2024

GET PRO POWERED

# QUICK START

GUIDE

Rheem® | PRO PARTNER™

# 2024 Quick Start Guide Rheem Pro Partner Programs

Congratulations on becoming a Rheem® Pro Partner™ and cementing your reputation as a dedicated and elite industry professional. Here you'll find some easy guides on how you can start reaping the program benefits—and growing your business—today. For questions or issues regarding any part of the Pro Partner Program, reach out to help@myrheem.com or to your Rheem Sales Representative.

## Table of Contents



**NOTE:** Images for process illustration only. Years noted may not match current program year.

# 2024 Pro Partner™ Checklist

Log into My.Rheem.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.Rheem.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.Rheem.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 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 Rheem.com/Find-a-Pro

**7. Training:**
- ☐ Read about the the Pro Partner Training program
- ☐ Validate your NATE Certification within My.Rheem.com to be included on Rheem.com/Find-a-Pro
- ☐ 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 Rheem Pro Partner Online Booking Experience

**Questions? help@myrheem.com**

**12. Priority Rheem.com Dealer Listing:**
- ☐ Review your company's information on Rheem.com/Find-a-Pro to confirm everything is listed correctly on Rheem.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 Rheem 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.Rheem.com and the Pro Partner dashboard and review all the great tools to help you be a successful Rheem Contractor and Pro Partner

**16. 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

**17. Rheem 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.Rheem.com > Marketing

**19. My.Rheem.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 recieve your Monthly Pro Partner Report Card emails

**21. My.Rheem.com Notifications:**
- ☐ Periodically check My.Rheem.com for notifications ("bell icon" upper right menu)

# 04 Contractor Serial Tool

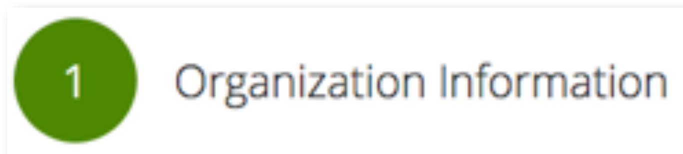
The Rheem® Contractor Serial Tool (CST) lets you easily enter claims to redeem rebates or points for installing qualifying Rheem equipment. The CST saves you time by allowing you to redeem rewards for multiple programs and promotions all with one claim submission.

## HOW TO SET UP A PAYMENT METHOD FOR THE CASHBACK PROMOTION

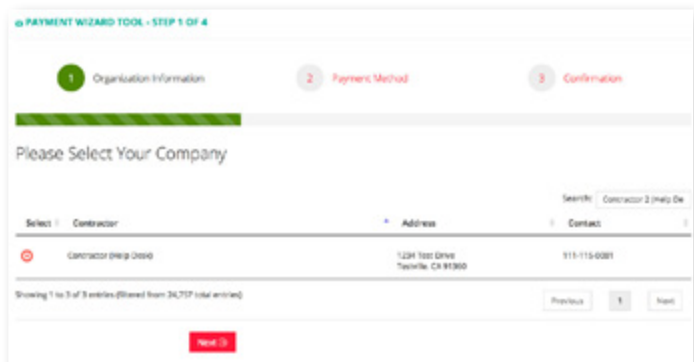
For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

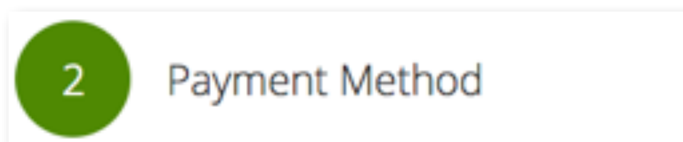
To set up a Payment Method for Cashback Promotions go to My.Rheem.com > Marketing > Tools > CST Dashboard > Payment Method.

Before you can start submitting claims, you will first need to set up your payment method. To read more about the differences between the Direct Deposit and Pay Card methods, please review the CST Payment Reference Guidelines.

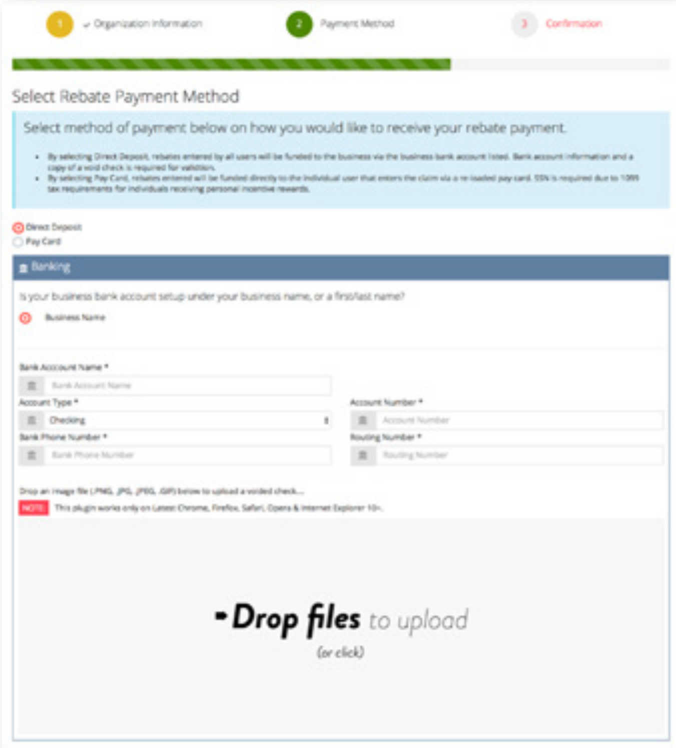

On Step 1, select your company.



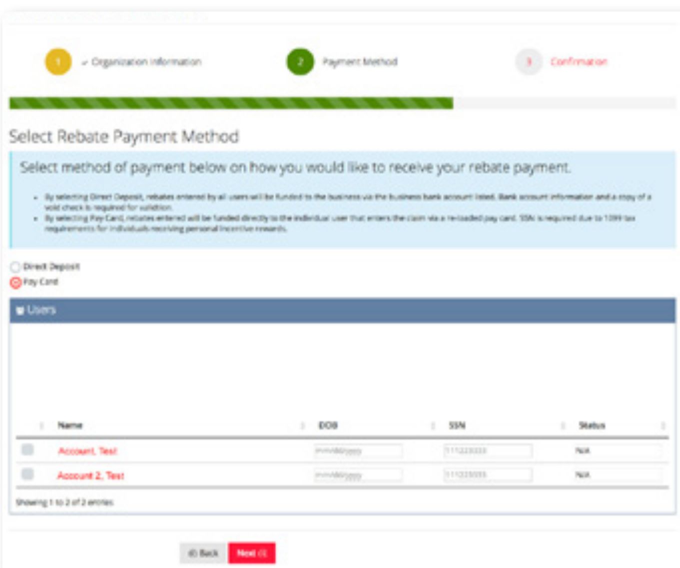




On Step 2, select which method of payment you'd prefer.

**Direct Deposit** must be a business account and not a personal account. You must first enter the business bank account name. Then select the Account Type, enter the routing number, account number and your bank's phone number. To proceed, you will need to drag and drop an image (.PNG, .JPG, .JPEG, .GIF) of a voided check for your account.



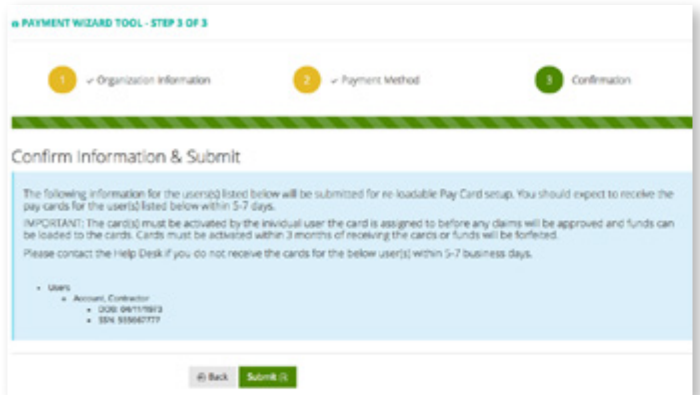

**The re-loadable Pay Card** method requires an individual's social security number and date of birth. Each user associated with this business must submit their own SSN / DOB (due to 1099 tax requirements for individuals receiving personal incentive rewards) to register for a re-loadable pay card. This card is re-loadable and can be used from promotion to promotion. These cards will be funded weekly for approved claims and must be activated by the individual within 3 months of receiving the card in the mail. Cards are mailed within 5-7 days of a validated card registration.



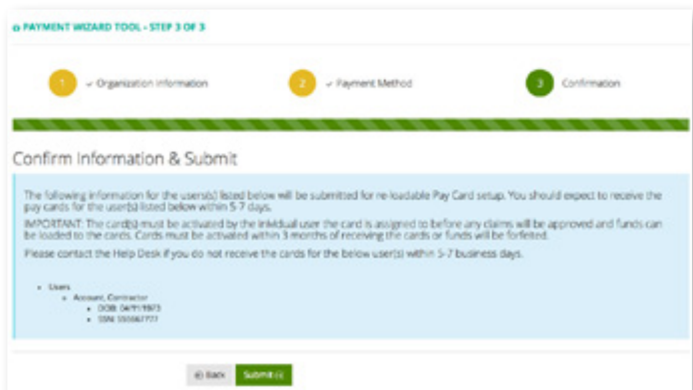

## 3 Confirmation

On Step 3, before submitting, confirm all the information listed is correct. Once submitted, you may proceed to submit claims. To read more about filing claims in the CST, please visit the Knowledge Base under the Support tab.

### PAY CARD CONFIRMATION




### DIRECT DEPOSIT CONFIRMATION




### HOW TO REQUEST A NEW PAY CARD

If you would like to request a replacement pay card, please call 1.888.794.3828. Please keep in mind that the card provider will only speak to the cardholder regarding account details.

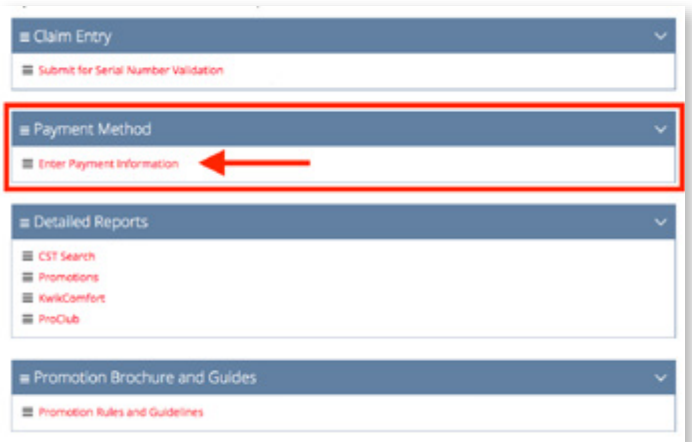
Upon request, a replacement card will be mailed to the address on file. If you would like the replacement card to be sent to a different address than what is on file on your account, an address change must be completed prior to calling. In order to update your address please submit a Help Desk Ticket. Once you receive confirmation from the Help Desk that the address change has been updated, you may then call to request your replacement card. If your active pay card has been stolen, please call immediately.

## HOW TO UPDATE YOUR DIRECT DEPOSIT ACCOUNT

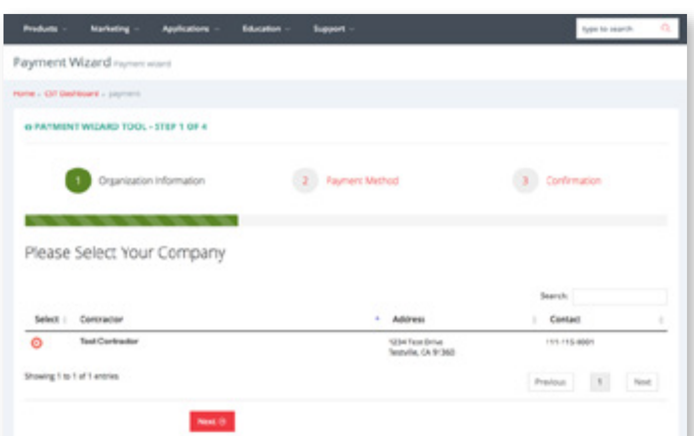
To update your Direct Deposit account, you will need to provide the following information:

- Bank Account Name
- Account Type
- Account Number
- Routing Number
- Bank Phone Number
- Copy of Voided Check

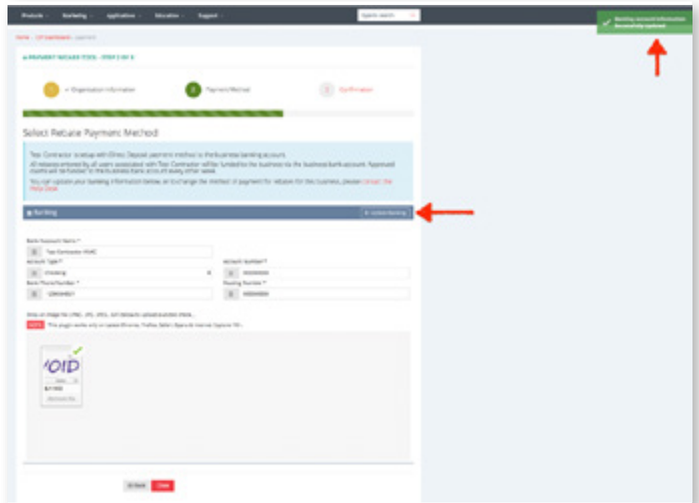
Once you have the above information, select the CST Dashboard under the Marketing menu. When you are in the CST Dashboard, click on Payment Method to be taken to the Payment Wizard Tool.




Step 1 In the Payment Wizard Tool, you will be asked to confirm your company by selecting the radio button, next to your company's name, and selecting the Next button.




Step 2 The Payment Wizard Tool lists the current direct deposit account information on file. To update, simply enter the new required account information and drag a legible image of a voided check to the file upload area. After you have provided this new information, click on the **'+ UpdateBanking'** button.




Step 3 Once you have submitted your banking information, it will be validated within 5-7 business days during which you will be able to submit claims through the CST. Validation will include confirmation that the account information provided is a valid business bank account (not a personal checking or savings account).

Once validated, this method of payment will be saved to your business profile as your preferred method of payment for claims entered through the CST.

