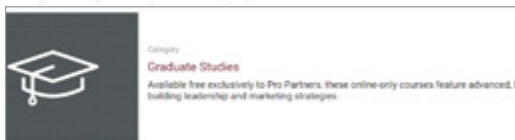
Log in to Ruud University today for access to our online training. Go to [My.Ruud.com](http://My.Ruud.com) > Education > Ruud University.



### Technical Training Powered by Interplay Learning

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

- Includes five (5) passes per company, a \$2,800 value! Additional packs of five (5) can be purchased at a discounted rate
- Over 200 courses and growing
- NATE Continuing Education hours available
- Includes custom Ruud 3D/VR courses (Inverter, Renaissance™ Commercial Rooftop) and four (4) other generic 3D/VR courses
- Access is delegated through your My.Ruud profile. To visit, click on the Pro Partner tab on the left menu and navigate to Interplay section to select Interplay Learning users



## Meeting Training Requirements

All Pro Partners must complete a minimum of 10 collective, business-wide hours of authorized courses each year to maintain their membership. We have 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 us at an Innovation Learning Center, in-field or online, counts toward this requirement
- **Distributor-led Classes:** Technical courses taken through the distributor are also applied to the Pro Partners' Continuing Education Units (CEUs) goal through our Class Manager Program
- **Industry Associations:** Courses taken through industry associations like ACCA, EGIA and PHCC can be applied toward the annual 10-hour training requirement.

## RECRUITMENT SUPPORT PROGRAM POWERED BY MILITARYHIRE

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 Pro Partners with their efforts, we have partnered with MilitaryHire to offer the 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:

- 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

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.

### Additional Information

For more information on this benefit, visit  
[My.Ruud.com > Marketing > Programs > Pro Partner > Program Details > Recruitment Support Program.](#)





## 2024 Pro Partner™ Checklist

Log into My.Ruud.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 My.Ruud.com. *\*Not all benefits listed below are shown on the Digital Checklist.*

### 1. Quick Start Guide:

Download the Pro Partner Quick Start Guide and use along with your Checklist

### 2. Pro Partner Contractor Guide:

Review to understand all benefits and contractor responsibilities within each program

### 3. My.Ruud.com:

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

### 4. Contractor Serial Tool (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

### 5. Residential KwikComfort® Financing:

Gather information about the KwikComfort® Financing programs  
Make sure you are signed up prior to February 1st when promotions begin with Synchrony

### 6. 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 Ruud.com/Find-A-Contractor

### 7. Training:

Read about the Pro Partner Training program  
Validate your NATE Certification within My.Ruud.com to be included on Ruud.com/Find-A-Contractor  
Assign up to five users to receive their free Pro Partner Interplay Licenses

### 8. ProClub Rewards:

Learn about the ProClub program, points and available gifts

### 9. WebSuite™:

Become familiar with WebSuite  
Sign up for your free Base Package website or view rates on Core and LEADgen packages

### 10. RepBooster™:

Become familiar with RepBooster  
Sign up for your free RepBooster Package or the discounted RepBooster Max Package

### 11. Online Appointment Booking:

Review the Ruud Pro Partner Online Booking Experience

### 12. Priority Ruud.com Dealer Listing:

Review your company's information on Ruud.com/Find-A-Contractor to confirm everything is listed correctly on Ruud.com

### 13. 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 Ruud Pro Partner Facebook page

### 14. Pro Partner Recruitment Support Program:

Gather information about the Pro Partner Recruitment Support Program Powered by MilitaryHire  
Sign up to take part in the Pro Partner Recruitment Support Program Powered by MilitaryHire

### 15. Tools to Be a Successful Pro Partner:

Take a look around My.Ruud.com and the Pro Partner dashboard and review all the great tools to help you be a successful Ruud Contractor and Pro Partner

### 16. Ruud University:

Visit Ruud 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 Ruud University to meet the annual program requirement

### 17. Ruud Online Ratings & Reviews:

Learn about adding customer emails to send surveys  
Become familiar with responding to reviews  
Explore posting the reviews widget on your website

### 18. 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, digital ads, outdoor, web, postcards and social media  
Review all available advertising tools within My.Ruud.com > Marketing

### 19. My.Ruud.com Brandzone™:

Order Pro Partner promotional items and Pro Partner literature

### 20. Pro Partner Report Card:

Locate your Pro Partner Report Card to view your real-time program results / value  
Sign up to receive your Monthly Pro Partner Report Card emails

### 21. My.Ruud.com Notifications:

Periodically check My.Ruud.com for notifications ("bell icon" upper right menu)



Questions? [help@myruud.com](mailto:help@myruud.com)





## GIVE YOUR SUCCESS A QUICK JOLT

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

So we wanted to make it as easy as possible for you to take advantage of all of them. From finding new talent and building your online reputation, to earning rewards and more, the Pro Partner Quick Start Guide will help you get on the right path to getting pro powered.

