



PRO
PLUMBER™



PROGRAM GUIDE

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PROGRAM OVERVIEW

The ProPlumber™ Program

This Program Guide serves as the official guide to the ProPlumber™ 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 within your brand portal under Marketing > ProPlumber™.

For questions regarding the ProPlumber™ Program Guide, its use or contents, please contact your Plumber Business Support team.

Rheem®

Brand Portal: MyRheem.com

Plumber Business Support Contact: plumberbusinesssupport@rheem.com
or 1.866.339.2388

Consumer-facing Website: Rheem.com

PROPLUMBER™ PILLARS

PROPLUMBER™
PROGRAM:
DESIGNED
TO PROVIDE
UNRIVALED VALUE
IN FOUR KEY
AREAS



PARTNERSHIP

CREATE STRONGER RELATIONSHIPS WITH PLUMBERS TO HELP ACHIEVE YOUR BUSINESS GOALS

- **Enhanced Co-op Program** – Save up to 60% on your advertising costs
- **Fleet Vehicle Discounts** – Exclusive access to discounts on new vehicles to expand your fleet
- **Preferred Vendor Hub** – Gain exclusive access to valuable discounts through our vetted vendor partners
- **Special Innovations** – Be the first to benefit from our innovations



SUPPORT

PROVIDE UNPARALLELED CUSTOMER SUPPORT RESOURCES

- **Customized Marketing Support** – Professional, personalized marketing material highlights your business as a premier ProPlumber™
- **Direct Mail Campaign** – Easily connect with potential customers around previously installed jobs
- **Priority Listing** – Top ranking on Find a Pro search pages on our consumer-facing websites helps customers easily find your business
- **Online Appointment Booking** – Via Find a Pro search pages on our consumer-facing websites
- **Enhanced Pro Profile** – Increase your visibility and highlight what makes your business unique
- **Premier Business Coaching** – Gain a competitive edge by learning new marketing and sales techniques
- **Concierge Hotline** – Expedites service for your tech support questions



REPUTATION

EMPOWER PLUMBERS TO ENHANCE YOUR COMPANY'S IMAGE, BOTH ONLINE & OFFLINE

- **RepBooster™** – Makes it easy to protect, improve and expand your online reputation
- **WebSuite™** – Choose a website design that can be customized for your company
- **Online Ratings & Reviews** – Build a strong online reputation and attract more online customers
- **Exclusive ProPlumber™ Badging** – Stand out as a premier water heater installer with ProPlumber™ apparel, patches, vehicle magnets & decals



REWARDS

REWARD LOYAL PLUMBERS WITH SPECIAL REBATES & ENHANCED POINTS PROGRAM

- **Enhanced ProClub Rewards** – Make it easy to quickly redeem points you earn on eligible equipment purchases
- **Exclusive ProRebates** – ProRebates can be used in conjunction with ProClub Rewards for even stronger purchase incentives

PROGRAM GOALS



Program Goals:

How We'll Achieve These Goals:

Strengthen our relationships with Plumbers to help advance mutual success

Establish and maintain open dialogues and communication with ProPlumbers to ensure continual support and partner-driven program evolution

Help partners achieve more sales, acquire new customers and retain existing customers

Offer programs like online reviews, direct mail campaigns and business coaching to help boost sales and contribute to customer retention

Ensure the program and participation process is highly functional and easy for us and our partners to implement, adopt and maintain

Continuously evaluate and innovate to maintain and increase the value a ProPlumber™ partnership offers you

Reward our premier partners who provide a first-class customer experience through your commitment to our quality products and service

Provide benefits like ProRebates and ProClub Rewards

With such high value, ProPlumber™ members easily achieve an average of **4.5X return on your investment.**¹

¹This is an estimate based on the combined value of all available program benefits versus program cost.

CO-OP

As a ProPlumber™, you can more than double your advertising budget using our Enhanced Co-op Program that assists our loyal Plumbers with the cost of advertising.

Our program and the Distributor* contribute 60% of the total cost of advertising campaigns. ProPlumbers **pay only 40%** of advertising costs.

Eligible Co-op Uses Include:

- Advertising: including Direct Mail, Radio, TV, Billboards & Web Banners
- WebSuite™ Upgrades
- Vehicle Wraps & Decals

Talk to your local Rheem® Distributor about partnering with co-op funds.

