

# IT'S PRO TIME



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**LEARN ABOUT THE INDUSTRY'S  
BEST BUSINESS-BUILDING TOOLS  
DESIGNED FOR PROS LIKE YOU**

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# IT'S PRO TIME

THE OFFICIAL GUIDE  
TO THE RHEEM® PRO  
PARTNER PROGRAM

## INTRODUCTION

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

For questions regarding the **Rheem Pro Partner Program Guide**, its use or contents, please contact your distributor or email [help@myrheem.com](mailto:help@myrheem.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. Rheem® Pro Partner instantly helps cement your reputation as a dedicated, elite, Rheem-recognized industry professional.

## PROGRAM GOALS:

## HOW WE'LL ACHIEVE THESE GOALS:

<p><b>Ensure the program and participation process is highly functional</b> and easy for Rheem and our partners to implement, adopt and maintain</p>	<p><b>Continuously evaluate and innovate</b> to maintain and increase the value Pro Partnership offers you</p>
<p><b>Strengthen relationships between Rheem, distributors, contractors and customers</b> to help advance mutual success at every connection in the value chain</p>	<p><b>Establish and maintain open dialogues and communication</b> with partners to ensure continual support and partner-driven program evolution</p>
<p><b>Recognize and reward</b> a select group of premier partners who provide a first-class customer experience through their commitment to Rheem-quality products and service</p>	<p><b>Host an annual event</b> to celebrate the best of the best Pro Partners</p>
<p><b>Help partners achieve more</b> residential product sales, acquire new customers and retain existing customers</p>	<p><b>Offer programs</b> 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 Rheem® Quality Pledge** gives you peace-of-mind: If a newly installed Rheem 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, Rheem may replace the faulty equipment and include a labor cost allowance
- **Residential KwikComfort® Financing** offers exclusive promotions for Pro Partners on eligible Rheem equipment—and offers customers better buying options
- **Ratings & reviews** to build a strong online reputation and attract more online consumers



### Marketing & Business Support

- **Rheem-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 campaigns** targeted by region / state
  - **Priority Rheem.com locator listings** enabling customers to easily find Pro Partners
- **Enhanced marketing co-op program:** Pro Partners can receive enhanced co-op funds for eligible advertising and marketing activities
- **Exclusive program discounts and promotions** with preferred vendor partners



### Contractor Incentives

- **Exclusive Rheem-administered promotions**
  - **Extended rebate promotions** can be used in conjunction with *Residential KwikComfort® Financing* for even stronger purchase incentives
- **ProClub Rewards** make it easy to quickly redeem the points you earn on eligible equipment purchases, training and certain program participation.



### Training

- **Graduate Studies Program on Rheem Academy,** an exclusive, online training portal, which contains 300+ courses in professional and business development
- **In-classroom and online Rheem training** with specialty Pro Partner curriculum
- **Exclusive videos, blogs, events, webinars and courses** from third-party training vendors
- **2019 National Conference,** training opportunities with industry leaders and experts

# PRO PARTNER VALUE GUIDE

The value you realize from your Rheem® Pro Partner membership will depend on the size of your business and active participation in promotions and programs.

FEATURE	CONTRACTOR VALUE
<b>Online Ratings &amp; Reviews</b> – Review management portal; unlimited automated email surveys; automated verification, posting and notification of reviews	\$2,400
<b>Contractor Cashback Rebates</b> – Extended timeframe only (Promotion to be announced 90 days prior to start)	\$1,875
<b>Residential KwikComfort® Financing Promotions</b> – Up to 8 months of promotions (Promotion to be announced 90 days prior to start)	\$10,200
<b>Digital Brand Campaign &amp; Contractor Locator</b> – Based on brand awareness campaign spend per contractor, plus value of a blended service / install average ticket	\$5,000
<b>ProClub Rewards</b>	\$500
<b>Online Scheduling &amp; Dispatch Platform</b>	\$1200
<b>2019 National Conference</b> – Two-day conference with instructor led courses (Limited availability)	\$1,200
<b>Graduate Studies Training</b> – Exclusive online and in-classroom courses (10 online @ \$25; 80% co-op to ACCA, EGIA or PHCC membership \$225 – \$3,300)	\$475 – \$3,550
<b>Total Average Monetary Benefit of a Pro Partner Contractor membership*</b>	<b>\$22,850 - \$25,925</b>

\*This is the estimated value a participating contractor can expect to see as a Pro Partner and is based on actual 2017 Pro Partner averages. 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 MyRheem.com contractor profile.