### Some Highlights of the Quick Start Guide

- How to File a CashBack Claim and more functions within your CST Dashboard
- How to Sign Up for the Pro Partner Social Media Program and Pro Partner Recruitment Support Program
- How to access Ruud® Online Ratings and Reviews... and so much more all bundled for you in one guide

The Quick Start Guide is located on My.Ruud.com > Marketing > Programs > Pro Partner > Guides > Pro Partner Program Guides > 2024 Pro Partner Quick Start Guide.

## PRO PARTNER LANDING PAGE

We expanded the Pro Partner Dashboard by adding a new landing page to help highlight program benefits, new videos, important dates and easy access to request help when needed. The landing page is the first thing you see when going to the Pro Partner dashboard. The portal tiles and individual benefits pages are still there, you just arrive at the landing page first.

Save time and rapidly find what you need with quick access to programs broken out by key categories: Program Details, Resources, Promotions and Guides. Featured Pro Partner Program videos live on the site, making it easy to find helpful explanations of the program in general and in-depth dives into key tools. You can stay on top of important dates to remember like promotional periods, registration cutoffs and more with the frequently updated calendar.

Explore the landing page at My.Ruud.com > Marketing > Programs > Pro Partner.

# GEWELDELOOSER



## 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.

**We no longer approve the “Ruud Team” 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.

**The Pro Partner logo** will always use the Ruud consumer logo. Preferred usage is on a white background, but the logo may be used on color backgrounds as described below. The Ruud brand mark should never be placed over a solid red background.

### Color Variations

White Background | 4-Color Logo



White Background | 2-Color Logo



White Background | Black



Light-to-Medium Background | Color Option 01



Light-to-Medium Background | Color Option 02



Dark Background | Color Option 01



Dark Background | Color Option 02

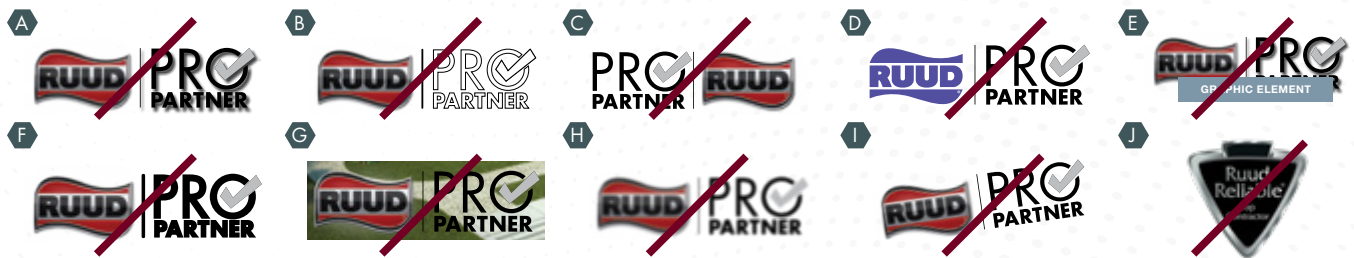




## Unacceptable Usage

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 Team logo



## Pro Partner Logo Size Requirement

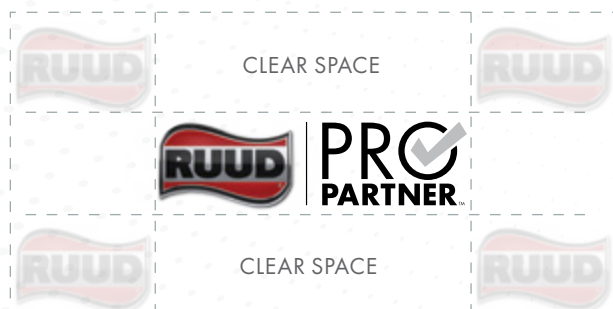
"Minimum size" refers to the smallest size applicable to ensure readability and recognition. The minimum size, in width, of the Pro Partner logo is 1.0 inch.



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 [My.Ruud.com](https://my.ruud.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](mailto:help@myruud.com). Your Ruud District Sales Representative will also be able to assist you with Pro Partner Program questions and guidance. Please see Vendor Contact Information below for individual benefits.