CO-OP

PROGRAM

**Co-op requires Distributor participation*

UP TO **60%**
OFF TOTAL
ADVERTISING
CAMPAIGN
COSTS

FLEET VEHICLE DISCOUNTS

As a ProPlumber™, you can now add to your fleet of company trucks and vans with exclusive fleet vehicle discounts.

We have partnered with manufacturers to offer ProPlumbers exclusive discounts on eligible fleet vehicles. This special offer is available in all 50 states.

In order to be eligible to receive these exclusive fleet discounts, you will be required to obtain two forms of documentation prior to visiting your local dealership*:

Business Documentation – Shows that your company is a valid and operational business

Relationship Documentation – Shows your current affiliation as a ProPlumber™ via a Verification Letter



FleetProgram

Ramp Up Your Fleet Today

For complete program details and to request your Verification Letter, visit your brand portal > ProPlumber > Fleet Vehicle Discounts

How to Request Your Verification Letter

- 1 Log into your brand portal account and navigate to ProPlumber > Fleet Vehicle Discounts
- 2 Click on the Request Verification Letter button
- 3 Select your name and the manufacturer you wish to purchase the vehicle from, and click submit
- 4 Your request will be reviewed by your Regional Sales Manager. Once approved, you will receive the Verification Letter at the email associated with your brand portal account

IMPORTANT! You must request your Verification Letter at least 3 days prior to purchasing your fleet vehicle

**Acceptance of fleet discount subject to Dealership discretion*

PREFERRED VENDOR HUB

When it's time for your business to call on other professionals, trust the members of our Preferred Vendor Hub™. This portal gives ProPlumbers exclusive access to a network of vetted and approved vendor partners that offer a variety of business services, often with ProPlumber-exclusive discounts. Visit your brand portal today to see the full list of Preferred Vendor Hub members.



PREFERRED[™]
VENDOR HUB

SPECIAL INNOVATIONS

As a ProPlumber,[™] you'll be among the first to benefit from new innovative Rheem[®] products. So whenever we come up with the next new innovation in water heating, you'll be the first to know. And your cutting-edge opportunity isn't limited to products. In fact, whenever we have a new service innovation, you'll be able to take advantage of it before regular plumbers even know about it.



CUSTOMIZED MARKETING SUPPORT

Rheem® has created a series of professional TV, Outdoor, Direct Mail, and—exclusively for ProPlumbers—radio ad templates that can be customized free of charge with your business information and logo, to fit your advertising needs. It's a great way to show the world that you're a premier plumber by associating your company's logo with the ProPlumber™ logo. And as a ProPlumber™, you'll also have exclusive access to social media posts and web banners, which are not customizable but can direct customers to your business.

Best of all, you can combine Customized Marketing Support with the Co-op program to maximize your marketing spend.

Getting Started

Visit your brand portal then click Custom Templates under the Marketing tab to request your customized advertising materials.



**EXCLUSIVE
ADVERTISING
PROMOTION FOR
PROPLUMBERS**

DIRECT MAIL CAMPAIGN

For every eligible ProRebates water heater installed, we will send a targeted mailer to homes surrounding the installed unit.

There will be no cost to you for this direct mail campaign, and it will be automatically initiated when you enter a claim through the Contractor Serial Tool (CST) for ProRebates.

These mailers will be mailed out on a monthly basis for the previous month's claims entered through the CST.

Additional Information

Complete details can be found on the ProPlumber™ page within your brand portal

PRIORITY LISTING

As a special benefit to ProPlumbers, when potential customers are using the Find a Pro search pages on your brand's consumer-facing website, ProPlumbers will be listed before regular plumbers. This will give you an advantage over a competitor who may be geographically closer or alphabetically sooner. So you can more easily be found, get more jobs and grow faster.



ONLINE APPOINTMENT BOOKING

"Book Now" on the Find a Pro Search tool on our consumer-facing websites provides homeowners with an easy way to book a service appointment with you.

