

T H E R H E E M<sup>®</sup>

# PRO PARTNER<sup>™</sup>

P R O G R A M

## 2024

GET PRO POWERED

A COLLECTION OF TOOLS THAT CAN UNLOCK  
REWARDS AND HELP GROW YOUR BUSINESS

Visit [My.Rheem.com](https://www.MyRheem.com) > **Marketing > Programs > Pro Partner** or ask your Rheem distributor for details.



High Efficiency Heat Pump

EcoNet<sup>™</sup> Enabled



**PRO**  
PARTNER<sup>™</sup>

# EXPERIENCE THE **POWER** OF PRO PARTNERSHIP

The Rheem® Pro Partner™ Program recognizes and rewards HVAC contractors like you for your superior dedication to the sale, installation and servicing of our products. Built on contractor feedback and a philosophy of mutual success, this program seeks to provide the best contractor loyalty experience in the industry driven by:

- **Product Innovation:** The Pro Partner Program gives contractors insider access to Rheem's full line of award-winning products—available with a wide range of features to suit every need and lifestyle
- **Program Advancements:** The Pro Partner Program features a vast array of resources that can help support and grow your business
- **Partnership Approach:** The Pro Partner Program is responsive and feedback-driven to ensure a mutually beneficial relationship and to forge a deeper partnership between you and Rheem



Based on business size and participation levels in promotions and programs, Pro Partners can realize over \$40,000 of value from the program. **Online Ratings & Reviews**, seasonal **CashBack** and **Residential KwikComfort® Financing** promotions, **Digital Brand Advertising** and **ProClub Rewards** are just some of the exclusive benefits that provide ROI to Pro Partners.



**PROCLUB**  
REWARD YOURSELF



**CashBack**

# THE **BENEFITS** OF GETTING PRO POWERED



## CONSUMER EXPERIENCE

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



## TRAINING

- **Tailored Training** – Rheem offers comprehensive training solutions, both online and in-person, covering all the topics you need to run a successful HVAC business
- **Online Technical Training** – Modules by Interplay Learning, give you access to a full catalog of industry-leading training remotely and on your own time
- **Graduate Studies Courses** – Rheem curated these business-related courses with you in mind
- **Premier Learning Facilities** – Our Innovation Learning Centers provide intensive, hands-on training that helps Pro Partners boost their business



## CONTRACTOR INCENTIVES

- **Exclusive Rheem-administered Promotions** – Extended CashBack promotion timeframes and exclusive *Residential KwikComfort® Financing* promotions. Best of all, Pro Partners can combine these rebates for even stronger purchase incentives
- **ProClub Rewards** – This valuable benefit makes it easy to quickly redeem the points you earn on eligible equipment purchases



## MARKETING & BUSINESS SUPPORT





- **Rheem-generated Leads** – Rheem provides a number of exclusive opportunities to promote Pro Partners online
- **Professional, Customized Digital Brand Advertising** – Several options are available and can be targeted by region / state
- **Priority Rheem.com Locator Listings** – By bringing Pro Partners to the top of the list, your customers can find you more easily
- **Pro Partner Social Media Program** – Rheem provides a social media management tool, along with ready-to-use Rheem-branded social media content for Pro Partners' Facebook, X (formerly Twitter) and Instagram social media pages
- **Exclusive Program Discounts and Promotions** – Pro Partners enjoy exclusive benefits from our vendor partners
- **Rheem RepBooster™** – Protecting and improving your online reputation is critical to your success, and RepBooster makes it easy
- **Recruitment Support Program** – In order to help Pro Partners with their recruitment efforts, Rheem has partnered with MilitaryHire



**PRO**  
PARTNER™

## **READY** TO GET PRO POWERED?

TO BE ELIGIBLE FOR A RHEEM® PRO PARTNER™ MEMBERSHIP, YOU MUST:

-  Maintain high-performing Rheem annual product sales, with annual purchases made up of at least 60% Rheem residential products\*
-  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 (this includes 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 Rheem distributor

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

IT'S TIME TO UPGRADE TO THE POWER OF PRO—**THE RHEEM PRO PARTNER PROGRAM.**  
**Learn more at [My.Rheem.com](http://My.Rheem.com) > Marketing > Programs > Pro Partner**  
**or ask your Rheem distributor.**

*In keeping with its policy of continuous progress & program improvement,  
Rheem reserves the right to make changes without notice.  
Not available in Canada.*