If your account validation is rejected for any reason, you will be notified via email of what is needed to resolve any issues. Until you resolve these issues, you will be unable to receive any rebate funds, or submit any additional claims. If your account validation issues are not resolved within 3 months of your first claim submission, you will lose your rebate funding for claims submitted during that period.

## HOW TO SWITCH PAYMENT METHODS:

To switch your payment method, a Help Desk ticket must be requested by emailing help@myrheem.com. The Help Desk will assist on making this change.

# HOW TO FILE A PRO PARTNER CASHBACK CLAIM

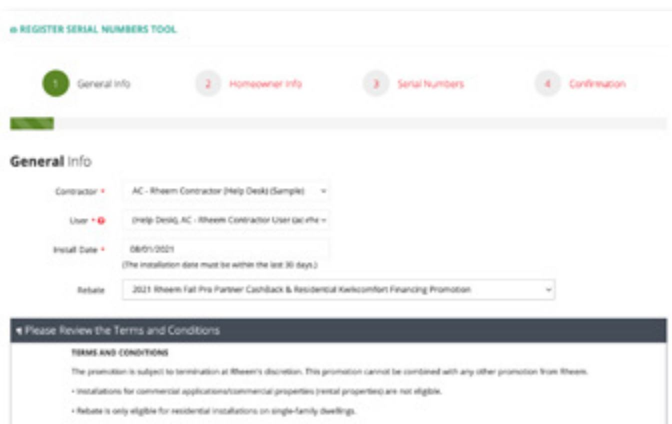
**Before submitting a CST claim,** you must first set up your payment method. Once you have set up either the direct deposit or pay card payment method you can proceed to submit claims.

To submit a CST claim, navigate to Marketing > Tools > CST Dashboard > Claim Entry > click on Submit Claims for CashBack Rebates to start your submission.


## Step 1 Fill in the required information

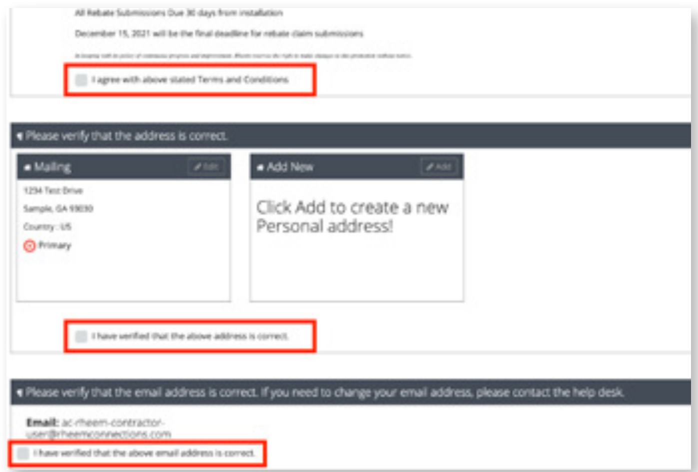
- Select your company name from the **Contractor** drop-down
- Select the user that the claim will be tied to from the **User** drop-down
- Input the **Install Date** for the completed installation
- Select the appropriate rebate from the **Rebate** drop-down

*If this is your first time submitting a claim for the current promotion, then you will be prompted to agree to some important information before proceeding to* ***Step 2****, see the following instructions.*

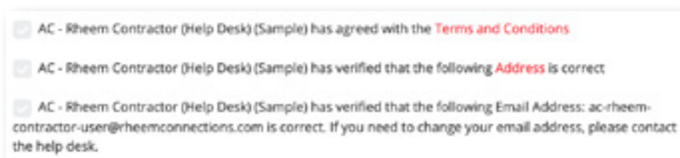



**If prompted,** review the items that need approval or confirmation:

- Agree to the rebate's **Terms and Conditions**
- Confirm the **Address** is up to date for the contractor company account. Select the Edit button to make changes to an existing address or select the Add button on the "Add New" address box
- Confirm the **Email Address** is up to date. If you need to update the email address, reach out to the Help Desk for assistance

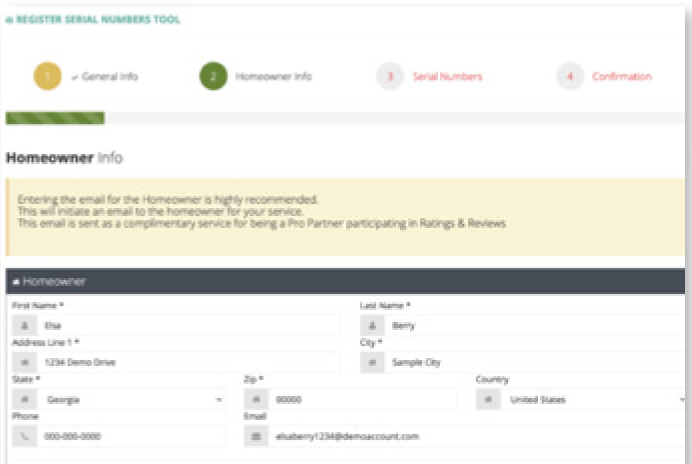



Once all items have been agreed to and confirmed, you will see them all checked off.

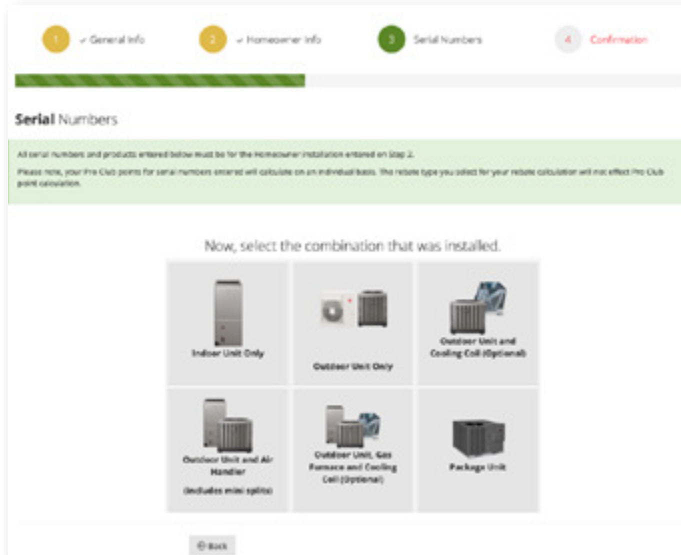


## Step 2 Enter the homeowner's information:

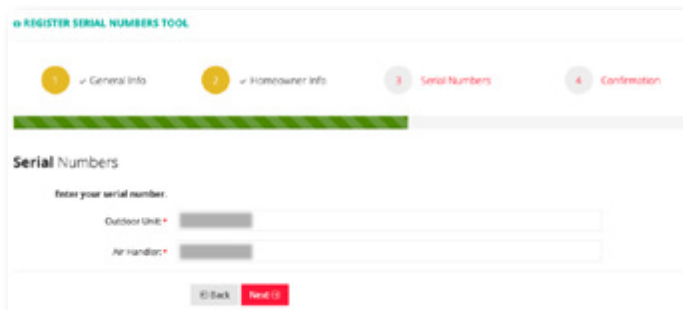
- First and Last Name
- Address, City, State and Zip
- Phone
- Email – If the contractor submitting the claim is a Pro Partner and the homeowner email address is added, then a Ratings & Reviews survey will be sent to the customer once the claim has been submitted
- Customer Job Number – This field is available to the contractor if they want to associate an internal job number to the claim so that they can cross reference the claims with their company's data




## Step 3 At the beginning of Step 3, select the combination that was installed. Based on your selection, the following page will give you the appropriate fields to enter for your serial number(s).

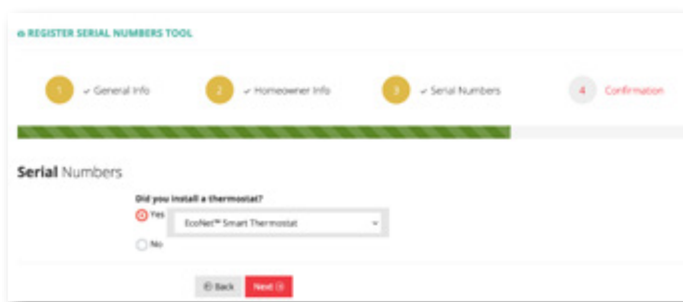



Then, enter your serial number(s).




Select whether or not a thermostat was installed.

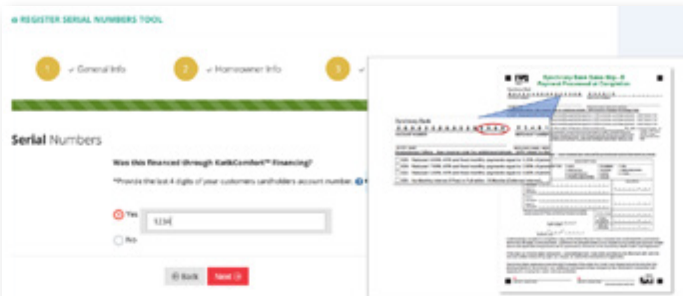
- If you select "**Yes**" you will be given a drop-down menu where you will choose what component was installed.
- If you select "**No**" then you can move to the next page.



If the install was financed through the *KwikComfort® Financing* program, select "**Yes**" and a field will appear where you can enter the last 4 digits of the homeowner's account number.

If you need to know where to find this account number, hover over the "?"  icon to see an image of the Synchrony form you should reference. It will be the Account Number listed at the top of the "Synchrony Bank Sales Slip – B".

**The last 4 digits of the homeowner's account number are required to claim a *KwikComfort Financing* rebate.**

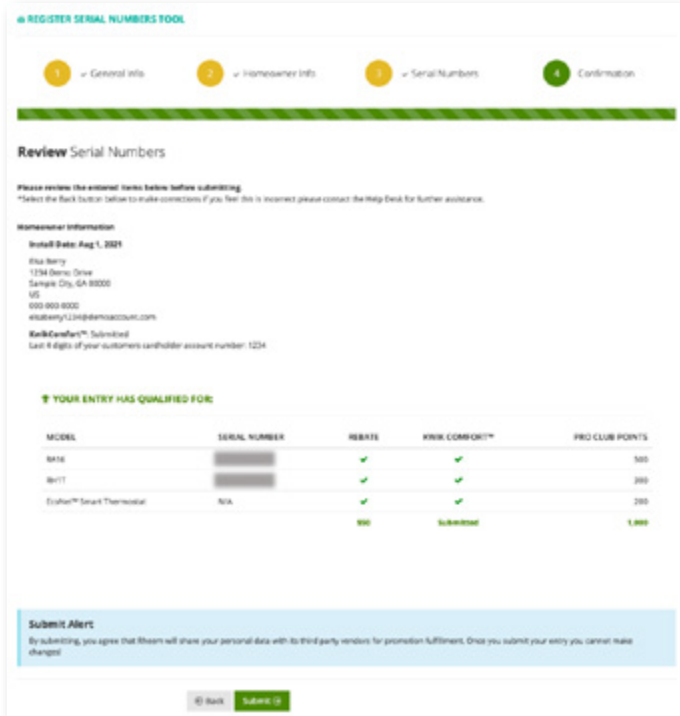



Step 4 You will be given the chance to review your claim entry and make sure that everything you have entered is correct.

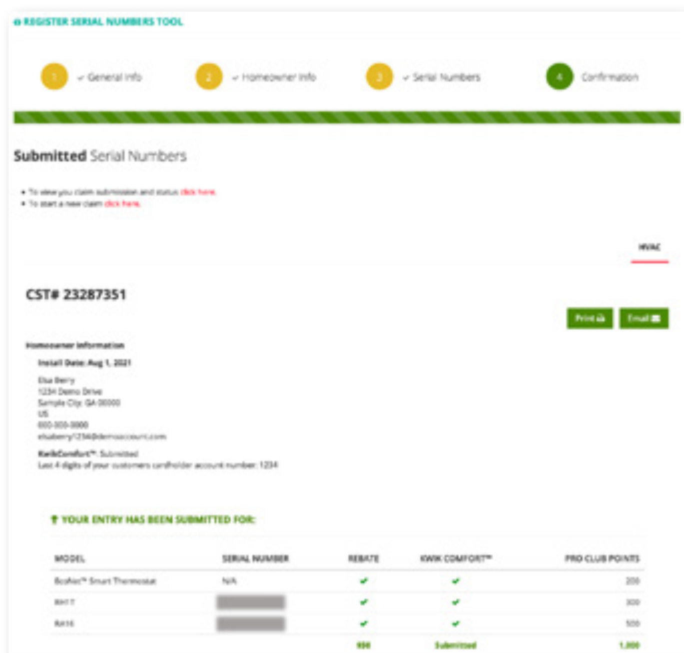
If you need to change anything at all you can use the "Back" button to return to the step that you need to make an adjustment on.

**ALL CLAIM SUBMISSIONS ARE FINAL.**

Select the Submit button once you have confirmed the entry is correct.



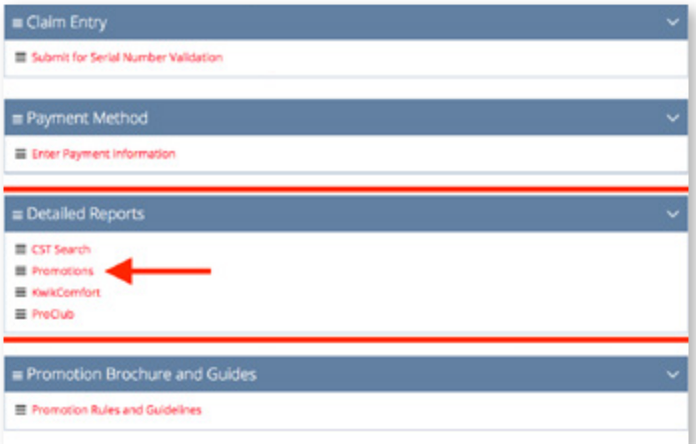

Step 5 Once you submit your claim the page will reload with a CST # used to reference the submitted claim. You also have the option to either print the claim or send the claim confirmation page to an existing user on your contractor's account.



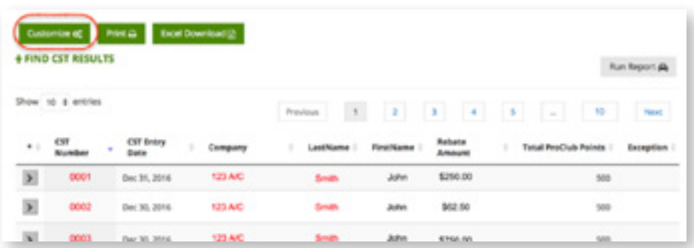

# HOW TO EXPORT AND REVIEW YOUR PROMOTIONS REPORT

The Promotion Report shows all claims that received a CashBack Rebate.

