2026

Quick Start Guide

PRO PARTNER®

2026 Quick Start Guide Pro Partner™ Program

Congratulations on becoming a 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, help@myruud.com or help@myfriedrich.com or to your Sales Representative.

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

2026 Pro Partner™ checklist

Log into My.Rheem.com, My.Ruud.com or My.Friedrich.com and locate the Digital Checklist available in your contractor dashboard. The digital checklist will help walk through signing up for the Pro Partner benefits that need additional actions within your contractor portal. **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. Contractor Portal:
- ☐ Upload your business logo
- ☐ Verify that your profile information is accurate
- ☐ Become familiar with the navigation and reporting

4. Serial Multi-Action Registration Tool (SMART):
- ☐ Review the 2026 CashBack and *KwikComfort*® Promotions
- ☐ Learn about the SMART claim entry process
- ☐ Set up your payment method in order to receive promotional rebate dollars

5. *Residential KwikComfort® Financing:*
- ☐ Gather information about 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 your find-a-pro page

7. Training:
- ☐ Read about the Pro Partner Training program
- ☐ Validate your NATE Certification within your contractor portal to be included on your find-a-pro page
- ☐ 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 Pro Partner Online Booking Experience

12. Priority Online Dealer Listing:
- ☐ Review your company's information on your brand's find-a-pro page to confirm everything is listed correctly online

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 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 the contractor portal and the Pro Partner menu and review all the great tools to help you be a successful Contractor and Pro Partner

16. Training:
- ☐ Visit our 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 to meet the annual program requirement

17. 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, My.Ruud.com or My.Friedrich.com > Pro Partner

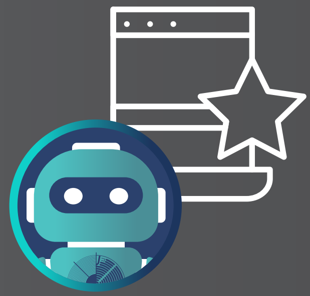
19. BrandZone™:
- ☐ Order Pro Partner promotional items

20. Pro Partner Report Card:
- ☐ Locate your Pro Partner Report Card to view your real-time program results / value
- ☐ Sign up to receive your Monthly Pro Partner Report Card emails

21. Contractor Portal Notifications:
- ☐ Periodically check your contractor portal for notifications ("bell icon" upper right menu)

Questions? help@myrheem.com, help@myruud.com or help@myfriedrich.com

04 Serial Multi-Action Registration Tool



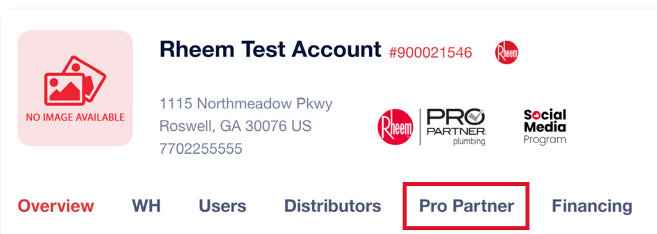
The new Serial Multi-Action Registration Tool (SMART) has replaced the old CST (Contractor Serial Tool). SMART streamlines the registration process by combining warranty registration and promotion registration into a single location and process.

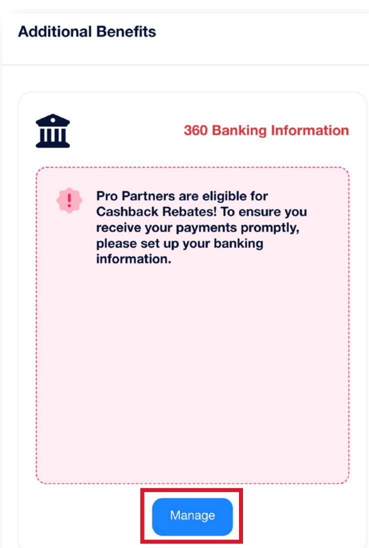
How to set up a payment method for the CashBack promotion

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

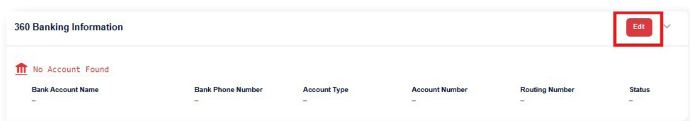
To set up a Payment Method for Cashback Promotions go to My.Rheem, My.Ruud or My.Friedrich > My Company Dashboard > Pro Partner > 360 Banking Information.