## PROGRAM PARTICIPATION

### Contractor Requirements

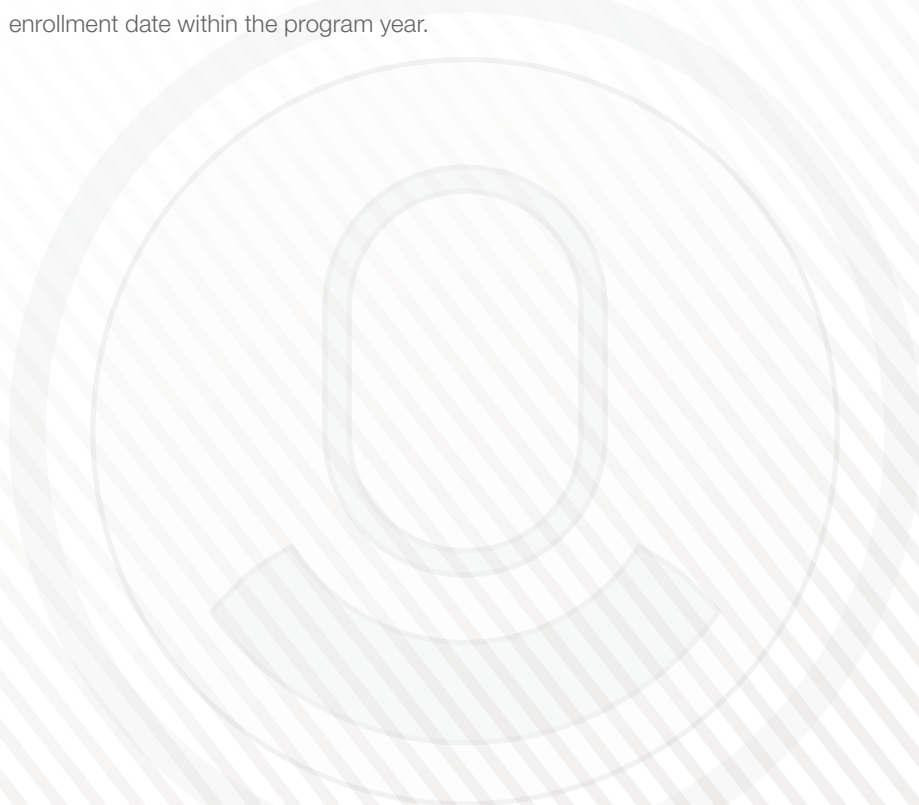
To be eligible for Pro Partner membership each year, you must:

- Maintain high-performing Rheem® annual product sales, with annual purchases made up of at least **60% Rheem residential products**<sup>1</sup>
- Maintain high-level customer service and satisfaction, as demonstrated by a **four-star rating** on the Online Ratings & Reviews program via a **minimum of 30 customer review submissions per year**
- Remain committed to continuing industry education / training, including completing a **minimum of 10 collective, business-wide hours** of Rheem-authorized courses each year (including Rheem online, in-class and conference courses, as well as certain industry courses)
- Hold all required, current and applicable state license documentation and be in good standing with your distributor

<sup>1</sup>Any 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. This annual fee will be prorated based on the enrollment date within the program year.







# OUR QUALITY PLEDGE

## Giving Pro Partners Peace-of-Mind

We know your most important goal is happy customers. That's why any Rheem® manufactured 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 Rheem Quality Pledge *Unit Replacement*<sup>3</sup> & *Labor Allowance*.

## 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

<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>As part of the Manufacturer Limited Warranty, a Conditional Unit Replacement Warranty applies to the noted models on the Limited Warranty Card, and provides a replacement model (if an exact replacement is not available, an equivalent unit or credit will be provided) to the original purchaser due to compressor or heat exchanger failure AND if unit is installed in an owner-occupied single family dwelling only; is still owned by the original purchaser; in the original installation location AND if the unit's warranty is registered within 60 days of original installation or closing of the residence; AND if the heat pump is installed with a new air handler from the Manufacturer OR an indoor coil and gas furnace from the Manufacturer, AND is properly matched as specified by AHRI; AND the condensing unit is properly match as specified by AHRI. Unit Replacement of any models not noted on the Manufacturer Limited Warranty, will be per the DTR's discretion.