If you would like to export an excel spreadsheet of your Promotions Report, navigate to Marketing > Tools > CST Dashboard > Detailed Reports > Promotions.



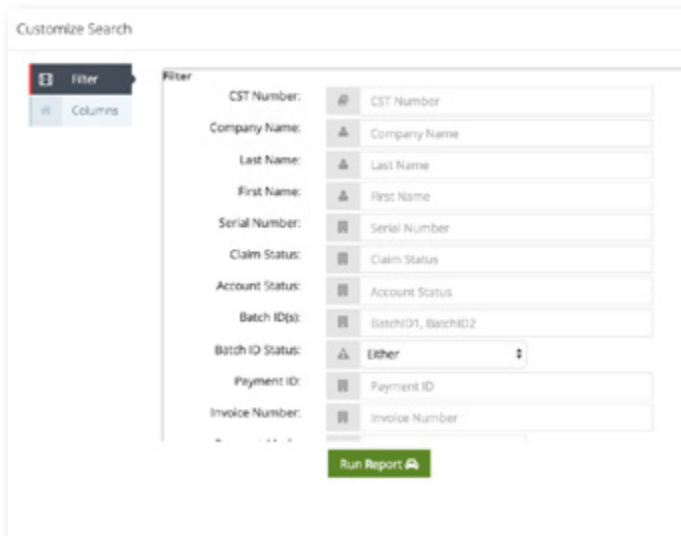

To search and customize your report, select the Customize button.




Use the Filter tab to assist in searching for specific data and use the Columns tab to customize the data that you want displayed on your final report.

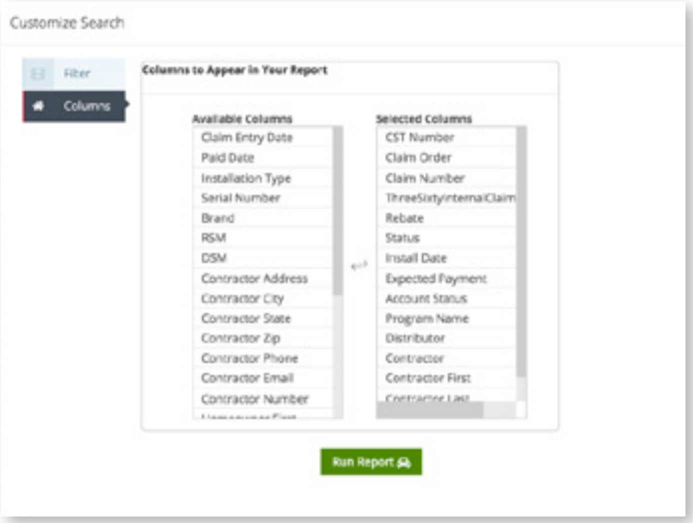
Under the Filter tab of the customize tool, you can search for claims by:

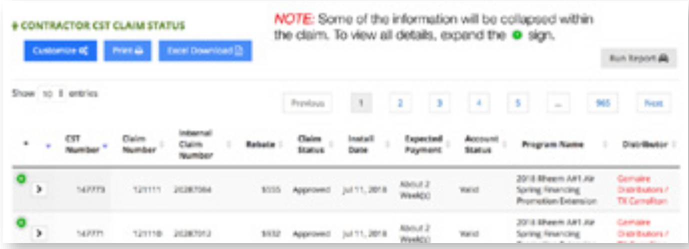
- CST Number
- Company Name
- First Name (user who submitted claim)
- Last Name (user who submitted claim)
- Serial Number Registered in Claim
- CST Entry Date
- Rebate Program
- Other Specific Details



## Columns

Under the Columns tab of the customization tool, you can add and remove information for your Promotions Report. Click the information you'd like to add from the left (Available Columns) and it will move to the right (Selected Columns). To remove information, click information from the right column and it will move to the left column. Once you have all the information you would like to include in your report, under "Selected Columns", click the Run Report button.




1. If you would like to print this report, click:

**Print**

2. If you would like to export this file as an Excel download, click:

**Excel Download**

A loading bar will appear as your report is generating. Once your file is ready to download, the following message will appear:

> **Info!** Your Excel file is now available for download by clicking here
> - This document will expire in 5 minutes.

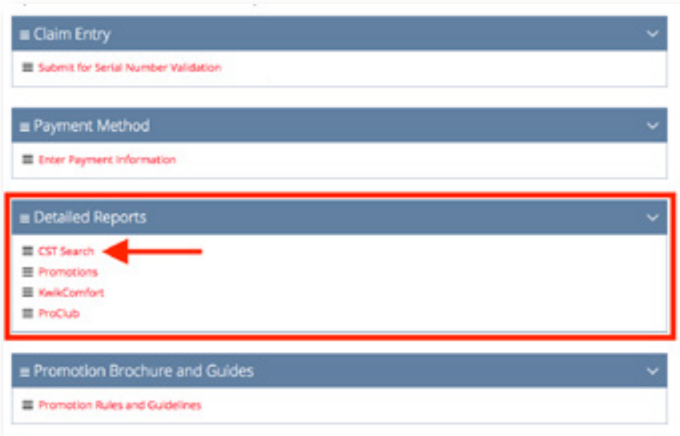
Clicking on this link will start the downloading process. Depending on what browser you are using the file will either save at the bottom of your browser, in your downloads folder and / or desktop.

If you have any questions or concerns, please contact the Help Desk.

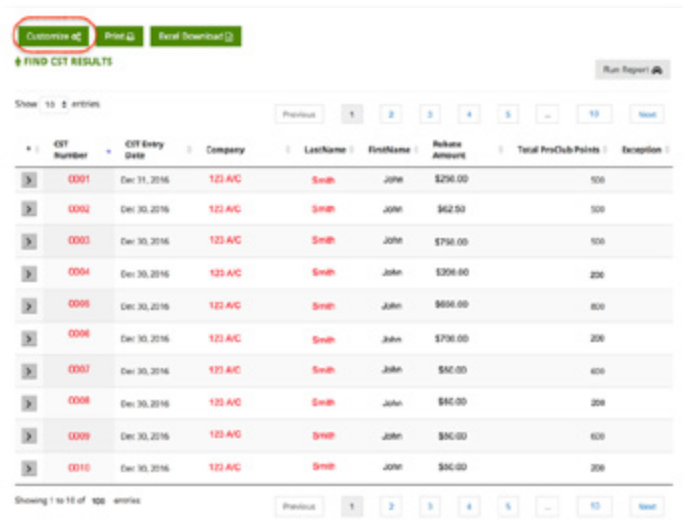
# HOW TO EXPORT AND REVIEW A CST SEARCH REPORT

*The CST Search Report shows all claims submitted in the CST Dashboard.

If you would like to view or export an Excel spreadsheet of your CST Search report, navigate to Marketing > Tools > CST Dashboard > Detailed Reports > click on CST Search.




To search and customize your report, select the Customize button.



Use the Filter tab to assist in searching for specific data and use the Columns tab to customize the data that you want displayed on your final report.


Under the filter tab of the customize tool, you can search for claims by:

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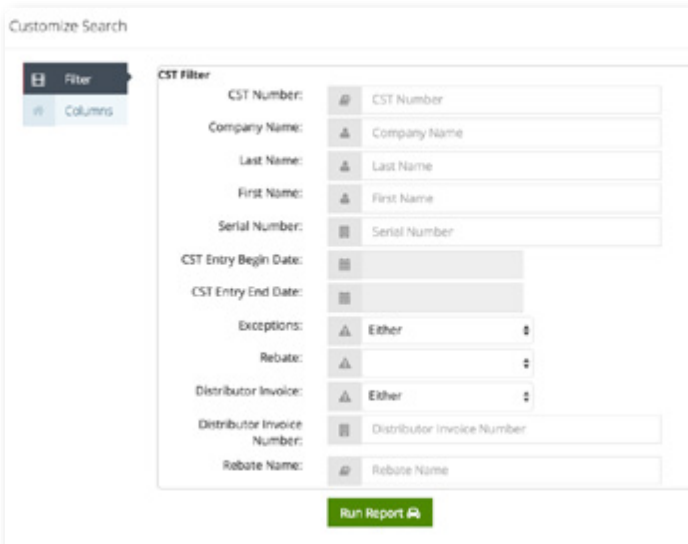
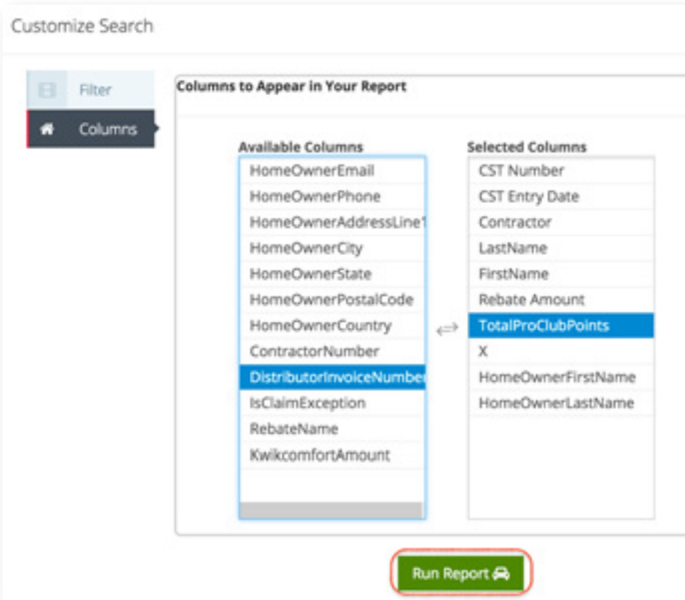
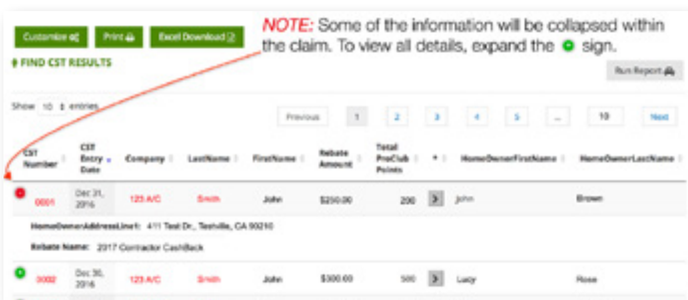
- Company Name
- First Name (user who submitted claim)
- Last Name (user who submitted claim)
- Serial Number Registered in Claim
- CST Entry Date
- Rebate Program
- Other Specific Details




Under the Columns tab of the customize tool, you can add and remove information for your CST Search Report. Click the information you'd like to add from the left (Available Columns) and it will move to the right (Selected Columns). To remove information, click information from the right column and it will move to the left column. Once you have all the information you would like to include in your report, under "Selected Columns", click the Run Report button.

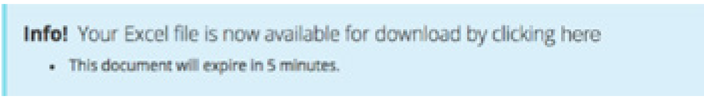



1. If you would like to print this report, click:


2. If you would like to export this file as an Excel download, click:


A loading bar will appear as your report is generating. Once your file is ready to download, the following message will appear:




Clicking on this link will start the downloading process. Depending on what browser you are using, the file will either save at the bottom of your browser, in your downloads folder and / or desktop.

If you have any other questions or concerns, please contact us at help@myrheem.com.

# POTENTIAL CST ERRORS AND ISSUES – HOW TO RESOLVE

| Message / Issue | Located On | Causes / Solution |
|---|---|---|
| Unable to select a rebate on step 1 of the “Submit Claims for CashBack Rebates” page. | Step 1 of the “Submit Claims for CashBack Rebates” page. | Your contractor account has not been enrolled in any rebates and / or the selected install date is outside a valid promotional period. If you have confirmed that the install date is within the last 30 days and is within the valid promotional period for the current rebate outlined in the rebate matrix, please reach out to the Help Desk with this information. |
| “A payment method is not associated with your user account. You can not continue with a CashBack Rebate until this has been set up. Please click here to set up your payment method.” | Step 1 of the “Submit Claims for CashBack Rebates” page. | A payment method has not been set up for the selected user account. Select a user with a payment method set up or use the “Enter Payment Information” tool on the CST dashboard. |
| “A payment method is not associated with your user account. You can not continue with a CashBack Rebate until this has been set up. Please click here to set up your payment method.” | Step 1 of the “Submit Claims for CashBack Rebates” page. | A rebate was not selected under the “Rebate” dropdown. A rebate must be selected in order to qualify for CashBack funds during a valid promotional period. If you are unable to select one, please reach out to the Help Desk with this information. |
| “Serial Number XXXXXXXXXX appears to be invalid.” | Step 3 of the “Submit Claims for CashBack Rebates” page. | The serial number entered was not recognized. Please double check the entered serial. If you are certain that the serial number is valid please reach out to the Help Desk providing the afflicted serial. |
| “Serial Number XXXXXXXXXX has already been Redeemed for Rebate.” | Step 4 of the “Submit Claims for CashBack Rebates” page after attempting to submit the claim. | The serial number was entered on a claim in the past. This can happen when a number is mis-typed in at some point or has already been submitted. Please double check the serial entered. If you are certain you have entered the correct serial for the claim please reach out to the Help Desk providing the afflicted serial number. |
| CashBack amount was not expected or did not qualify for an amount. | After claim submission. | Please compare your submission with the rebate matrix. If you have compared the submission and see that you should be receiving a different amount please reach out to the Help Desk as soon as possible with the CST number or the serial numbers on the claim. |

# 15 KWIKCOMFORT FINANCING

The Rheem® *KwikComfort® Financing* suite of programs is designed to help you increase sales by making it even easier for your customers to get their new Rheem heating or cooling system.

Three different *KwikComfort Financing* programs are available: *Residential KwikComfort Financing*—via Synchrony Bank, Residential *KwikComfort Second Look Financing*—via Fortiva™ Retail Credit and Commercial *KwikComfort Financing*—via Fernwood Capital™ & Leasing.