Example Plumbing Co.
 21.9mi 4.78 ★★★★★ (113)
 Facebook Google
 (000)-000-0000
 ✓ Heating and Cooling ✓ Residential Water Heating ✓ Tankless Water Heating
 ✓ Authorized Service Providers
 PPO
 Apply for Financing

BOOK NOW
LEARN MORE

Example Plumbing Co.
 (000) 000-0000

First Choice	Second Choice	Third Choice
Select a date	Select a date	Select a date
Monday 8am - 5pm	Monday 8am - 5pm	Monday 8am - 5pm
Tuesday 8am - 5pm	Tuesday 8am - 5pm	Tuesday 8am - 5pm
Wednesday 8am - 5pm	Wednesday 8am - 5pm	Wednesday 8am - 5pm
Thursday 8am - 5pm	Thursday 8am - 5pm	Thursday 8am - 5pm
Friday 8am - 5pm	Friday 8am - 5pm	Friday 8am - 5pm
Saturday 8am - 5pm	Saturday 8am - 5pm	Saturday 8am - 5pm
Sunday 8am - 5pm	Sunday 8am - 5pm	Sunday 8am - 5pm

Click and drag to view information about your request. Your calendar will be in black when available.

Book Now

Continue without booking a date

PRO PROFILE

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

Online Ratings & Reviews: Much like the existing Find a Pro search, only ProPlumbers will get to display install ratings & reviews on your Pro Profile page

Specials & Offers: This is a fully customizable open text field where you can list your daily, weekly, monthly and seasonal deals or even coupon codes so you can make your business stand out from the rest on our consumer-facing websites

Getting Started

Navigate to your brand portal, and after logging in click over to your contractor profile. You'll now find a new tab on the left-hand menu called "Pro Profile", and this is the place where you update your Pro Profile page, including updating your office hours, photos and even your company slogan.



PREMIER BUSINESS COACHING

Rheem® gives plumbing business owners a competitive edge by providing a training platform that delivers a proven and effective approach to business growth and development. The Business Success System, led by Coachfirm, offers unique and proprietary solutions for common problems facing businesses. This exclusive ProPlumber™ benefit was specifically created to help build a sustainable and sellable business.

This intensive, online business building system combines real-world business experience and essential business theory in short, easy-to-absorb sessions.

After enrolling in Coachfirm, ProPlumbers will have access to:

- 1 25 Coaching Videos
- 2 45 Lesson Plans
- 3 75 Profit Building Action Steps
- 4 Small Business Pain Relief Book & Get Unstuck Right Now (22 Minute Coach) Book
- 5 Access to "Real-World Interactive Business Guide"
- 6 Access to discounted 1-1 Business Coaching

*For additional details visit the Preferred Vendor Hub page, which can be found under the Marketing tab within your brand portal.

What Information Can I Expect to Receive From the Online Business Management Courses?

Essential Business Advice including:

1. Sales
2. Operations
3. Marketing
4. Employee Management

Benefits for ProPlumbers

- Business Success System guided by a Certified Instructor
- Short online courses provide perfect balance between flexibility and structure to easily fit into your busy schedule
- Each class builds on real-world concepts, not vague theory
- Proven step-by-step program designed to increase sales, grow profits & build strong teams

COACHFIRM

CONCIERGE HOTLINE

Dedicated line allows front-of-the-line access to a Plumber Business Support Associate to expedite service and provide ProPlumbers with strong customer support resources.

Benefits for ProPlumbers

- Direct line to a live person with little to no wait times
- Save time and Save Money!

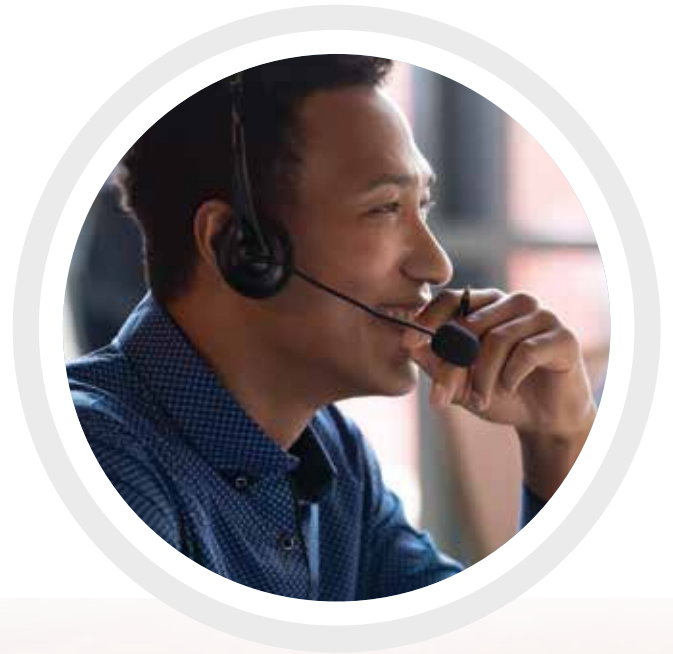
Front-of-the-line access to:

- Plumber Business Support Team
- Customer Care
 - Tech Support
 - Warranty Parts



Additional Information

You will receive the exclusive 1-800 number when you enroll in the program. You will be given a PIN number to enter when calling the hotline that identifies you as a current ProPlumber™. This expedites your call to the front of the line.