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



# TOTAL INDUSTRY TRAINING–RHEEM® ACADEMY

**Welcome to a higher degree of learning.** Rheem Academy 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 Rheem contractors a competitive edge by providing the most relevant curriculum, the latest training tools, and an expanding roster of engaging classes offered year-round.

Rheem Academy comprises two schools that allow you to focus on the learning track(s) you need to be even more successful and grow your business:

- **SCHOOL OF SALES DEVELOPMENT**

- Enhance basic sales skills and learn techniques for upselling
- Detail and differentiate product features and benefits
- Understand the philosophy behind each product design

- **SCHOOL OF TECHNICAL EXCELLENCE**

- Build core expertise, product features and diagnose individual components
- Learn how the market shifts due to emerging technology and federal standards
- Enhance technical proficiency, reduce callbacks and grow market reputation

Visit **RheemAcademy.com** and log in using your MyRheem.com username and password to start learning and improving your game today.



# GRADUATE STUDIES PROGRAM

## Exclusively for Pro Partners

As a Rheem® Pro Partner, you enjoy exclusive access to our Graduate Studies Program, which includes two additional schools of study: **School of Marketing** and **School of Business Management**. Between the two, you have access to **over 300** online business and marketing courses designed to help you stay on top of the latest trends, techniques and technologies—and ahead of the competition.



## GRADUATE STUDIES PROGRAM

## Available Graduate Studies Courses

- **73 Management Leadership Courses**  
Managerial Listening Skills, Keeping Your Top Talent, Leadership Through Delegation, etc.
- **34 Sales & Marketing Courses**  
Sales for Non Sales-Managers, Qualifying Prospects, Marketing Promotions, Closing Sales, etc.
- **12 Accounting & Financing Courses**  
How to Carry Out a Financial Analysis, Basics of Budgeting, Managing Operational Risks, etc.
- **74 Communication Courses**  
Developing an Interpersonal Communication Strategy, Delivering Effective Feedback, Customer Support Loyalty, etc.
- **69 Employee Development Courses**  
Developing Your Emotional Conscience, Managing Conflict with Others, Developing a Strong Leadership Team, etc.
- **20 Human Resource Courses**  
Selecting Top Talent, Doing Performance Reviews, Employee Disciplining, etc.

To access the Pro Partner-exclusive Graduate Studies courses, click on the **Graduate Studies link** located on the **Rheem Academy homepage**.

# PRO PARTNER TRAINING REQUIREMENTS

## Meeting Training Requirements

As a Pro Partner, you must complete a minimum of 10 collective, business-wide hours of Rheem-authorized courses each year to maintain your membership. But Rheem has made it easier than ever to meet this requirement—allowing you and your employees to use a variety of training opportunities for credit, including:

- **Online courses through Rheem Academy:** All Pro Partners' employees who have access to Rheem Academy can take courses online that count towards the company's annual CEU hourly goal.
- **Distributor-Led Classes:** Technical courses taken through your distributor are also applied to your CEU goal through the Rheem Academy's Class Manager Program.
- **Industry Associations:** Courses taken through industry associations like ACCA, EGIA and PHCC can be applied towards your annual 10-hour training requirement.
- **National Conference Attendance:** Training held at the Pro Partner National Conference will automatically be applied to your training requirements.

## Training Incentives & Co-op Assistance

To further encourage our Pro Partners to take advantage of our industry-best training tools and materials, based on Distributor available funds, Rheem will co-op the cost of any annual membership fees to ACCA, EGIA or PHCC. Plus, any courses taken through those industry associations will also be eligible for co-op reimbursement.

# FINANCING OPTIONS & CASHBACK PROMOTIONS

Our **Residential KwikComfort® Financing program** helps your residential customers easily purchase the Rheem® Heating and Cooling products they need—and our **seasonal CashBack promotions** reward you for selling and installing qualifying Rheem equipment<sup>1</sup>. You'll receive information on specific enhancements to each promotion directly from Rheem, as exclusive benefits may vary by promotion.

