



# THE RHEEM<sup>®</sup> WebSuite<sup>™</sup>

Contractor Guide



Sleek New Designs



Enhanced Features  
and Reporting



Top-Notch  
Customer Service







## What is Rheem WebSuite?

Web-savvy customers search online for everything, including HVAC contractors. Whether upgrading or just getting started, you need the right website with the right tools to win. The Rheem WebSuite makes it more affordable to enjoy all the benefits of the best presence on the web—but without all the hoops or hassles.

## Did You Know?



**54% of Americans** use online search in place of traditional phone books.



**85% of consumers** search for local businesses through online search.



**88% of consumers who search for a local business on a mobile device call that business within 24 hours.**

## Why Rheem WebSuite?

With a choice of three unique website packages, our new and comprehensive WebSuite helps you gain a competitive advantage in your local market and generate more leads. You'll get a modern, responsive website designed to fit your business needs, budget, and online goals:

### HIGHLY VISIBLE

To search engines and your chosen audience

### PROFESSIONALLY DESIGNED

To attract and keep visitors with a variety of sharp-looking design templates

### HVAC-CONTENT READY

Frequently updated text and graphics from Rheem

### INCLUDES CUSTOM UPDATES

Allowing you to add or change your own content

### FLEXIBLE SETUP OPTIONS

Let you *Bring Your Own Domain* (BYOD), keep or replace your current site, or pick a new domain name

### HEAVILY DISCOUNTED

Pricing bundles can save you thousands over web design firms

## How Can WebSuite Help Your Business?

**Increase your visibility**—A web presence allows consumers to find you, connect with you, support you, and do business with you online.

**View more leads & service requests**—Track all leads coming from your site and new service requests from potential customers right from your dashboard.

## Which Package is Right for Your Business?

From basic to advanced—we designed three new, versatile website packages to match the needs of your business:

*No matter which package fits your business best, our team is here to support you and make sure you have everything needed to succeed.*

## New WebSuite Package Options

Each package offers you a choice of several modern, responsive design templates, which can be easily viewed on a mobile or tablet device. Plus, you can customize each with colors, copy, images, and more based on the package you choose.

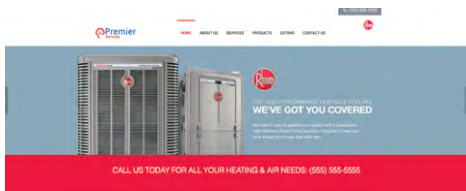
### 1 Base Package - \$7/Month

#### Choose from two (2) responsive website designs:

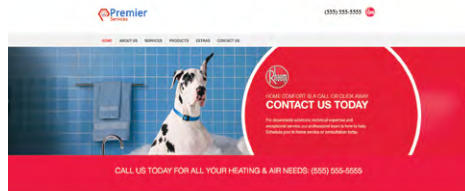
*Great if you're working with a limited budget, just starting to offer Rheem products or not ready to switch your current online efforts.*

- Modern website that looks great on all devices
- Customizable copy, colors, and images that fit your company's branding

#### Design Options



MODERN FLOW



TWENTY FIRST



### 2 Core Package - \$50/Month

#### Choose from three (3) responsive website designs:

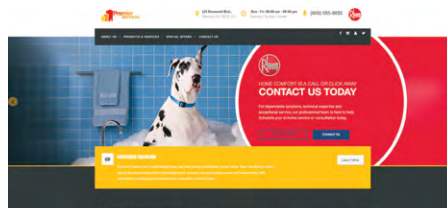
*Ideal for your small- to medium-sized business if you haven't upgraded your web presence in 4 or more years. It's the best value if you elect to "Bring Your Own Domain" (i.e. www.YourDomainName.com)—replacing your current site without the large expense.*

- Modern, responsive website with more design options
- Customizable, unlimited pages, and a unique domain name
- Expert team promoting you on Google, Yelp, Bing & other engines
- \$100 setup fee (\$0 for Rheem Pro Partners)

#### Design Options



POLISHED PRO



EVEN KEEL



STEADY SCROLL

### 3 LEADgen™ Package - \$400/Month with 2-Lead Guarantee\*

**Choose from all of the Core Package options, plus five (5) additional responsive website designs:**

*The perfect choice if you're ready to start tracking leads and new business from your website by performing local marketing best practices. At this level, we track leads through call recording, so you see new leads coming from your site—and we guarantee 2 leads per month.\**