PRO
PLUMBER

PRO
PLUMBER

REPBOOSTER

With consumers turning to the internet to make buying and installation decisions, your online reputation is more important than ever. The RepBooster™ Program makes it easy for you to monitor and respond to your online reviews—all from one location.

The RepBooster Program makes it easy to improve your online reputation with:

- Simple Review Requests from the Contractor App
- Text or email alert notifications when a new review appears online
- Review monitoring of Google and Facebook
- All-in-one reporting dashboard
- Centralized reporting in an easy-to-read format on mobile, tablet or desktop device

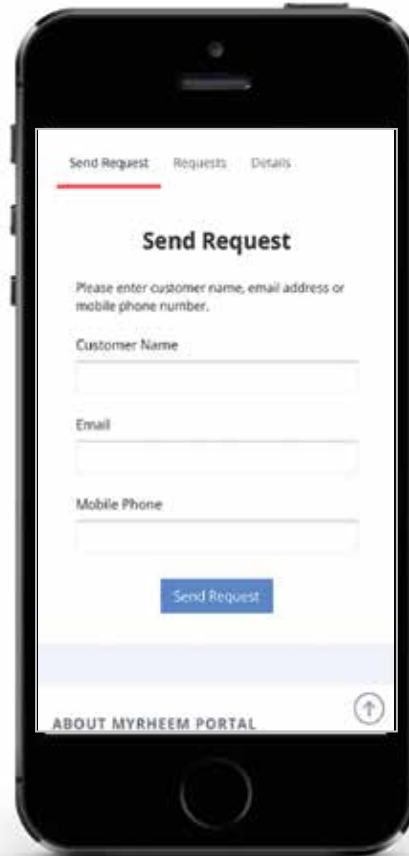
Getting Started

To access RepBooster program features, you will need to visit the RepBooster page, which can be found under the Marketing tab within your brand portal, and click the "Login" button.



Additional Information

You will need to activate your Facebook and Google review monitoring through the RepBooster program. Activation is completed by following the guided setup procedure and logging into your Facebook and Google profile pages. After completing the initial setup, you will be able to access the RepBooster dashboard.



RepBooster™
MONITOR AND MAXIMIZE YOUR ONLINE REPUTATION

WEBSUITE

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

- Professionally Designed Websites
- Fast Setup
- Hosting & Updates Included
- Search Engine Friendly
- Built-in Brand Updates
- Analytics Reporting
- Upgrades Available*



The WebSuite feature allows you to choose from two modern and responsive website designs, each with customizable copy, colors and images to fit your company's branding. They come out of the box with professionally written content and professional images. Setup is typically complete in less than 24 hours.

Getting Started

To sign up for a WebSuite package, visit the WebSuite page, which can be found under the Marketing tab within your brand portal, and click the "Login" button.

*Advanced services are available through WebSuite. Plumbers looking for a more advanced website on your own domain name can upgrade to the 'Core' package for \$100/mo. For more information visit RheemWebSuite.com



THE RHEEM
WebSuite™

ONLINE RATINGS & REVIEWS

The ProPlumber™ Online Ratings & Reviews Program solicits, manages and promotes customer reviews of our ProPlumbers. Reviews are hosted on our Find a Pro search pages, as well as on any Rheem® developed sites that are part of our WebSuite™ program.

Benefits for ProPlumbers

Reviews provide compelling, confidence-inspiring differentiation and promotion of your business in a crowded online marketplace. The ProPlumber™ Online Ratings & Reviews Program is exclusive to ProPlumbers, and allows you to build and maintain a strong online reputation and use positive customer reviews to help grow your business.

Benefits for Customers

- Trustworthy, quality, Rheem-validated reviews & ratings, right on our Find a Pro search pages
- Easy-to-compare ratings & reviews make choosing you over other providers quick and convenient
- A badge indicating that you are a certified ProPlumber™, and online reviews that clearly show what makes you among the best-of-the-best

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.