## Benefits for Pro Partners

- Extended CashBack promotion timeframes and exclusive *Residential KwikComfort® Financing* promotions
- 8 months of zero—cost or low-cost options during *Residential KwikComfort® Financing* promotions
- Ability to combine these rebates for even stronger purchase incentives

<sup>1</sup>Eligible equipment matrix will be announced to your distributor approximately 90 days from promotion start date and is subject to change at Rheem'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 Synchrony enrollment hotline at 866-209-4457 Monday through Friday between 8 a.m.–6 p.m. (EST) and asking to be enrolled in the Rheem *Residential KwikComfort® Financing* Program. More information on this program is available on the *Residential KwikComfort® Financing* page on MyRheem.com.

## CashBack Promotions

Rheem will automatically enroll Pro Partners into seasonal CashBack 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, you must be enrolled in the Pro Partner program by September 30.





# ONLINE RATINGS & REVIEWS

The Pro Partner Online Ratings & Reviews Program solicits, manages and promotes customer reviews of our Pro Partners. Reviews are hosted on Rheem.com's Find a Contractor page, as well as on any Rheem®-developed sites that are part of our WebSuite™ program. They can also easily be 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 reviews from happy customers to help grow your business.

## Benefits for Customers

- Trustworthy, quality, Rheem-validated reviews and ratings, right on the Find a Contractor page on Rheem.com
- Easy-to-compare ratings & reviews make choosing you over other providers quick and convenient
- A badge indicating that you are a certified Rheem 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, duplicated reviews or spam).
- STEP 3** If approved, the review will post publicly online within 24–72 hours.
- STEP 4** You are notified via your MyRheem.com profile, and via 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 MyRheem.com.
- 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 MyRheem.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 Find a Contractor page and export performance reports.



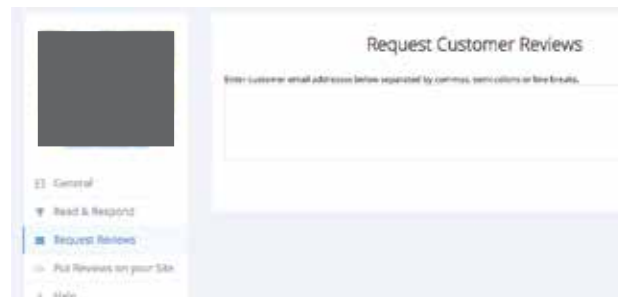
- **Read & Respond**

This page allows you to respond to your customers' reviews.



- **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.

- **Display Your Reviews**

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



- **Help**

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



# 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 your customers know that they will be receiving a review invitation and that feedback is appreciated.
- **Solicit 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 MyRheem.
- **Monitor review notifications** by checking the review email notifications you receive and responding to your 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@myrheem.com](mailto:help@myrheem.com). The Help Desk can answer questions on the program, assist with review moderation and can escalate any additional program needs or questions.

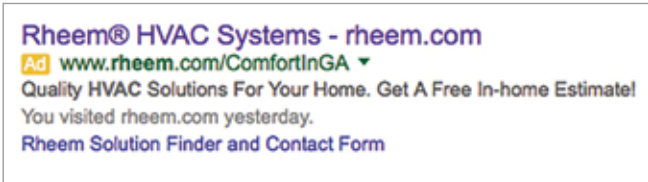


# DIGITAL BRAND CAMPAIGNS

As a Rheem® Pro Partner, you have access to regional digital brand awareness campaigns that are activated and driven by Rheem. These digital brand campaigns are targeted by consumer, and customized by region / state and season. They automatically and continually market the Rheem products that are most likely to sell to a given audience in a given region, and connect all leads (online clicks and phone calls) to your business. The length of these campaigns will vary by market and consumer demand, but most last approximately 3-6 months. These campaign ads appear to your potential customers in two ways:



## Search Ads



These ads appear on browser search results pages when a user searches for a key term, such as “best air conditioner” or “HVAC services near me.”

## Display Ads



These ads appear on specific website pages within the Google content network that have been identified as relevant to the user.

**IMPORTANT!** Please be mindful that clicks on running campaign Internet ads made by you or your distributor use campaign funding.

## Benefits for Pro Partners

- Smarter consumer targeting means stronger, more premium, qualified leads for you.
- Leads go directly to you; all online users are directed to a special landing page that connects them with Pro Partners in their area.
- 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.

## Additional Information

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



New for 2018!