## CONTRACTOR ENROLLMENT TO OFFER *RESIDENTIAL KWIKCOMFORT FINANCING*

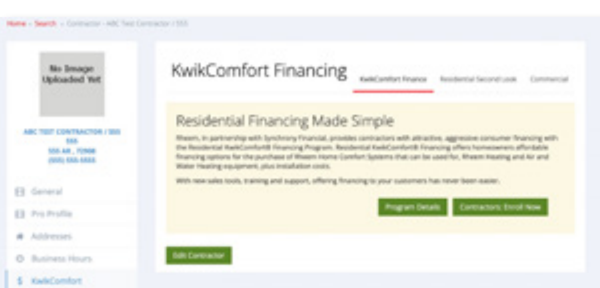
For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

To begin the enrollment process, there are 2 options to choose from.

**A.** Click on Marketing from the top navigation menu and then select Financing. On the left-hand side make sure you are on the "Residential Financing" tab. From that page select the green "Contractors: Enroll Now" button, which will direct you to the *KwikComfort Financing* Contractor Enrollment Wizard.


## OR YOU CAN . . .

**B.** Go to your Company Profile and locate the "*KwikComfort*" Tab on the left-hand menu and from that page select the green "Contractors: Enroll Now" button, which will direct you to the *KwikComfort Financing* Contractor Enrollment Wizard.

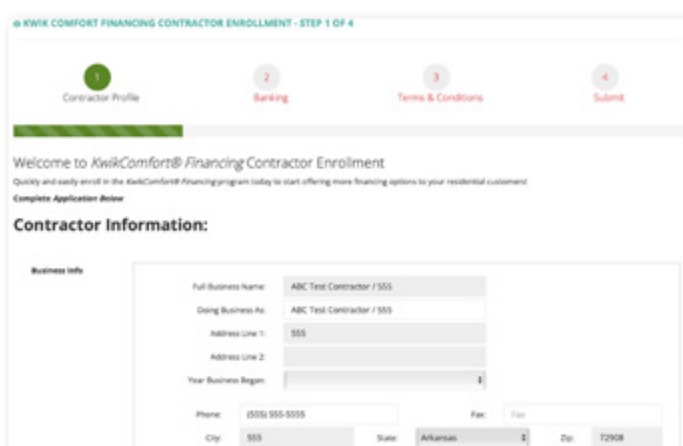


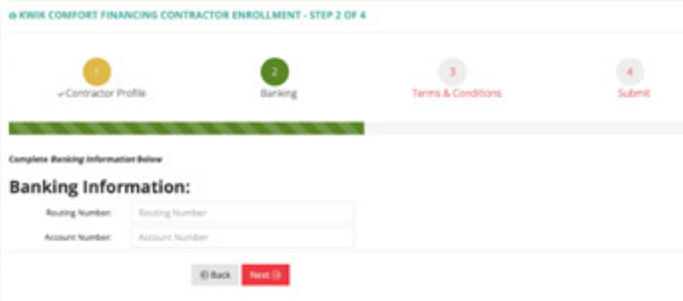

## Step 1 Contractor Profile

Fill out all required fields such as:

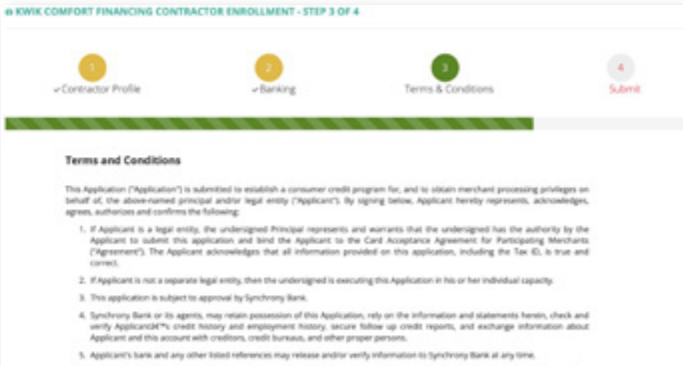
- Business Name
- Business Address
- Year Business Began
- Principal SSN
- Federal Tax ID
- Revenue

IMPORTANT: If any non-editable information (shaded in gray) is incorrect (except for the principal information), please contact help@myrheem.com. This information must first be corrected on your company profile.





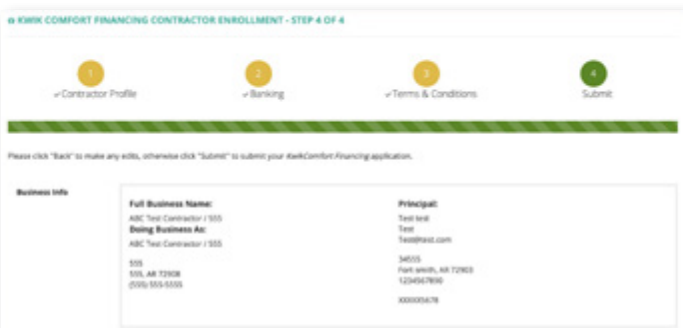

## Step 2 **Banking Information**

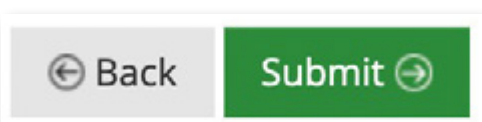



## Step 3 **Terms and Conditions**

Carefully read and agree to the terms and conditions.

## Step 4 **Submit**




Review your information. Click “Back” to make any edits, otherwise click “Submit” to submit your *KwikComfort Financing* application.

To check on the status of your application, visit the “*KwikComfort*” tab in your Company Profile at any time.

If you already applied and are approved to offer *Residential KwikComfort Financing* and it is not reflected on your account, please submit a ticket to the Help Desk at help@ myrheem.com and they will be able to assist in adding it to your account.

# 17 ProClub

ProClub lets you earn points for training, eligible equipment purchases and certain program participation—then exchange them for valuable rewards. This 100% online program makes equipment registration, earned points tracking and redeeming rewards easy and convenient.

## HOW TO FILE YOUR PROCLUB CLAIM

For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

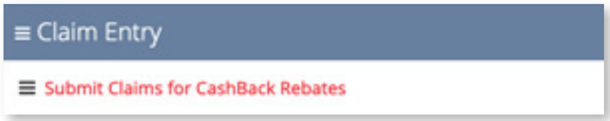
There are 2 options to ways you can file your ProClub Claim.

**A:** Log into your My.Rheem account, select Marketing > Programs > Pro Partner > ProClub Points portal.

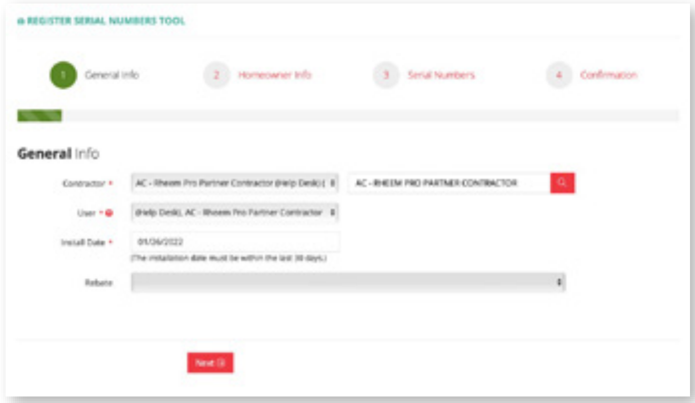

Once you've reached the ProClub portal within MyRheem, select "File For ProClub Points with CST".

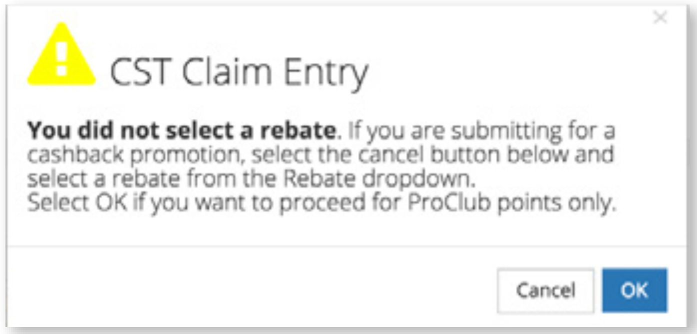

## OR YOU CAN . . .

**B:** In My.Rheem navigate to Marketing > Tools > CST Dashboard > Claim Entry > click on Submit Claims for CashBack Rebates to start your submission.




Step 1 Once you have clicked on ***Submit Claims***, proceed to select your company, which user account you would like these points to save under and the install date.

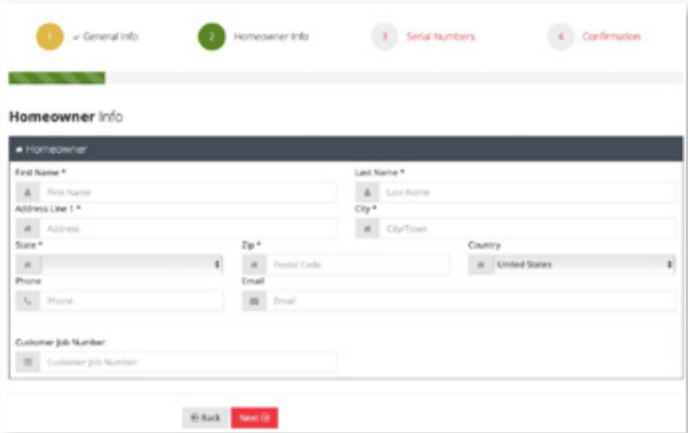


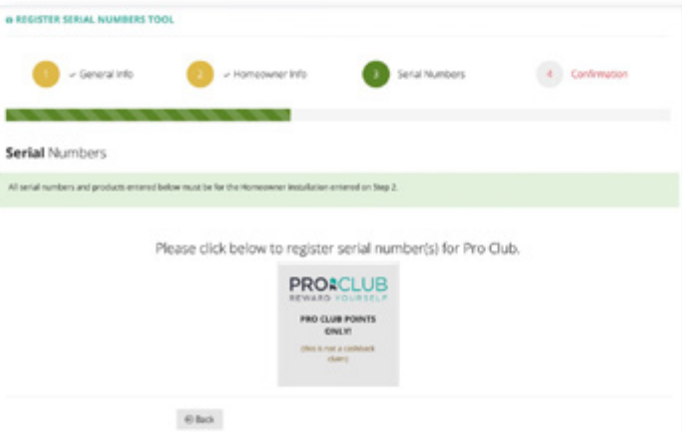

**NOTE:** You can submit equipment for points and cashback rebates simultaneously during a CashBack promotion. You can also submit equipment for ProClub points only year-round. A warning will, by default, appear alerting you that you are continuing to submit these serial numbers for ProClub points only. Click OK to proceed.

Step 2 Enter the homeowner's information.

**NOTE:** The phone number and e-mail address fields are not required.

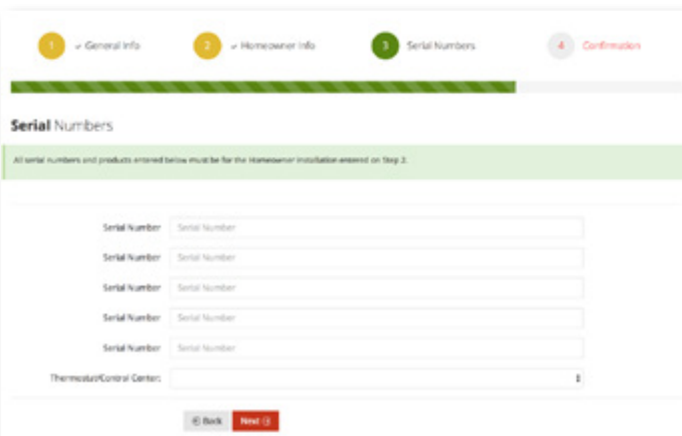



Step 3 After entering the homeowner's information, select to confirm the claim is for ProClub Points only.




Step 4 Enter the serial number(s) of your eligible products to collect your points.

To confirm if a model qualifies, review the ProClub Eligible Products page in the ProClub portal.

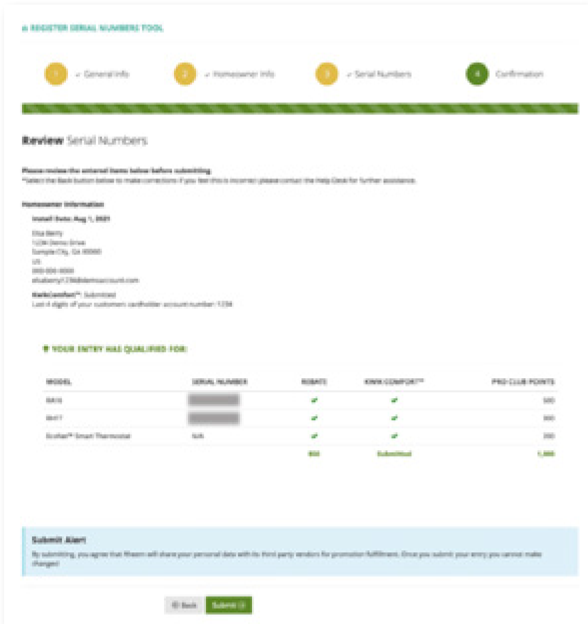



Step 5 You will be given the chance to review your claim entry and make sure that everything you have entered is correct.

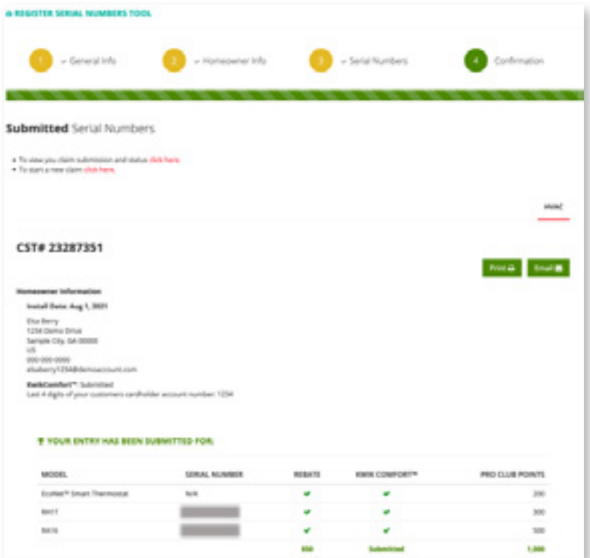
If you need to change anything you can use the "Back" button to return to a previous step that you need to make an adjustment on.