Get the Most Out of Online Ratings & Reviews

Make review solicitation part of the process by collecting email addresses from both installation and service customers. You should let customers know they will be receiving a review invitation and that feedback is appreciated. Request reviews from customers by either entering the customer email when making ProRebates claims in the Contractor Serial Tool (CST), or via the Request Reviews page in your Ratings & Reviews dashboard within your brand portal. Monitor review notifications by checking the review email notifications they receive and responding to customers' reviews.

EXCLUSIVE PROPLUMBER™ BADGING

Now that you're a ProPlumber™, it's time to show it off with exclusive ProPlumber™ badging for your fleet vehicles, website, apparel and more. You want the world to know that you're a cut above the rest. And we made it easy to get all the gear you need to do so.

Getting Started

After signing up for ProPlumber™, you'll receive an email with instructions for ordering ProPlumber-branded promotional items, apparel and publications to help grow your business. If you have additional questions related to ProPlumber™ gear, please email proplumber@wellspringing.com.



PROCLUB REWARDS PROGRAM

As a ProPlumber™, you can earn and redeem unlimited **ProClub Points** for all Rheem® Water Heater purchases and can turn those points into valuable rewards—like gifts, tools, travel and event tickets.

How to Earn Points

Simply scan the serial number of recently installed water heating products through your Rheem app or manually enter the serial numbers on the ProClub website and your points are automatically deposited into your account.

ProClub Membership Termination

If you are removed from the ProPlumber™ program, your ProClub membership will be terminated immediately. If you do not renew your ProPlumber™ membership you will have **90 days** to redeem your points.

Any and all unredeemed points (and the value thereof) remaining shall be forfeited and no reward claims shall be honored thereafter.

How to Redeem Points

- 1 Login to the My Account tab at MyRheem.com/ProClub
- 2 Click on the Shopping tab to browse the online catalog
- 3 Select item(s) to put in your cart
- 4 Click Submit to redeem your rewards



PROCLUB REWARDS PROGRAM

IMPORTANT! Points are given for 6-year warranty products only if 20% or more of total registered products at end of calendar year are better grade tiers of 8-, 9-, 10- or 12-year warranty products. Protection Plus kits added to 6-year warranty products do not count toward better grade mix percent requirement.

Points do not expire (unless there is a 12-month period of Plumber inactivity).

ProClub points are tied to the user account that registers the installed Water Heater's serial number. ProPlumbers should choose one user to enter submissions, if you want all of your company's ProClub Points listed under one account.



Additional Terms

More information on the ProClub Rewards program— including the latest detailed Terms & Conditions—is available at your brand portal > ProPlumber > ProClub. For questions not answered on the ProClub website, please contact the Plumber Business Support team.



PROCLUB
REWARD YOURSELF

PROREBATES



Exclusive ProRebates for ProPlumbers

Our **ProRebates** reward you for selling and installing qualifying Rheem® Water Heating products*. Eligible products will be listed on the ProRebates page of the ProPlumber™ portal within your brand portal.

- You will receive updates via the Rheem Communication Network as eligible products are added to the program
- Combine ProRebates with ProClub Rewards for even stronger purchase incentives

*Eligible products are subject to change at Rheem's discretion.



Enrollment

ProPlumbers will be required to enter banking information the first time you submit a claim in the Contractor Serial Tool (CST) portal. This information is required when selecting either the automatic deposit option or your own reloadable ProPlumber™ Visa® Prepaid Card.

IMPORTANT! ProRebates are tied to the brand portal user account that registers the eligible Water Heater's serial number. ProPlumbers should choose one brand portal user to enter claims under, if you want all of your company's rebates deposited into one bank account or put on one reloadable rebate card. Rheem is not responsible for managing who in the company receives the ProRebates. See the ProRebates program guide for complete Terms and Conditions.

ProPlumber™ Visa® Prepaid Card – Each payment will be delivered via email with instructions for requesting or loading your reloadable Visa prepaid card. You must request or load your card within 3 months from the date these instructions are sent via email. The link to access your payment expires after that time. Use your Visa prepaid card anywhere Visa debit cards are accepted in the U.S. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the U.S. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the card.