*\*If you do not get 2 leads in a given month, you will not be charged for that month.*

- Modern responsive website with unique domain name
- Expert team promoting your local listing on all major search engines
- Additional lead tracking and analytics tracking
- Team working to generate leads for your business with a 2-lead guarantee\*
- \$500 set up fee (\$0 for Rheem Pro Partners)
- First 4 months are free, then \$400 per month

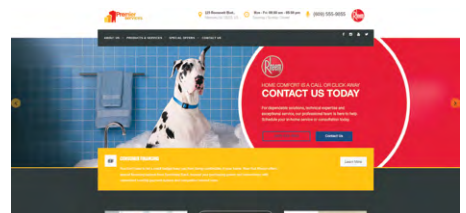
#### Design Options



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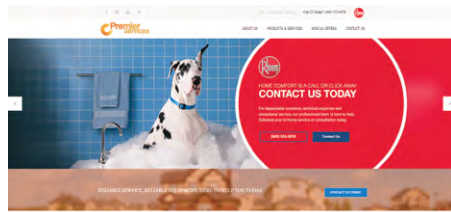
POLISHED PRO



EVEN KEEL



STEADY SCROLL



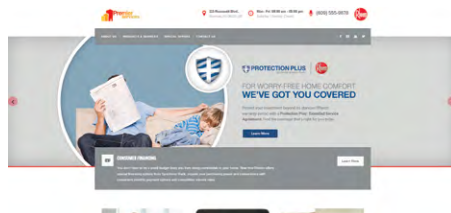
JOVIAL



CLEAN SLATE



TRUE BLUE



LUMINOUS



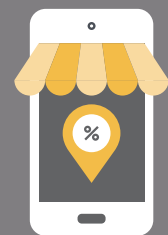
#### Did You Know?



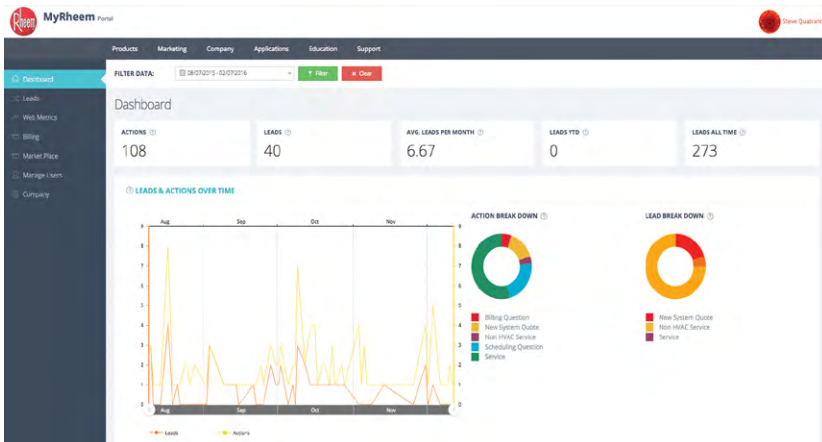
40% of people abandon a website that takes more than 3 seconds to load.



88% of people trust online reviews as much as personal recommendations.



88% of searchers use mobile phones to find local businesses according to Google.



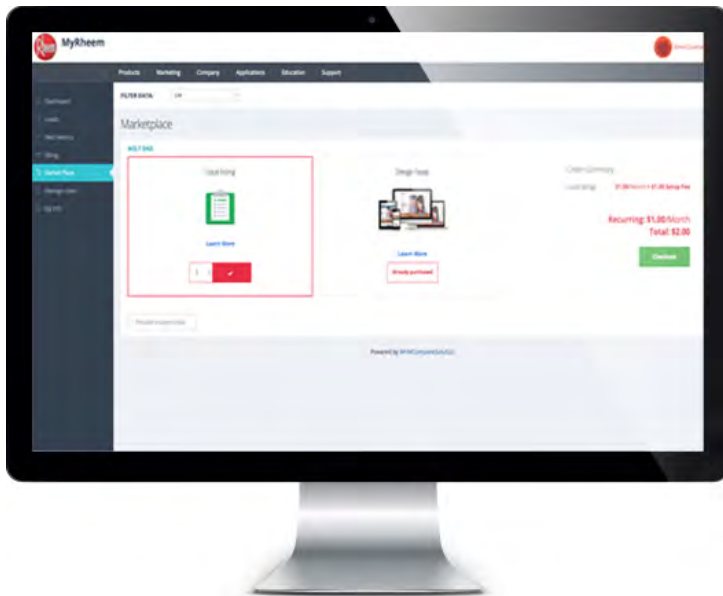
## The New WebSuite Dashboard

Available from your MyRheem Account, the Dashboard is an easy-to-use system for tracking all your activity in WebSuite. It provides you with information on actions, leads, website traffic stats, and billing. Once you setup a website, you can always quickly access your personalized dashboard by logging into MyRheem.com and going to the WebSuite page under the **Marketing Menu**.