**ALL CLAIMS SUBMISSIONS ARE FINAL.**

Select the Submit button once you have confirmed the entry is correct.




Step 6 Once you submit your claim the page will reload with a CST # used to reference the submitted claim. You also have the option to either print the claim or send the claim confirmation page to an existing user on your contractor's account.

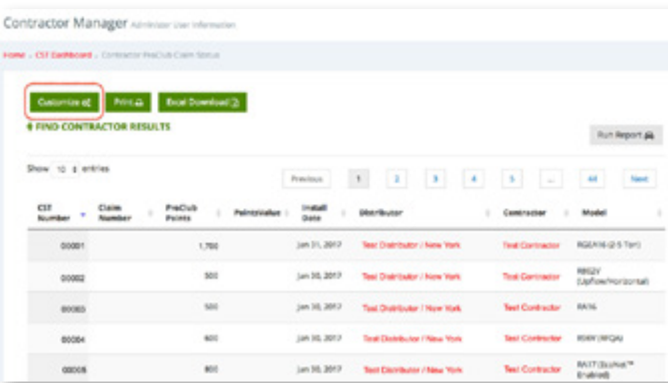


# HOW TO EXPORT AND REVIEW YOUR PROCLUB REPORT

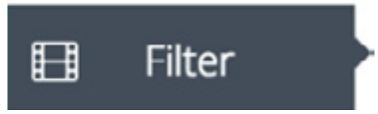
The ProClub Report shows all claims that received ProClub Rewards.

To export an Excel spreadsheet of your ProClub Report, navigate to Marketing > Tools > CST Dashboard. Under Reports, click on ProClub.


To search and customize your report, select the Customize button.




Use the Filter tab to assist in searching for specific data and use the Columns tab to customize the data that you want displayed on your final report.

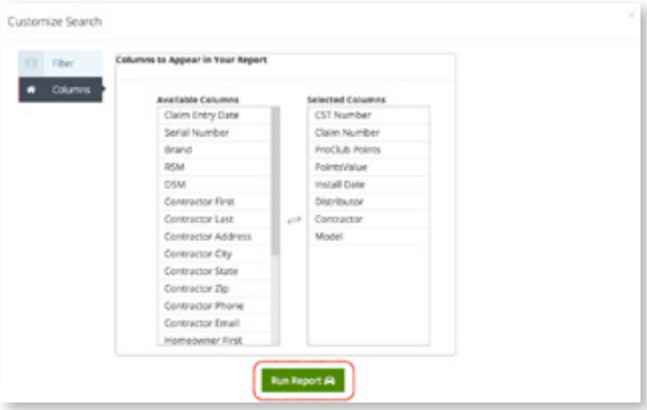


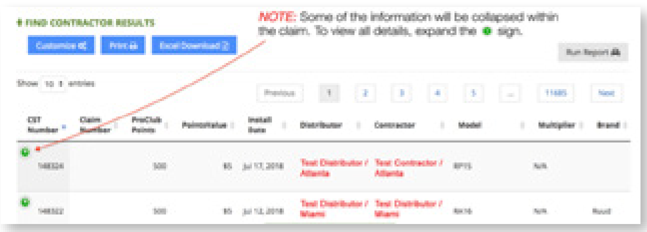

Under the Filter tab of the customize tool, you can search for claims by:

- Company Name
- Contractor's State
- Claim Entry Begin & End Dates
- Install Begin & End Dates
- Job Number

## Columns

Under the Columns tab of the customize tool, you can add and remove information for your ProClub Report. Click the information you'd like to add from the left (Available Columns) and it will move to the right (Selected Columns). To remove information, click information from the right column and it will move to the left column. Once you have all the information you would like to include in your report, under "Selected Columns", click the Run Report button.




If you would like to print this report, click:

**Print**

If you would like to export this file as an Excel download, click:

**Excel Download**

A loading bar will appear as your report is generating. Once your file is ready to download, the following message will appear:

> **Info!** Your Excel file is now available for download by clicking here
> - This document will expire in 5 minutes.

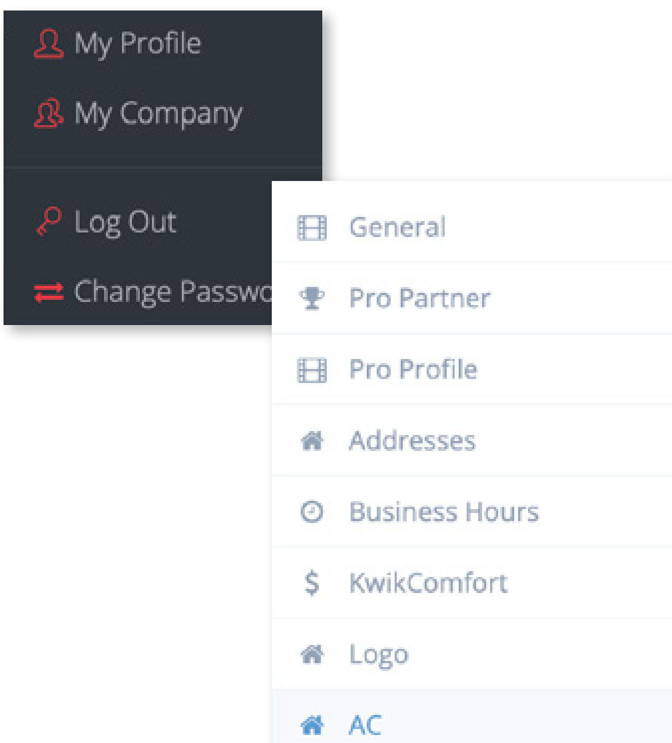
# 21 Rheem Online Booking

"Book Now" on Rheem.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 Rheem.com

## HOW TO SET UP RHEEM ONLINE BOOKING

Rheem® Online Booking is automatically added to your Pro Partner dealer locator listing once becoming a Pro Partner. However, you must enter and select the correct users / emails to receive the leads sent to you via the Rheem Online Booking tool. Below outlines the steps to complete. For more information regarding this benefit, see the Pro Partner Online Booking portal available in My.Rheem.com under Marketing > Programs > Pro Partner > Online Booking. For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

Step 1 Go to your Company Profile (My Company) in My.Rheem.com and locate the AC tab on the left-hand menu. Navigate to the Contractor locator section.

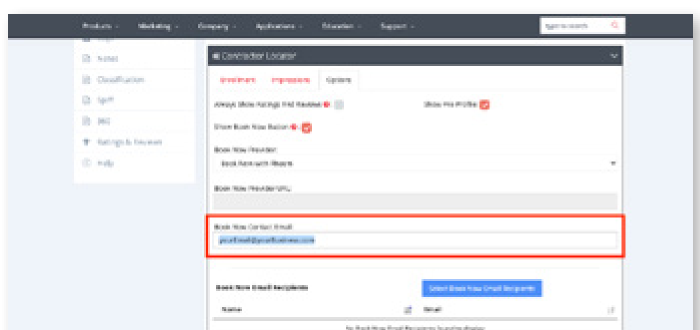



Step 2 Select "Edit Contractor" in the AC tab. This will allow you to enter the required information.


Step 3 Confirm your email in the AC tab. This will allow you to enter the required information.

**CONFIRM YOUR EMAIL:**

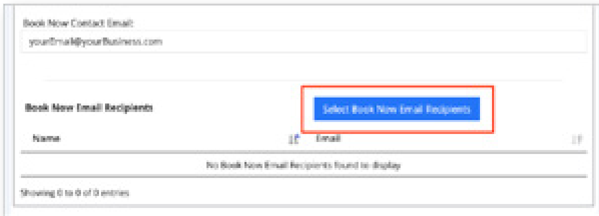
enter the email address you'd like to receive your leads in via the "Book Now Contact Email" input field in MyRheem.



**OR**

**ALTERNATIVELY, YOU CAN ALSO CHOOSE YOUR LEAD RECIPIENTS:**

- Click or tap the blue, “Select Book Now Email Recipients” to choose one or more MyRheem users in your organization who should receive your leads.




Step 4 Select save in the Contractor locator section.


**NOTE:** If no email is entered or specific users identified, the lead emails default to the primary contact on your MyRheem profile. If no primary contact is noted on the account, then ALL users on the account receive the lead emails.

23

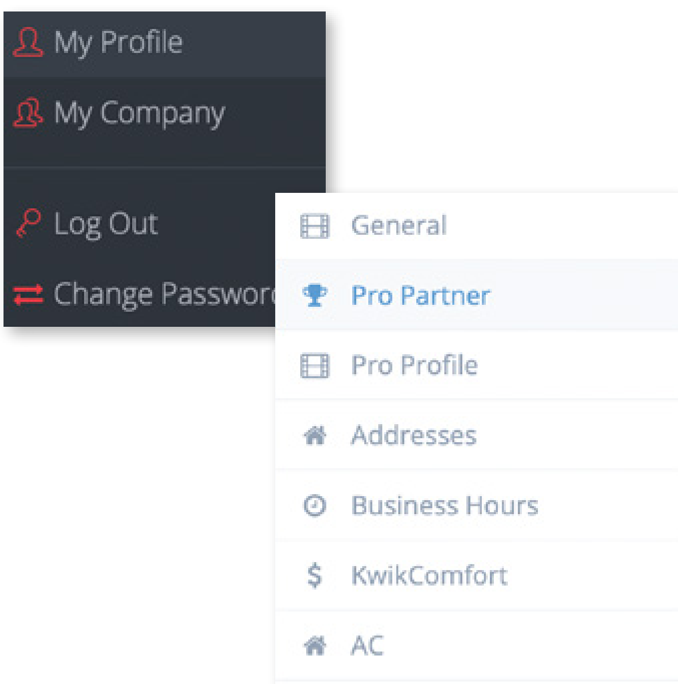
# Pro Partner Social Media Program

The Pro Partner™ Social Media Program is a program benefit that gives Pro Partners access to customizable social media content engineered with the homeowner in mind. You have access to: content you can post on Facebook, Instagram and X (formerly Twitter)—with five posts a month, Social Horsepower, a social-media management tool, and quarterly webinars and newsletters.

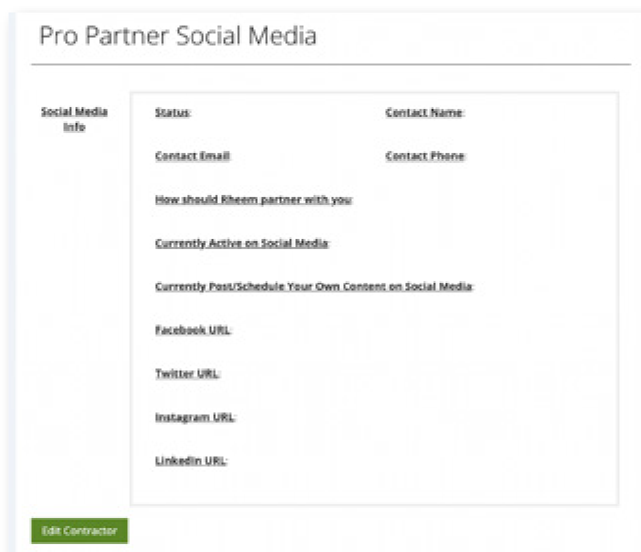
## HOW TO SIGN UP FOR THE PRO PARTNER SOCIAL MEDIA PROGRAM

To sign up and gain access to the **Pro Partner Social Media Program**, Pro Partners must request admission within My.Rheem.com. Below outlines how to request an account and important details about the program. For more information regarding this program, see the Pro Partner Social Media Program portal available in My.Rheem.com under Marketing > Programs > Pro Partner > Pro Partner Social Media Program. For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

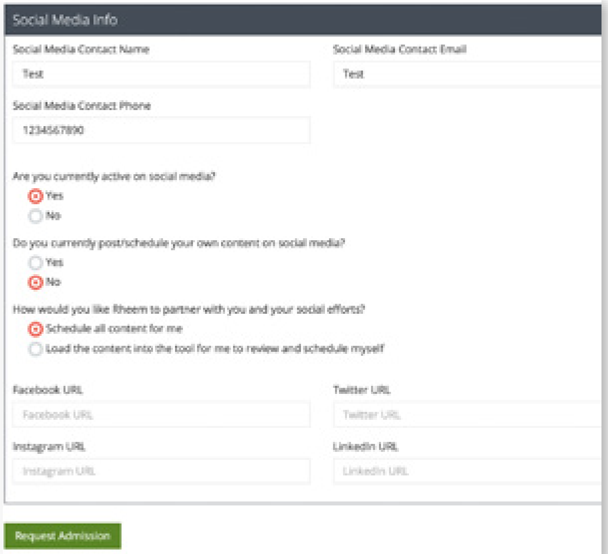
Step 1 To request admission, go to your Company Profile (My Company) in My.Rheem.com and locate the Pro Partner tab on the left-hand menu. Navigate to the Social Media Info section.




Step 2 Select "Edit Contractor" in the Pro Partner tab. This will allow you to enter the required information to request admission.




Step 3 Enter information for all fields displayed. Designate one individual at the company to oversee the Pro Partner Social Media Program.

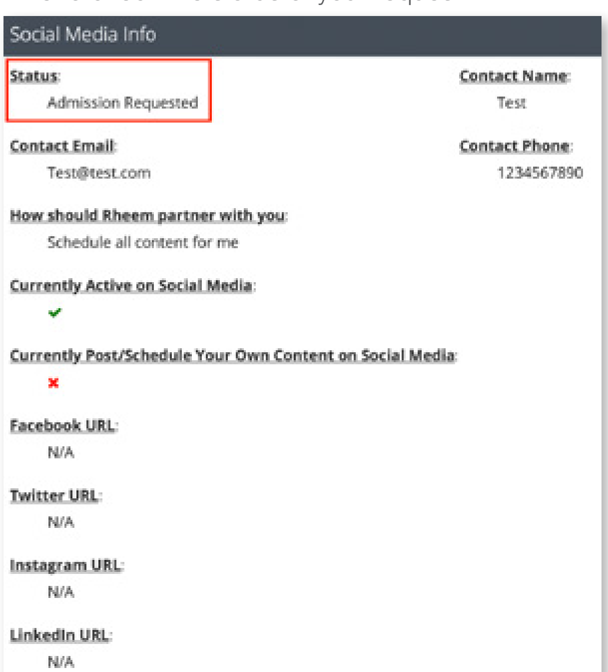



**NOTE:** The individual and email entered for the Pro Partner Social Media Program will receive all communications and emails regarding the Pro Partner Social Media Program.