PROREBATES

PROGRAM PERFORMANCE

ProPlumber™ Report Card

You will have access to your ProPlumber™ Report Card that shows a snapshot of your participation and performance throughout the year. To access your ProPlumber™ Report Card, log in to your brand portal, click on your name in the top right of your screen and then click "My Company."

On this Report Card, you can quickly review your stats and identify areas for improvement or success. You can also review that you are meeting the re-enrollment eligibility requirements for the year and are getting the most out of the ProPlumber™ Program benefits offered.



NOTE: Images for Process Illustration only. Your Report Card can and will look different.

PROGRAM PARTICIPATION

Plumber Enrollment Requirements

To be eligible for ProPlumber™ membership each year, you must:

- Submit program enrollment form within your brand portal
- Complete phone consultation to review program benefits and requirements
- Pay program enrollment fee

Enrollment Renewal Requirements

To be eligible to renew your ProPlumber™ membership after the first year, you must:

- Participate in ProClub and reach **5% YOY** volume growth
- Maintain high-level customer service and satisfaction, as demonstrated by achieving a **four-star rating** on the Online Ratings & Reviews program with a **minimum of 20 customer reviews per year**
- Remain committed to continuing industry education / training, including completing a **minimum of 10 collective, business-wide hours** of authorized courses each year (this includes our online and in-class courses)
- Hold all required, current and applicable state license documentation



Meeting Training Requirements

All ProPlumbers must complete a minimum of 10 collective, business-wide hours of Rheem® authorized courses each year to maintain your membership. It's easy to meet this requirement because you and your employees are able to utilize a variety of training opportunities.

Training Options: Any course we offer at an Innovation Learning Center, or in-field, live or on-demand webinars counts toward this requirement

PROPLUMBER™ TERMS & CONDITIONS

As a plumber participating in the ProPlumber™ Program and by completing the annual enrollment process for the ProPlumber™ Program, I understand and agree to the following Terms & Conditions and program details in their entirety.

ProPlumber™ Enrollment Requirements

By completing my enrollment in the ProPlumber™ Program, I understand and agree that as a ProPlumber™:

- I am responsible for meeting the minimum program requirements as defined in the Annual ProPlumber™ Program Requirements
- I understand that my membership is subject to termination, at Rheem's sole discretion, if I do not meet the minimum program requirements as defined in the Program Participation Requirements; I violate the Rheem® Water Heater Online Sales Policy or Rheem Water Heater MAP Policy; or the program is discontinued
- I will follow the program rules and regulations set forth in the ProPlumber™ Program Guide and these Terms & Conditions
- I understand by enrolling in the ProPlumber™ program I will be automatically opted into receiving ProPlumber™ communications from Rheem and select vendor partners of Rheem
- I understand that I am an independent plumber and that I am not authorized to represent myself as or act as an agent or employee of Rheem
- I understand that I will only receive program benefits back to the first day of the month I was enrolled
- I understand that ProPlumber™ is a calendar year program and reenrollment will be required at the beginning of the following year to continue to receive benefits

Annual ProPlumber™ Program Requirements

I understand that the terms for my continued participation in the Program are subject to annual review and revision based on my:

- Maintaining high-level customer service and satisfaction, as demonstrated by a four-star or higher rating on the Online Ratings & Reviews Program via a minimum of 20 customer review submissions per year

- Remaining 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)
- Achieving 5% year-over-year growth in ProClub submissions
- Holding all current state and applicable licenses

ProPlumber™ Ratings & Reviews Terms

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

ProClub Rewards Program and ProRebates Terms

ProClub Points and ProRebates are tied to the user account that enters submissions, and ProPlumber™ is responsible for consolidating submissions under one user account. Rheem is not responsible for allocating rewards within an organization account.

ProPlumber™ Visa® Prepaid Card

Each payment will be delivered via email with instructions for requesting or loading your reloadable Visa prepaid card. You must request or load your card within 3 months from the date these instructions are sent via email. The link to access your payment expires after that time. Use your Visa prepaid card anywhere Visa debit cards are accepted in the U.S. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the U.S. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the card.

NOTE: *The ProPlumber™ Program is currently open only to Rheem plumbers in the United States.*



PRO
PLUMBER™

Learn more at [RheemProPlumber.com](https://www.RheemProPlumber.com)

RHEEM WATER HEATING
1115 Northmeadow Parkway
Roswell, GA 30076

Not Available in Canada.

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