## How Dashboard Delivers Business Insights:

- Measure your marketing stats, actions, and leads
- Track billing needs for your WebSuite package
- See how you're progressing over time
- Learn how you can help improve your business

*\*Note that lead and action notifications are only displayed for the LEADgen 2.0 package.*



## The New WebSuite Marketplace

Regardless of the markets you serve, your level of marketing support or knowledge of the web, we believe your marketing strategy should be as unique as your business. The Marketplace is a portal that allows us to provide you with the industry's best integrated tools, services, and support—all to help your business succeed.

# Ready To Get Started?

## How To Enroll in WebSuite:

Before you sign up, talk to your distributor today about WebSuite package options and benefits, along with your business needs and goals.

To sign up, log into your **MyRheem.com** account, navigate to the **Marketing Menu** and click on **WebSuite**. Click the **Login** button to get started. Once you sign up, click this same button to log into your WebSuite Dashboard.

1. **Select your package** and enter your custom web address
2. **Choose the design template** for your website
3. **Enter payment information** if required for your package option or Marketplace add-ons

After completing the steps above, you'll get a confirmation email. Once our team reviews your submission, you can login to your WebSuite dashboard. If you need more information for your website setup—such as local listings or additional images and content (for Core or LEADgen package selections)—our support team will contact you. For questions or assistance, contact [Help@MyRheem.com](mailto:Help@MyRheem.com).



## FAQs

### What is *Bring Your Own Domain (BYOD)*?

*Bring Your Own Domain* means you don't have to give up your current web address to get a new website! On sign up, simply tell us the domain name you want us to use and we'll set up your website on the same domain you currently use. This option is not available at the Base level.

### What If I already have a website?

That's ok! WebSuite can be run as a standalone site that operates on it's own, OR it can be run as your main website.

### What if I like the look of my existing website?

There is an option within the Core and LEADgen 2.0 bundles to do a design swap. This means we will use the look of your current website instead of the predesigned templates. There is a one-time \$2,000 setup fee to use this feature. Please note that competing brand logos will not be displayed.

### What is the WebSuite Marketplace?

The online marketing world is constantly changing. The Marketplace offers a la carte options and best-in-class tools to enhance your online presence and improve marketing abilities. For example, you can purchase additional tracking phone numbers to measure the number of phone calls that come from a local newspaper ad.

### Why should I pick WebSuite over other options?

Our expert web team offers you unmatched knowledge of the industry and the online landscape with dedicated support. For example, when Rheem introduces new logos, product imagery or promotions, everything is automatically synced, so your site is always up to date. When you compare fees, hiring a web designer can cost several thousand dollars for a single website build—not to mention recurring charges for hosting, security, maintenance contracts, and required updates for compatibility across browsers and devices.

Rheem WebSuite takes all the upfront costs of a great, modern website out of the way. Our team is always there to answer your questions and ensure your website is up-to-date, secure, and performing at its best. If you don't have the luxury of a dedicated in-house web team, WebSuite offers you a great value and resource.

### What does this cost?

**Base Package**—\$7 per month; \$0 for ProPartners

**Core Package**—\$50 per month/\$100 one-time setup fee - \$0 setup fee for Pro Partners

**LEADGen 2.0 Package**—\$400 per month/\$500 one-time setup fee; \$0 setup fee for Rheem Pro Partners. First 4 months are free! Package also includes a 2-lead guarantee; If you do not receive at least 2 leads in a given month, you will not be charged the monthly fee for that month

### Where can I get more information about this program?

All program information and links to sign up for a website are available on [MyRheem.com](http://MyRheem.com). You can access this information by going to the **Marketing Menu** and clicking the **WebSuite** link under the Programs category.



THE RHEEM®  
**WebSuite™**