Step 4 Once all account information is entered select "Request Admission".


Step 5 Allow up to 5 business days for your Admission into the program to be granted.

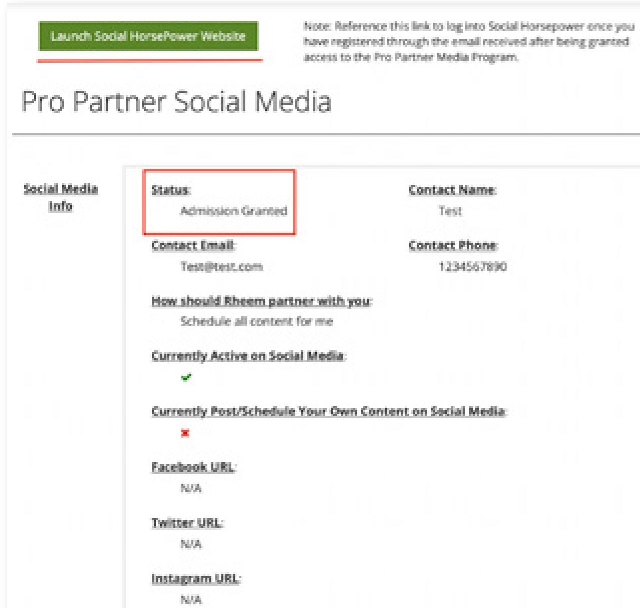
Step 6 You can return to your *Pro Partner* tab at any time to check the status of your request.




Step 7 Once admission has been granted, a special Pro Partner Social Media Program email will be sent to you to finalize your Social Horsepower account.

**NOTE:** The email entered for the social media contact will be who receives all communications and emails regarding the Pro Partner Social Media Program.

Step 8 Once you have registered your account through the email, you can reference a link available to you in your *Pro Partner* tab to access Social Horsepower at any time.




Step 9 Once you have accessed your Social Horsepower account you are ready to begin taking advantage of the Pro Partner Social Media Program.

Reference the Pro Partner Social Media Program portal available in My.Rheem.com under Marketing > Programs > Pro Partner > Program Details > Pro Partner Social Media Program for more details on how to utilize the program.

# 25 Rheem Ratings & Reviews

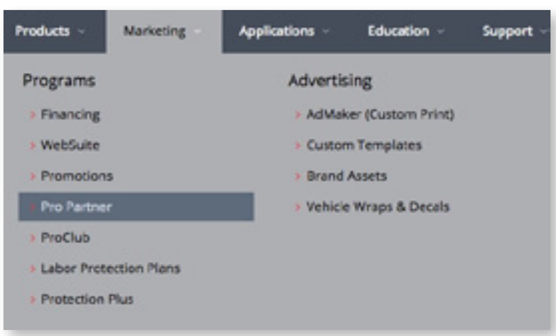
From the Rheem® Ratings & Reviews page, as a Pro Partner, you can view and respond to your reviews, send review requests to your customers, add reviews to your website, and view helpful program information, guides and review response tips.

## HOW TO ACCESS RHEEM RATINGS & REVIEWS

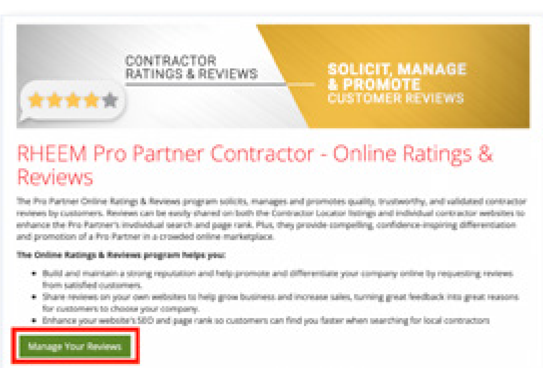
For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

Step 1 Log in to your MyRheem.com Account.

Step 2 Go to the **Marketing** Tab and click on the **Pro Partner** page link.

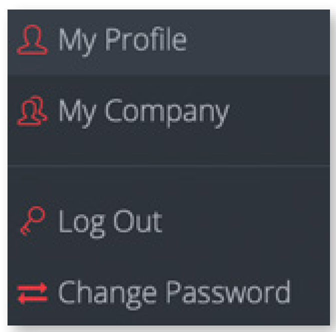



Step 3 Click on the **Ratings & Reviews** tab. There you will see a "**Manage Your Review**" button. This will take you to your Company Profile (My Company).

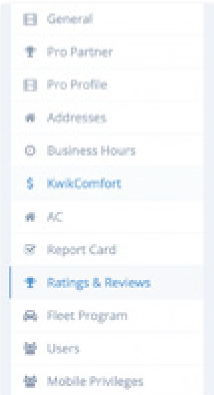



## OR YOU CAN . . .

Go directly to your Company Profile (My Company) in My.Rheem.com.

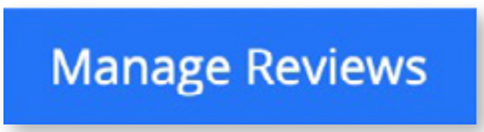


Step 4 Locate and select the **Ratings & Reviews** tab on the left-hand menu.




Step 5 On the **Ratings & Reviews** page reviews will be displayed based on the year selected in the dropdown. Here you can just read your reviews.


Step 6 Select "Manage Reviews" to respond and interact with your reviews.




## GENERAL TAB

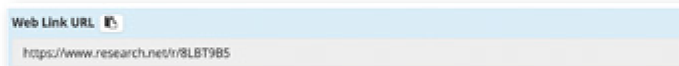
View easy-to-read graphs and quick stats on review performance. You can quickly access your listing on the locator as well as link directly to exportable reports right from this page.


## COLLECT REVIEWS TAB

Using a Web Link is the fastest and most versatile way to distribute your survey and collect responses.

Copy the survey link displayed on the Collect Reviews page. This link can be sent via email to respondents using your own email client, printed on a newsletter and more!

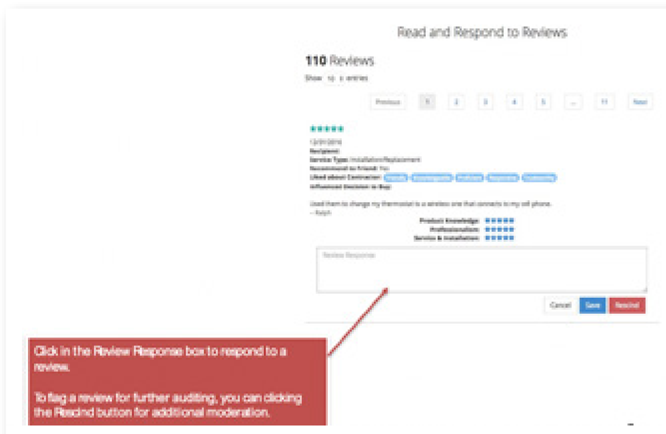
**NOTE:** Your Web Link Collector URL is a public link, meaning that anyone who has it will be able to access your survey and complete it.




## READ & RESPOND TAB

Respond directly to your customers' reviews in the Read & Respond page. Once a customer submits a review, each review will go through moderation to ensure feedback is appropriate (e.g., no inappropriate language) and authentic (no spam).

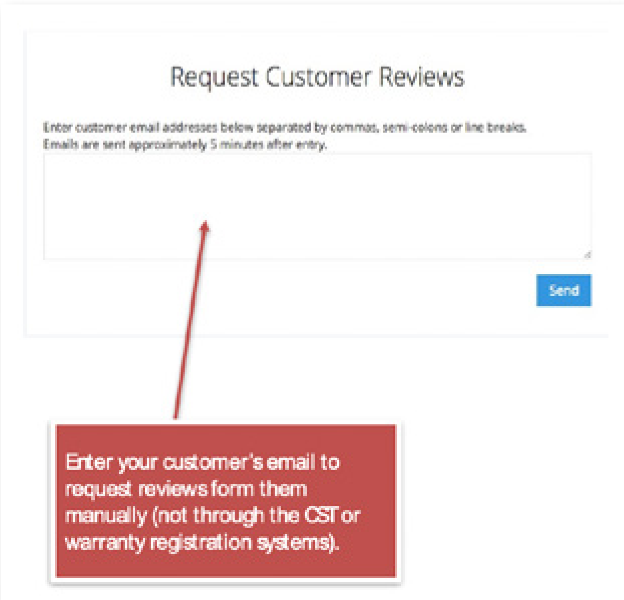
Once approved, a review will post online within 24-72 hours. You will be notified on My.Rheem.com and via email of approved reviews posted to your profile.



## REQUEST REVIEWS TAB

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

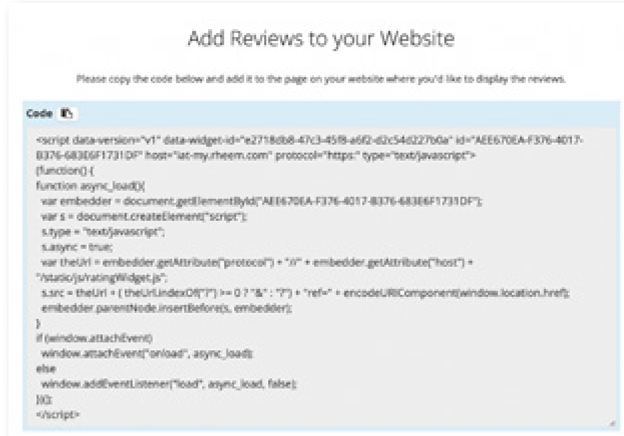
REMINDER: Pro Partners who participate in promotions have the ability to enter emails thorough the CST when submitting a claim, which will also send review request emails to homeowners. If an email entered in the CST is also entered into this manual Request Reviews area, the email request will not be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




## ADD REVIEWS ON YOUR SITE

Copy and paste the personalized HTML code on this page into your business website to display the reviews widget on your site where you'd like to display the reviews.

If you have a Rheem WebSuite™ website, the reviews will automatically be posted for you.



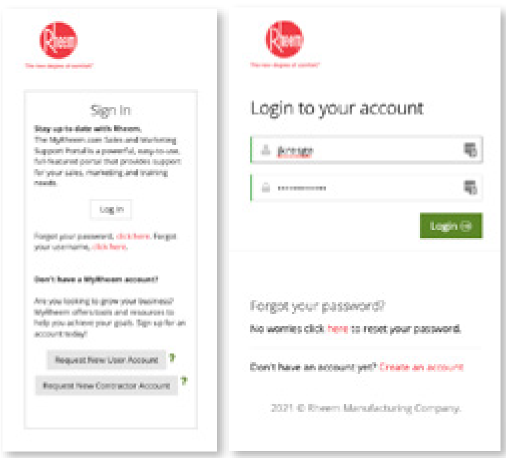
# 28 Rheem RepBooster

Monitor and maximize your online reputation with Rheem® RepBooster™. The program makes it easy to improve your online reputation with features such as one central dashboard, review monitoring, review notifications, simple review requests and the ability to respond to reviews directly from the dashboard.

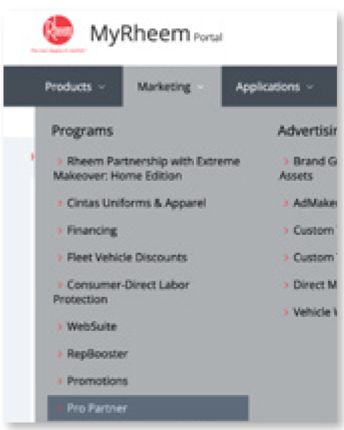
## HOW TO SIGN UP FOR RHEEM REPBOOSTER

For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

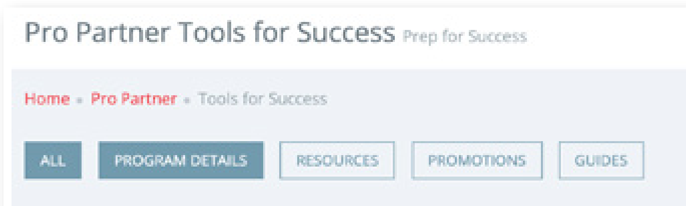
Step 1 Go to My.Rheem.com and log in.




Step 2 Find the Marketing Tab located at the top menu bar, underneath "Programs" select "ProPartner".

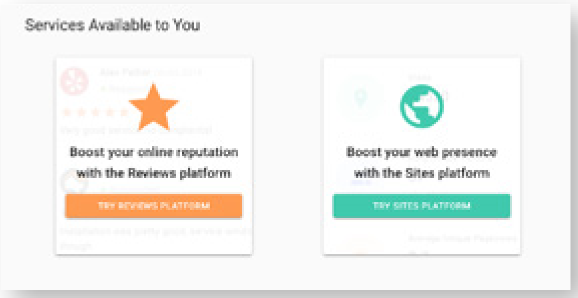



Step 3 Click on "Program Details" and scroll down to the option that reads "RepBooster" and click on "RepBooster".

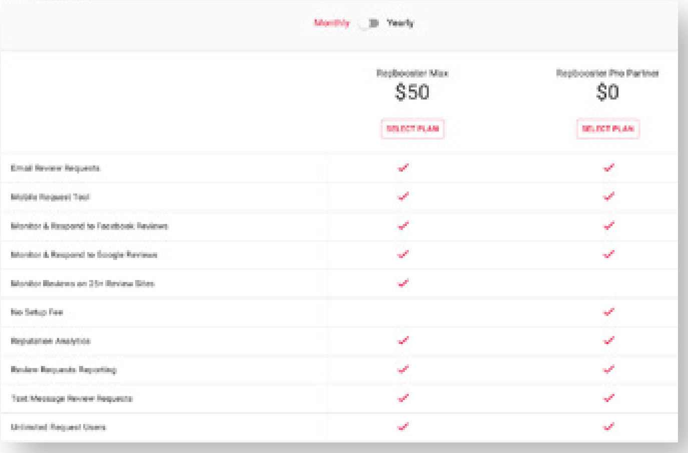



Step 4 Click on the login button to access RepBooster through the GoBoost platform. Simply sign in using the same login information used when logged into My.Rheem.com.