## ONLINE APPOINTMENT SCHEDULING

Now more than ever, homeowners are interacting with brands digitally. In an effort to provide a higher quality customer experience, Rheem® has added a new feature that enables customers to request an appointment from you right from our Find a Contractor page on Rheem.com. This new online scheduling feature streamlines the appointment booking process for customers, and results in a higher win-rate on leads for you.

### Optional Scheduling Features

In addition to our new online scheduling feature, the Dispatch platform helps you manage the entire process of capitalizing on Rheem leads—from the call, to the appointment and install or service, through the payment and customer review—all from the cloud, easily accessible from your office computer, smartphone or tablet. You can also take advantage of the full field-service platform, which enables you to:

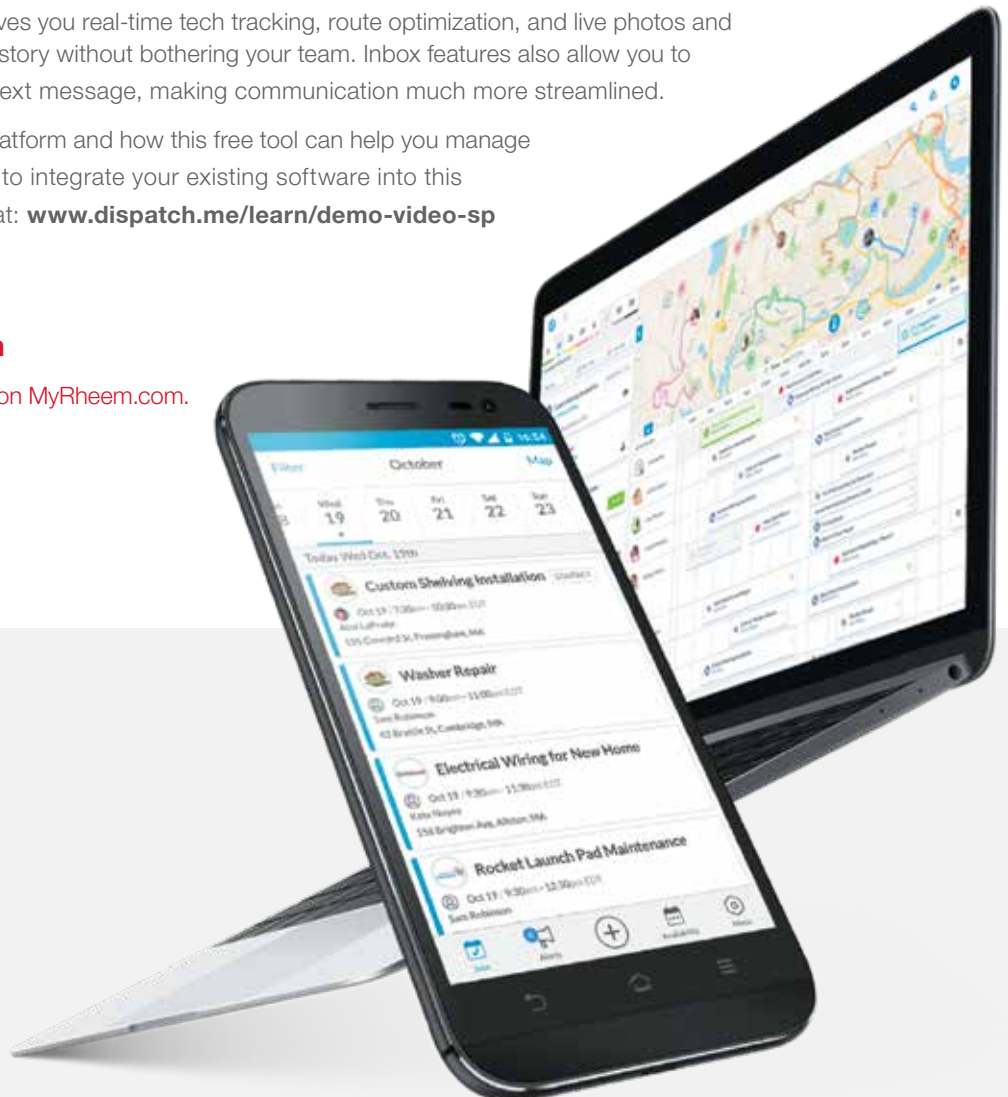
- **Impress the customer**—Customers receive appointment reminders, track technicians' ETA, message with you, pay online, and rate their experience when you use the computer or phone apps; reducing no-shows and phone calls while increasing customer satisfaction.
- **Organize your office**—Dispatch seamlessly integrates customer details, estimates and invoices with your existing software. Receive, accept and status jobs without double entry of data.
- **Connect your team**—Dispatch gives you real-time tech tracking, route optimization, and live photos and notes making it easy to view job history without bothering your team. Inbox features also allow you to communicate with customers via text message, making communication much more streamlined.