### Vendor Contacts

RepBooster™ [support@goboost.com](mailto:support@goboost.com)

WebSuite™ [support@goboost.com](mailto:support@goboost.com)

SocialHP [info@socialhp.com](mailto:info@socialhp.com)

MilitaryHire [help@militaryhire.com](mailto:help@militaryhire.com)

Synchrony

**Inside Sales:** [1.877.891.9803](tel:18778919803)

**Merchant Services:** [1.888.222.2176](tel:18882222176)

### Program Materials

The Pro Partner dashboard on My.Ruud.com is located under the Marketing section in the navigation. There, you'll find all Pro Partner Marketing Materials, guidelines and links to each program component available.

### Knowledge Base

Short "How-to" tutorials are available on My.Ruud.com under the Support > Help Desk > Knowledge Base section for quick and easy reference tools of multiple pieces of the Pro Partner Program.

### Preferred Vendor Hub

When it's time for your business to call on other professionals, trust the members of our Preferred Vendor Hub™. This service gives Ruud contractors exclusive access to a network of vetted and approved vendor partners that offer a variety of business services. Visit My.Ruud.com > Marketing > Tools > Preferred Vendor Hub for more information.

### BrandZone

Ruud's BrandZone™ Company Store offers branded promotional items, apparel and publications that you need to support the program and 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 My.Ruud.com/BrandZone.

## PRO PARTNER CONTRACTOR TERMS & CONDITIONS

As a contractor participating in the Ruud® Pro Partner™ Program, I understand and agree to the following Terms & Conditions and program details in their entirety by completing the enrollment process for the 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 enrolled automatically for the next year's program by my distributor. If I do not wish to enroll, I must let my distributor know I wish to opt out before the start of the new program year
- I understand that my membership is subject to termination, at our 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 & Cooling Internet Policy or Ruud Heating & Cooling Brand Guidelines for Advertising and Promotional Materials; or the program is discontinued
- 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 ratings and reviews based on the Ruud 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 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 being in the Pro Partner program I will be automatically opted into receiving Pro Partner communications from us and 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 the Ruud brand
- For promotions, I understand that if I am enrolled in the Pro Partner Program prior to March 31, 2024, I will receive full program benefits back to January 1, 2024; If I am enrolled April 1, 2024 through November 15, 2024, I will only receive program benefits back to the first 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 purchases<sup>1</sup> made up of at least 60% Ruud residential products<sup>2</sup>
- Maintain high-level customer service and satisfaction, as demonstrated by a four-star rating on the Ruud 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)

<sup>1</sup>Purchase minimum defined by distributor. <sup>2</sup>Any 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:

- Pro Partners agree to respond to reviews appropriately
- Pro Partners agree that they understand that we will not alter customer reviews simply based on dissatisfaction by the contractor
- Reviews will be audited and monitored by us; any inappropriate content by the reviewer or contractor will be prohibited and removed



### Additional Terms

**The Pro Partner Program is currently open only to Ruud HVAC distributors and Ruud contractors in the United States.**

# CONTRACTOR

P R O G R A M G U I D E



## **RUUD USA**

5600 Old Green Rd  
Fort Smith, AR 72908

**My.Ruud.com**

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Not Available in Canada.

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

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# CONNECT


S O C I A L C H A N N E L S



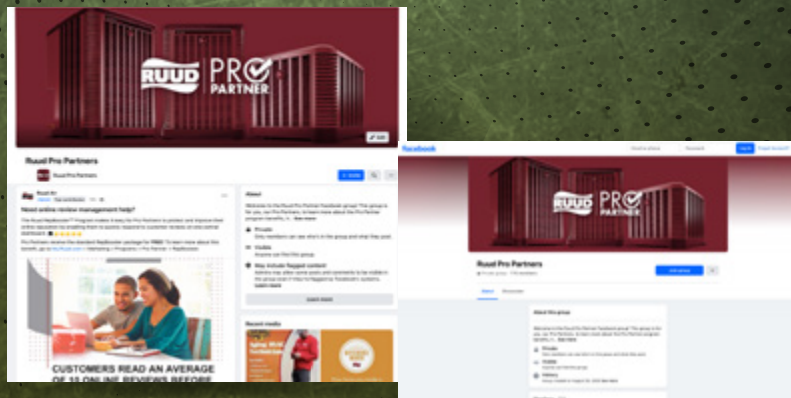
### SOCIAL MEDIA PAGES

Facebook, Instagram and X (formerly Twitter).

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

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

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



### PRO PARTNER PRIVATE FACEBOOK GROUP

The private Pro Partner Facebook Group is for Pro Partners to learn more about the benefits of the Pro Partner program, to have an additional resource to talk shop and to discuss what's happening in the field within the HVAC industry and their business.

Pro Partners are encouraged to join.

### Follow these steps to join:

- Go to the Ruud Air Facebook page
- Click the "Groups" tab
- Click "Join Group"
- Answer the membership questions