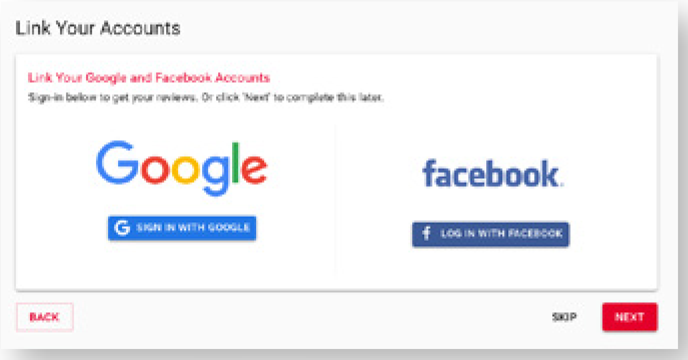

Step 5 Once you log in and connect to RepBooster through GoBoost, you will see a welcome screen. From here, you will have access to both RepBooster and WebSuite™ at all times moving forward once signed into the platform. Select "Try Reviews Platform" to begin the signup process for RepBooster.



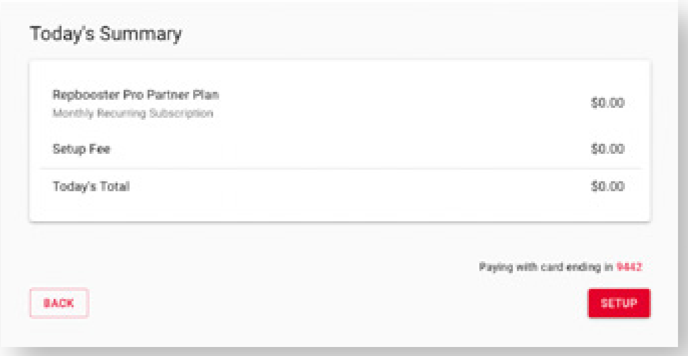

Step 6 Select the plan that you wish to have. The RepBooster Pro Partner plan is completely free to Pro Partners and connects reviews on both Facebook and Google Business accounts!




Step 7 You will be prompted next to link your Google and Facebook business accounts. You can log in later at any time to do this as well.




Step 8 Click on "Setup" and finish the RepBooster signup process! When using RepBooster, you can send review requests to customers, respond to reviews and embed your reviews anywhere. The best part about RepBooster is that both Google and Facebook reviews can be managed directly from the GoBoost platform, while still appearing on Google and Facebook simultaneously.



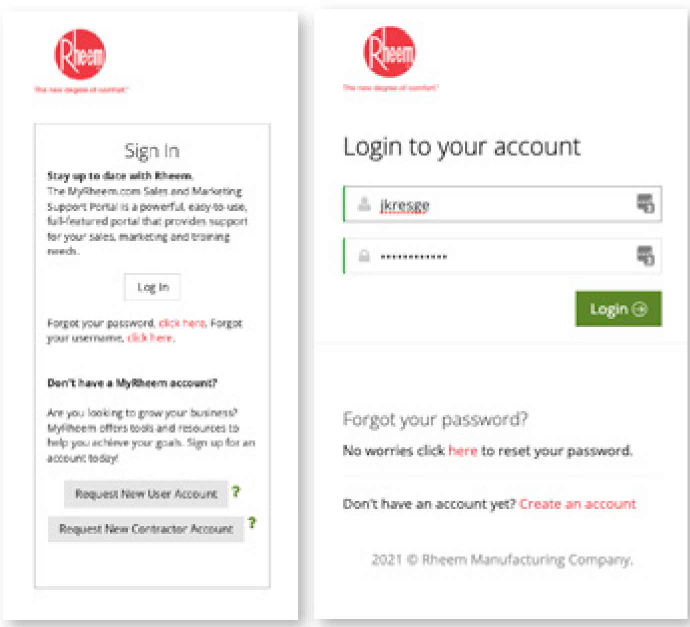
# 30 Rheem WebSuite

Web-savvy customers search online for everything, including contractors. Whether you're upgrading or just getting started, Rheem® WebSuite™ makes it easier and more affordable to enjoy a successful and profitable presence on the web. The Base Package of the Rheem WebSuite Program is offered to Pro Partners at no cost. Choose from two responsive website designs, including customizable copy, colors and images to fit the company's branding.

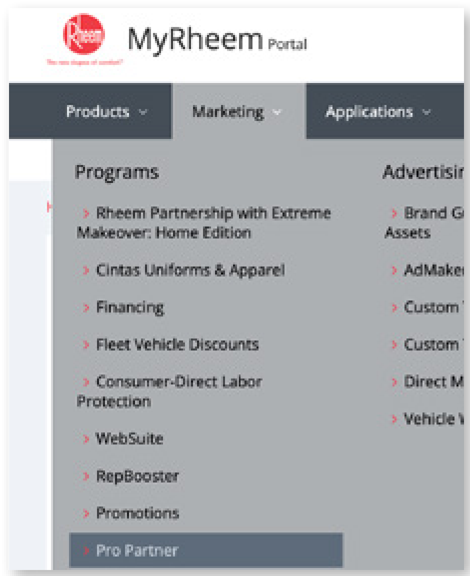
## HOW TO SIGN UP FOR RHEEM WEBSUITE

For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

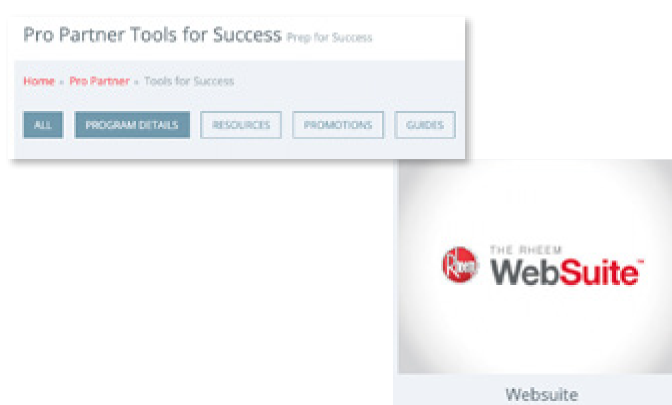
Step 1 Go to My.Rheem.com and log in.



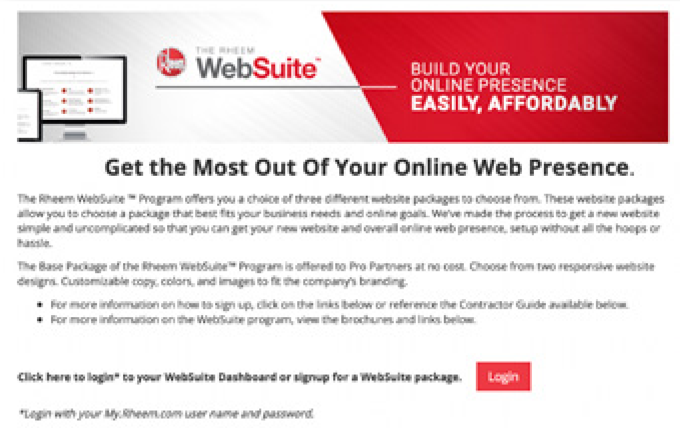

Step 2 Find the Marketing Tab located at the top menu bar, underneath "Programs" select "Pro Partner".



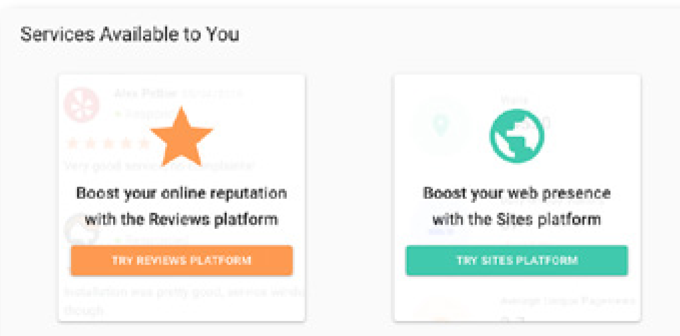

Step 3 Click on "Program Details" and scroll down to the option that reads "WebSuite"—click on "WebSuite".



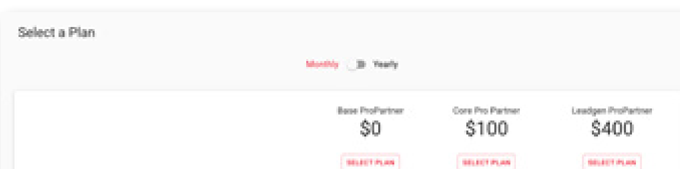
Step 4 On this page, there is a login button that you can use to access WebSuite™ through the GoBoost platform. Simply click on it, and sign in using the same login information used when logged into My.Rheem.com.




Step 5 Once you log in and connect to WebSuite through GoBoost, you will see a welcome screen. From here, you will have access to both RepBooster™ and WebSuite at all times moving forward once signed into the platform. Select "Try Sites Platform" to begin the signup process for WebSuite.

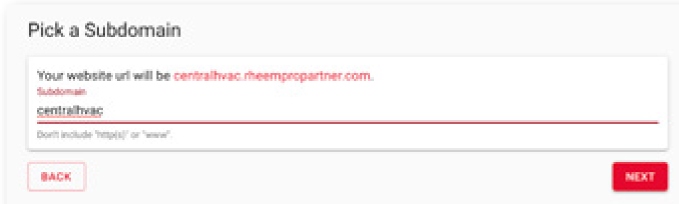



Step 6 From here, you will need to select the plan that you wish to have. The Base plan is offered completely free to Pro Partners!



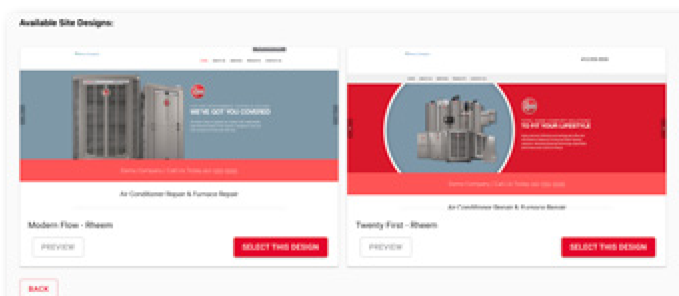

Step 7 Click Next, and have your domain information ready for this next part. You can choose the name that you want your website to have here:

- A domain name is the unique identifier of your website and is the name that consumers will type into their web browser in order to find your website. An example of a domain would be centralhvac.com; the url is the full string of letters including http, www, and anything after the .com that a specific webpage might have such as http://www.centralhvac.com/services/hvac/unit10

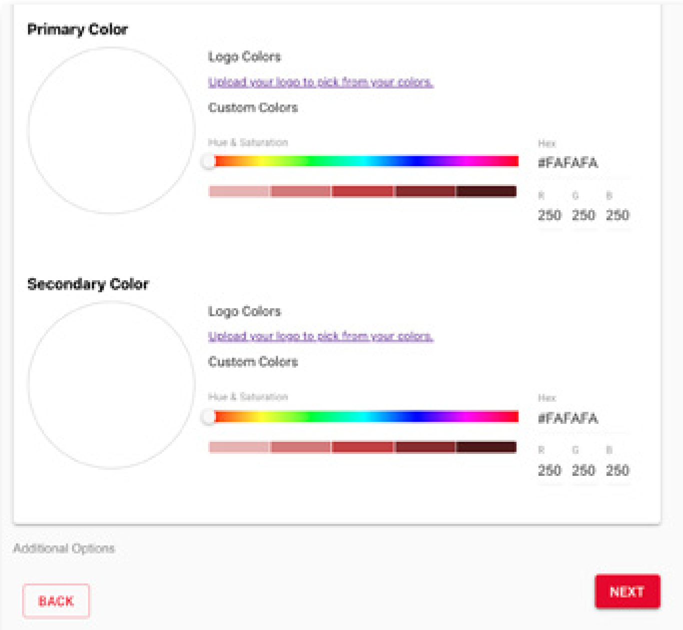



Step 8 You will be asked to upload your logo, so make sure you have access to this. If you don't have your logo on hand at the moment, that is okay. You can log in later and upload it as well.

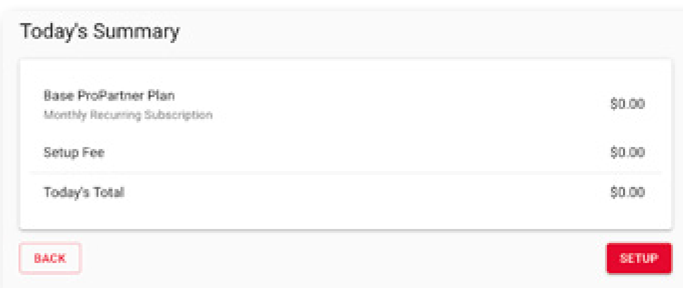

Step 9 You are ready now to choose your website's design! The differences lie in the layouts and feel of the websites. Select what is appealing to you.



Step 10 Once you have selected your website's design, all that's next is to choose your color scheme—we recommend selecting colors here that match your logo and brand.




Step 11 Lastly, hit "Setup" and you are ready to go! That's how quick and easy it is to get a website as a Pro Partner.



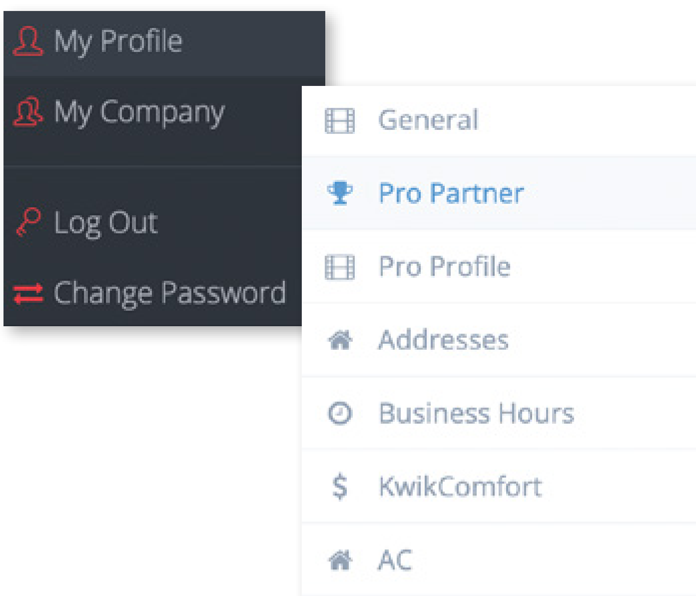
# 34 Pro Partner Recruitment Support Program

To make it easier to find eager, dependable employees, Rheem® has partnered with MilitaryHire, your resource for finding talent from the US Military. MilitaryHire's mission is to connect 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 Recruitment Support program, you will receive one recruiter account, up to 10 job postings, up to 600 resume views per month and up to 10 automated Resume Search agents.