To learn more about the Dispatch platform and how this free tool can help you manage your work, or for information on how to integrate your existing software into this platform, check out a quick demo at: [www.dispatch.me/learn/demo-video-sp](http://www.dispatch.me/learn/demo-video-sp)



### Additional Information

Complete details can be found on [MyRheem.com](http://MyRheem.com).



# PROCLUB REWARDS PROGRAM

Pro Partners can earn and redeem unlimited ProClub Points for all eligible Rheem® 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 [MyRheem.com/ProClub](http://MyRheem.com/ProClub) and clicking “Join Now.”

## How to Earn Points

Each time you purchase and install eligible Rheem 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.

**IMPORTANT!** ProClub Points are tied to the MyRheem.com user account that submits the installed equipment registration / claim. You should choose one MyRheem.com user to enter submissions under, if you want all of your company's ProClub Points listed under one account.

## How to Redeem Points

- STEP 1** Login to the My Account tab at [MyRheem.com/ProClub](http://MyRheem.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 [MyRheem.com/ProClub](http://MyRheem.com/ProClub).

For questions not answered on the ProClub website, please contact [help@myrheem.com](mailto:help@myrheem.com).



**PROCLUB**  
REWARD YOURSELF

## 2019 PRO PARTNER NATIONAL CONFERENCE

We're going to Disney World! Distributors and Pro Partners are invited to join Rheem® for our 2019 National Conference being held in Orlando at Walt Disney World's Swan & Dolphin Resort.

While people are still buzzing about the success and scope of our first ever Pro Partner National Conference held in 2017, we're already making plans for our next amazing event. Centered around connecting, learning and having fun with fellow industry professionals, this event will:

- Allow you to network and build stronger relationships with other Pro Partners and with Rheem management
- Provide rewarding Pro Partner-focused training opportunities
- Recognize and celebrate the prior year's Top Pro Partner honorees (In off years when there is no conference, Top Pro Partners will be recognized and honored at an invitation-only event.)

As an active Rheem Pro Partner, you will receive a conference invitation with complete details and RSVP information approximately 6 months before the event.

# SAVE THE DATE

**DATE:** March 27–28, 2019

**VENUE:** Walt Disney World's  
Swan & Dolphin Resort  
Orlando, Florida





# MARKETING CO-OP PROGRAM

## Program Overview

Smart marketing and advertising is an important investment in your business and Rheem® is here to help. The Rheem Marketing Co-op Program offers reimbursement of costs associated with your marketing activities. You may submit applicable marketing expenses to your distributor for review. Your distributor is responsible for handling claim submissions for eligible expenses with Rheem.

The following page shows a detailed matrix of the categories and subcategories that fall under the Rheem Marketing Co-op Program. All claim submissions must fall under the description and guideline example listed and must be submitted within 90 days of the original expenditure. Rheem may reject any and all claims that do not meet the terms of these guidelines or any term of the program.

## Benefits for Pro Partners

Funding from the Marketing Co-op Program can reimburse you for up to 80% of your eligible marketing expenses.



## DO YOU HAVE A QUESTION OR NEED ADDITIONAL SUPPORT?

### Contact the Help Desk.

The Rheem® Help Desk is a great source of support for all your questions regarding MyRheem.com marketing programs, products, warranties and the Marketing Co-op Program. Non-standard questions made through the Help Desk will be promptly escalated to the appropriate Rheem personnel.

**Help Desk inquiries should be directed to [help@myrheem.com](mailto:help@myrheem.com).**

If including the Pro Partner logo on custom marketing materials, please refer to the logo guidelines on page 22 of this guide for appropriate usage.



# RHEEM MARKETING CO-OP PROGRAM MATRIX

CATEGORY	SUB-CATEGORY	DESCRIPTION*	EXAMPLES
<b>Consumer Marketing &amp; Advertising</b>	<b>All Media</b>	Includes any type of advertising distributed via broadcast / cable TV, billboard, radio, direct mail, print and online that promotes only the Rheem® brand, products and / or services; Must use Rheem-developed templates or must send independently developed materials to Rheem for pre-approval	Sponsorship of TV broadcast, commercial, talk show guest, TV ads, newspaper ads, magazine ads, program ads, sponsorship of print or radio, radio ads, basic data postcard, variable data postcard, variable image / message postcard, social media, pay-per-click ads, Rheem developed and managed SEO Programs and websites, web banner ads, billboards, park benches, city bus ad displays, Angie's List
	<b>Identification</b>	Includes any activity aimed at identifying only the Rheem brand, including vehicle decals and wraps, building signage, uniforms and promotional items; Must use Rheem-developed templates or must send independently developed materials to Rheem for pre-approval	Vehicle decal kits, vehicle wraps, storefront signage featuring brand logo, uniforms featuring brand logo, promotional items with brand logo
<b>Contractor Recruiting &amp; Retention**</b>	<b>Incentive Trips</b>	Includes any expense approved by Rheem and related to a trip-based incentive to the contractor that ties to sales goals achieved; Incentive trips must be pre-approved by Rheem	Tickets for an incentive trip, meals & lodging related to an incentive trip
	<b>Plant Tours</b>	Includes any expense approved by Rheem and related to bringing contractor(s) for plant tours to promote loyalty to the Rheem brand; plant tours must be pre-approved by Rheem	Costs relating to meals, travel & lodging related to a plant tour / trip
	<b>Contractor Recognition &amp; Awards</b>	Includes any expense approved by Rheem and related to recognizing outstanding contractors, while showcasing the Rheem brand	Meeting expenses including meeting space, food, awards, prizes
	<b>ACCA, EGIA &amp; PHCC Membership Fees / Dues</b>	Includes any expense approved by Rheem and related to fees or costs due to ACCA, EGIA or PHCC	ACCA membership dues, PHCC membership dues, EGIA membership dues

\*All materials must follow Rheem Visual Brand Language Guidelines.

\*\*All travel (incentive trips, plant tours, etc.) must be pre-approved by Rheem before the expenses are incurred or Rheem will reject claims for such expenses. Further, employees or officials of any government or quasi-government entity may not participate in travel or entertainment of any kind including, without limitation, incentive trips and plant tours. Distributors must comply with all applicable laws and regulations as well as any of the guest company's own policies on travel, gifts and entertainment of their employees, in connection with any expenses or activities related to such expenses.

Examples of items not eligible for co-op include, but are not limited to: web development fees, third-party SEO fees, online / print yellow page listings and any marketing / advertising with old Rheem equipment or competitive company brands / mentions. See your distributor for the full list of exclusions.



# PRO PARTNER REPORT CARD

To access your Pro Partner Report Card, log in to MyRheem.com, click on your name in the top right of your screen and then click "My Company."

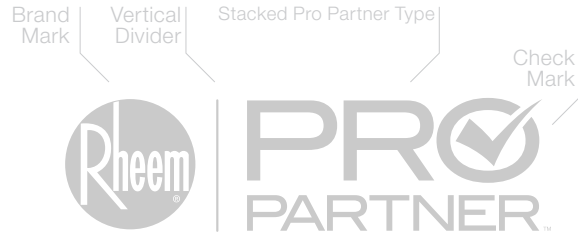
The report card shows your current Pro Partner status and program participation stats. Routinely reviewing your stats can help you identify areas of improvement and can help you track your success with the program.



# USING THE PRO PARTNER LOGO

The Rheem® 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 Rheem Pro Partner. **Rheem no longer approves the “Rheem Team” logo for use in connection with Rheem's Pro Partner advertising.**

## Acceptable Usage



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

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

**The checkmark** will have limited color variations depending upon its application, as shown 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 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 Rheem® Pro Partner branded communications. These 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 Rheem Team logo



## Minimum 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. Rheem must approve exceptions for special use of the logo individually. Clear space dimensions are equal to the width / height of the Rheem logo on all sides of the Pro Partner logo.



**All Pro Partner logo files can be found on MyRheem.com under the Marketing tab, in the Brand Guidelines and Creative Assets section.**

## SUPPORT RESOURCES

General program assistance or questions can be directed to the Rheem® Help Desk at [help@myrheem.com](mailto:help@myrheem.com). Your Rheem distributor will also be able to assist you with Pro Partner program questions and guidance.