## HOW TO SIGN UP FOR THE PRO PARTNER RECRUITMENT SUPPORT PROGRAM POWERED BY MILITARYHIRE

To sign up and gain access to the Pro Partner Recruitment Support Program Powered by Military Hire, Pro Partners must create an account with MilitaryHire within My.Rheem.com. Below outlines how to create an account and important details about the program. For more information regarding this program, see the Pro Partner Recruitment Support Program portal available in My.Rheem.com under Marketing > Programs > Pro Partner > Pro Partner Recruitment Support Program. For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

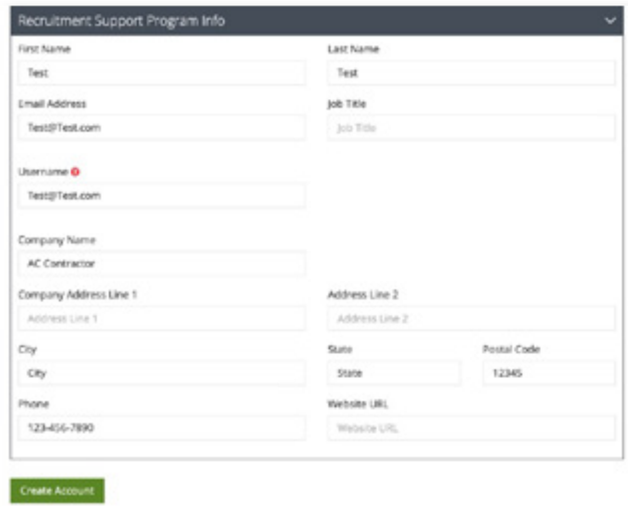
Step 1 To create an account, go to your Company Profile (My Company) in My.Rheem.com and locate the **Pro Partner** tab on the left-hand menu. Navigate to the Recruitment Support Program Info section.




Step 2 Select "Edit Contractor" in the **Pro Partner** tab. This will allow you to enter the required information to create an account.


Step 3 Enter information for all fields displayed. Designate one individual at the company to oversee the Recruitment Support Program.

**NOTE:** The individual and email entered for the Recruitment Support Program will receive all communications and emails regarding the Recruitment Support Program.




Step 4 Once all account information is entered select "Create Account".


Step 5 Allow up to 5 business days for your account to be finalized and to receive an email to access your account with MilitaryHire.

Step 6 The email to access your account will come from help@militaryhire.com. The subject line will read "Your MilitaryHire Login Information".

*If you experience issues with accessing your MilitaryHire account, please email help@militaryhire.com*

Step 7 Once you have accessed your MilitaryHire account you are ready to begin posting your job listing and using the resources available to you through MilitaryHire.com.

Reference the *MilitaryHire Training and Tips* document available in My.Rheem.com under Marketing > Programs > Pro Partner > Pro Partner Recruitment Support Program for more details on how to utilize the MilitaryHire system.


Recruitment Support Program

# 35 Pro Profile

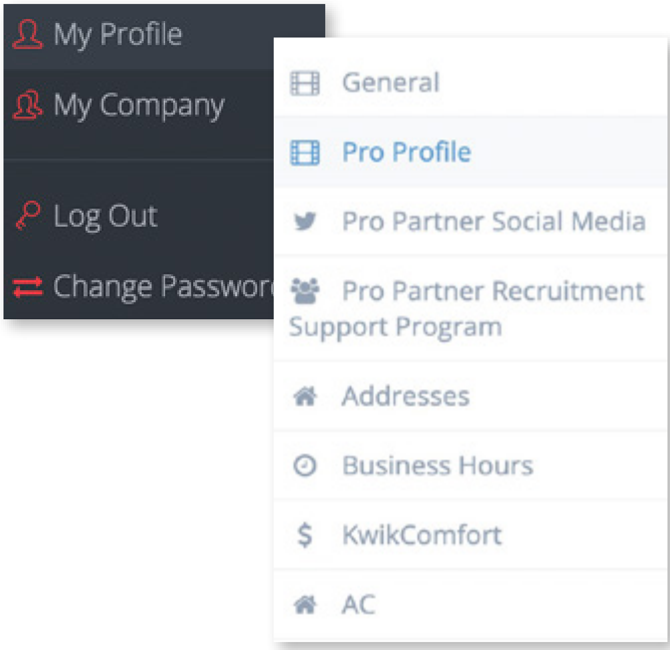
Pro Partners have their very own fully customizable web page on Rheem.com, called Pro Profile. You can customize your Pro Profile page by adding your office hours, photos, and even videos of your team and their latest product installs, social profile links, company tagline and much more.

## HOW TO SET UP YOUR PRO PROFILE

Below outlines how to set up your Pro Profile within My.Rheem.com. For more information regarding this benefit, see the Pro Profile portal available in My.Rheem.com under Marketing > Programs > Pro Partner > Pro Profile Page. For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

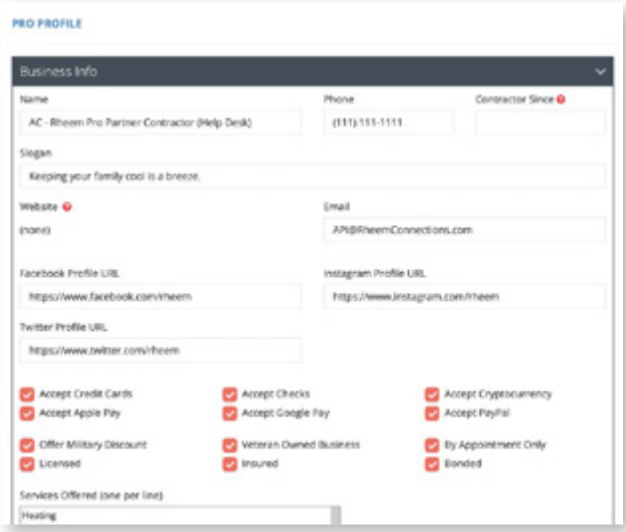
When initially setting up your Pro Profile or making updates to information please allow 24 hours for your updates to be reflected on Rheem.com.

Step 1 To set up your Pro Profile, go to your Company Profile (My Company) in My.Rheem.com and locate the **Pro Profile** tab on the left-hand menu.




Step 2 Select "Edit Contractor" in the **Pro Profile** tab. This will allow you to enter your business information to be displayed.

Step 3 Enter as much or as little information as you would like. This page is customizable to you and your business.




Step 4 Once all your business information is entered, select “Save”.


Step 5 Allow 24 hours for your Pro Profile to reflect your business information on Rheem.com.

Step 6 You can return to the **Pro Profile** tab at any time to update or change your information.

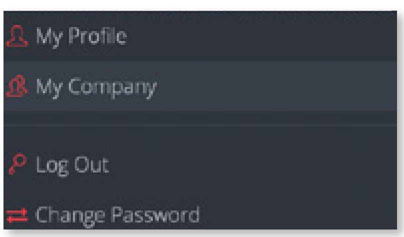
# 37 Pro Partner Training Program

Rheem® offers tailored, comprehensive training solutions, both online and in-person, covering all the topics you need to run a successful HVAC business. Online technical training modules are available through Interplay Learning—giving Pro Partners access to a full catalog of industry-leading training remotely, and on your own time. Rheem has curated Graduate Studies Courses and provides access to our Innovation Learning Centers which offer hands-on training—all with their Pro Partners in mind.

## PRO PARTNER INTERPLAY LEARNING: HOW TO SIGN UP FOR YOUR FIVE PRO PARTNER INTERPLAY LICENSES

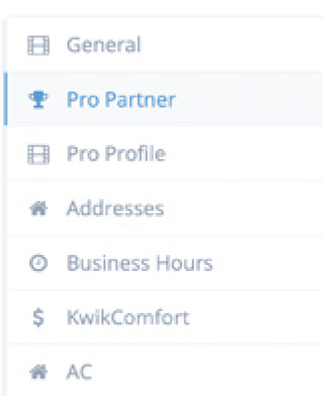
Contractors enrolled in the Pro Partner™ program receive five Interplay passes as part of their Pro Partner benefits. Below is a breakdown of the process to delegate the five passes to users on your account. If you are unable to select users, please contact the Help Desk at help@myrheem.com for assistance.

Step 1 Log into My.Rheem.com and go to your "Contractor Profile" located at the top right-hand corner of My.Rheem.

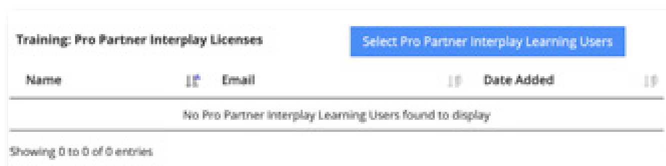



Step 2 Confirm that your company is enrolled in the Pro Partner Program.

Step 3 Select the **"Pro Partner"** tab found on the tool bar on the left-hand side of your "Contractor Profile". Navigate to the Interplay section.




Step 4 Verify there is a button to "Select Pro Partner Interplay Learning Users".




Step 5 Press the "Select Pro Partner Interplay Learning Users" button.


Step 6 Select up to five users to receive the Interplay licenses and then "Submit".

Step 7 Verify the Interplay License table in the Pro Partner section is updated with the users selected in the previous step.

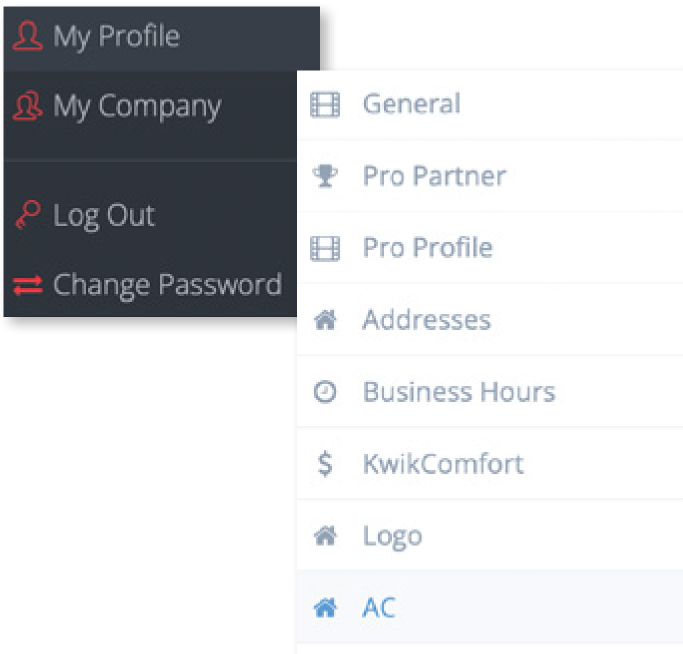
Please allow 1 business day for your Interplay licenses to become active.

**NOTE:** To update or change a license to a different user you must contact the Help Desk at help@myrheem.com.

# ADDING YOUR NATE CERTIFICATION TO MYRHEEM AND THE DEALER LOCATOR

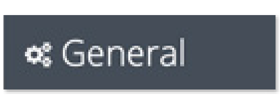
Below outlines how to add the NATE logo to your Dealer Locator listing. This can help increase your Dealer Locator ranking by adding an additional certification to your listing. For questions or issues, reach out to help@myrheem.com or to your Rheem Sales Representative.

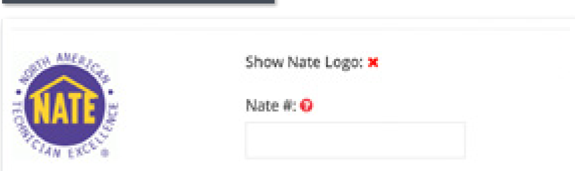
Step 1 Go to your Company Profile (My Company) in My.Rheem.com and locate the **"AC"** tab on the left-hand menu.




Step 2 Select "Edit Contractor" in the **"AC"** tab. This will allow you to begin the process of validating your NATE certification number.


Step 3 Go to the General section in the **"AC"** tab and locate the NATE logo at the bottom of the section.

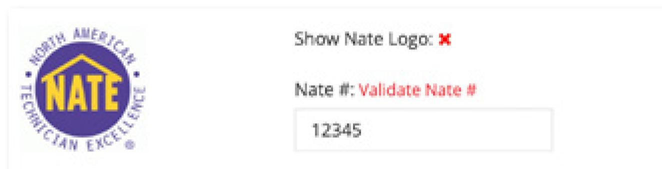


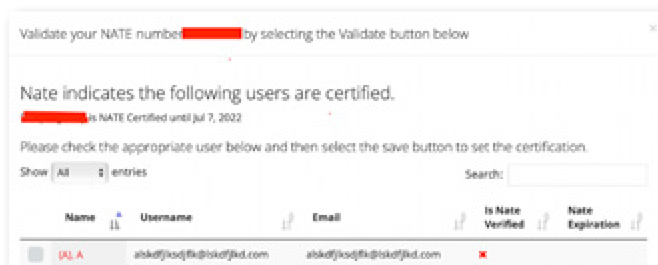

Step 4 Enter your NATE number in the open text field below "NATE#:"


Step 5 Select "Save" at the bottom of the page.


Step 6 Go back to the **General** section in the **"AC"** tab and locate the NATE logo at the bottom of the section where you entered your NATE number. Select "Validate NATE #" now displayed next to "NATE #".

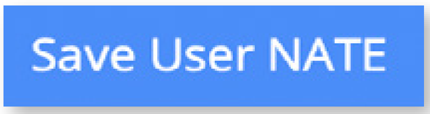



Step 7 A popup screen will appear displaying a list of all users on the account.



Step 8 Select the box next to the user that has the "Is NATE Verified" green checkmark next to their name and email.


Step 9 In the final step to complete the process, select the "Save User NATE" button on the bottom of the screen.




*Allow up to 24 hours for your NATE certification badge to display on your Dealer Locator listing on Rheem.com.

RHEEM MANUFACTURING
5600 Old Greenwood Rd
Fort Smith, AR 72908
My.Rheem.com



Form No. M11-1087 • 10/23