**New for 2018!**

### Preferred Vendor Hub



When it's time for your business to call on other professionals, trust the members of Rheem's Preferred Vendor Hub™. This new portal gives Rheem Pro Partners exclusive access to a network of vetted and approved vendor partners that offer a variety of business services—many who offer exclusive incentives and discounts for Pro Partners. Visit [MyRheem.com](http://MyRheem.com) today to see the full list of Preferred Vendor Hub members.

### BrandZone



Rheem'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 [MyRheem.com/BrandZone](http://MyRheem.com/BrandZone). Don't forget—Rheem branded purchases are eligible for Marketing Co-op.

# PRO PARTNER CONTRACTOR TERMS & CONDITIONS

As a contractor participating in the Rheem® 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 (or by not opting out) for the Pro Partner Program.

## By completing my enrollment in; or not opting out of, the Rheem Pro Partner Program, I understand and agree that as a Rheem 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 Rheem residential equipment
  - Top Tier Product Mix – Mix of Rheem top tier residential equipment
  - Year-Over-Year Growth – Increase in sales growth of Rheem equipment from prior year
  - Consumer Online Reviews – Total annual consumer reviews and ratings based on the Online Ratings & Reviews Program
  - Rheem Training – Total annual trainings completed
  - Program Participation – Total annual programs enrolled and participating in (i.e. *Residential KwikComfort® Financing*, Rheem Rebates & Promotions, etc.)
- I understand that my membership is subject to termination, at Rheem's sole discretion, if: I do not meet the minimum program requirements annually as defined in the Annual Contractor Program Requirements, I violate the Rheem Heating and Cooling Internet Policy or Rheem Heating and Cooling Brand Guidelines for Advertising and Promotional Materials, or the program is discontinued
- I further agree that, as a Rheem 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 Rheem
- 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 Rheem

- I understand that if I am enrolled in the Pro Partner program prior to March 31, 2018, I will receive full program benefits back to January 1, 2018; If I am enrolled April 1, 2018 through September 30, 2018, I will only receive program benefits back to the first day of the month during which I was enrolled
- I understand that I will not be considered "Enrolled" in the Pro Partner Program to start receiving benefits until my distributor completes my full enrollment, including sales and forecast information.

## Annual Contractor Program Requirements:

- Must be in good standing with the distributor as determined by the distributorship
- Maintain high-performing Rheem annual product sales, with annual purchases<sup>1</sup> made up of at least 60% Rheem residential products<sup>2</sup>
- 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 Rheem 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:

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



## Additional Information

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



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## Pro Partner First 30-Day Checklist

### 1. Pro Partner Contractor Guide:

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

### 2. MyRheem.com:

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

### 3. Contractor Serial Tool (CST):

- Set up your payment method in order to receive promotional rebate dollars
- Become familiar with the CST claim entry process
- Remember* - Spring promotions start February 1 and Fall promotions start in August, Earn ProClub points all year long

### 4. Ratings & Reviews:

Become familiar with:

- Adding customer emails to send surveys
- Responding to reviews
- Posting the Reviews widget on your website

### 5. Residential KwikComfort® Financing:

- Make sure you are signed up prior to February 1 when promotions begin with Synchrony

### 6. ProClub:

- Become familiar with the ProClub program, points and available gifts

### 7. WebSuite™:

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

### 8. Rheem Academy:

- Visit Rheem Academy Graduate Studies school and start taking free online courses (available to everyone in your organization)
- Become familiar with the process to upload outside industry training / course hours on Rheem Academy to meet the annual program requirement

### 9. Pro Partner Logos:

- Download the Pro Partner logo from the Pro Partner program page on MyRheem.com and start using it in your advertising

### 10. BrandZone™:

- Order Pro Partner promotional items and Pro Partner apparel

### 11. Pro Partner Report Card:

- Locate your Pro Partner Report Card to view your real-time program results / value

### 12. MyRheem Notifications:

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



**PRO**  
PARTNER™

**RHEEM HEATING & COOLING**

P.O. Box 17010  
Fort Smith, AR 72917  
**MyRheem.com**

Not Available in Canada.

*In keeping with its policy  
of continuous progress  
& program improvement,  
Rheem reserves the right to  
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