Before you can start submitting claims, you will need to set up your payment method.

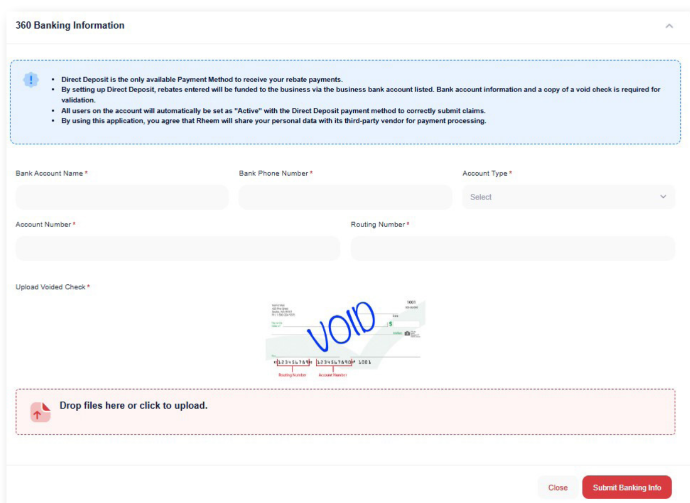




Select "Edit" within the 360 Banking Information section.



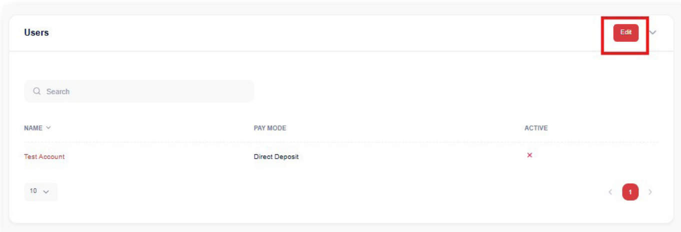
Enter banking details and upload a copy of a voided company check. Click Submit Banking Info to finalize.



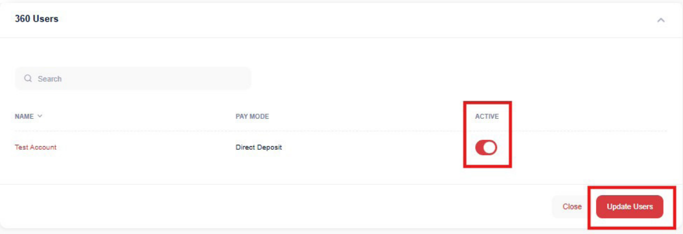
Direct Deposit must be a business account and not a personal account. You must first enter the business bank account name. Then select the Account Type, enter the routing number, account number and your bank's phone number. To proceed, you will need to drag and drop an image (.PNG, .JPG, .JPEG, .GIF) of a voided check for your account. If you do not have a voided check you can submit a bank letter. The bank account name entered should match the name listed in top left-hand corner of the company check.

Activating a user for direct deposit:

Click the "Edit" button in the 360 users section and select applicable users to activate.



Click "Update Users" button to finalize. You must have at least one active user selected to receive direct deposits.



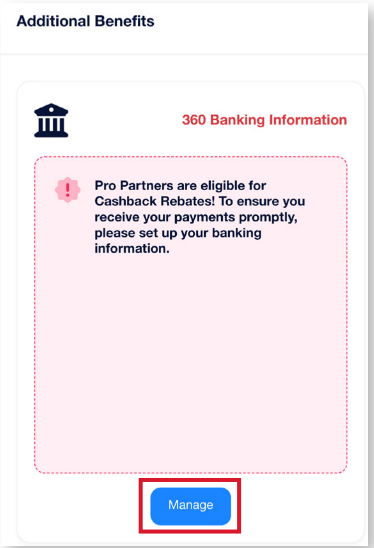
Direct deposit confirmation

How to update your direct deposit account

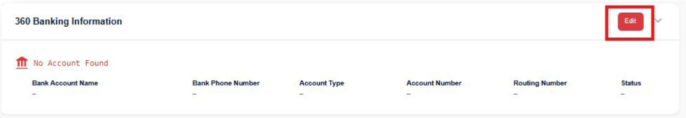
To update your Direct Deposit account, you will need to provide the following information:

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

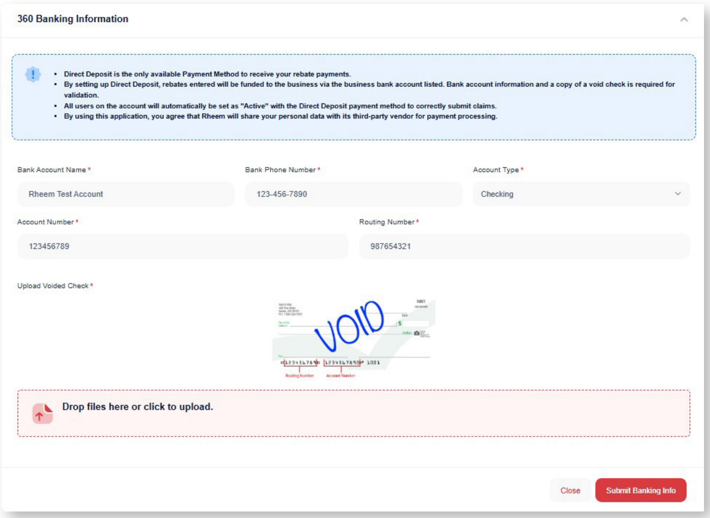
Once you have the above information, use the same path as you did to enter direct deposit info initially. My Company Dashboard > Pro Partner > 360 Banking Information.



Step 1 Select "Edit" within the 360 Banking Information section.



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 or bank letter to the file upload area. After you have provided this new information, click on the 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 SMART. 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 SMART.

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.

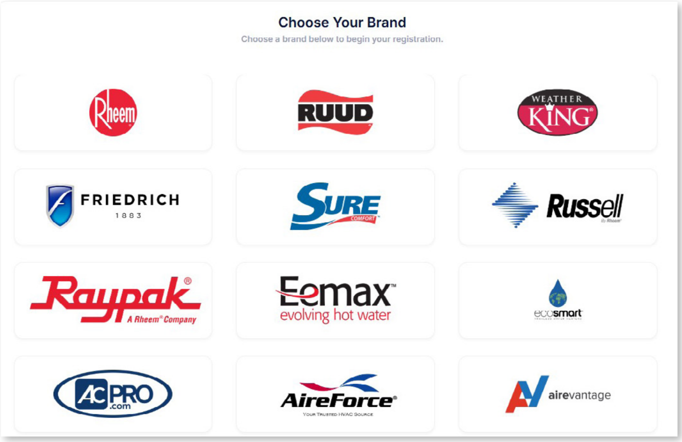
How to file a Pro Partner CashBack claim

Before submitting a SMART claim, you must first set up your payment method. Once you have set up direct deposit you can proceed to submit claims.

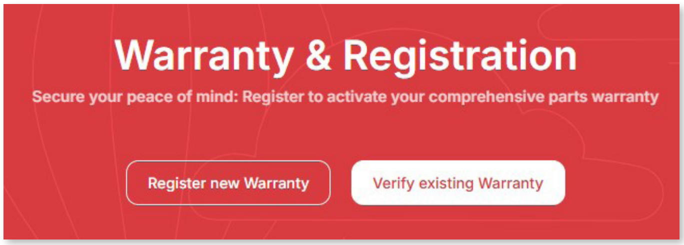
To submit a promotions claim, navigate to the Serial Multi-Action Registration Tool (SMART). SMART can be found in the following places:

- The registration button at the top of your screen as soon as you log in to My.Rheem.com
- Registration tile in the Pro Partner Dashboard
- Promotions dashboard tile in the Pro Partner Dashboard
- ProClub tile in the Pro Partner Dashboard

Step 1 Select your brand to begin registration. The brand selected in this step will be the brand that displays on your warranty certificate

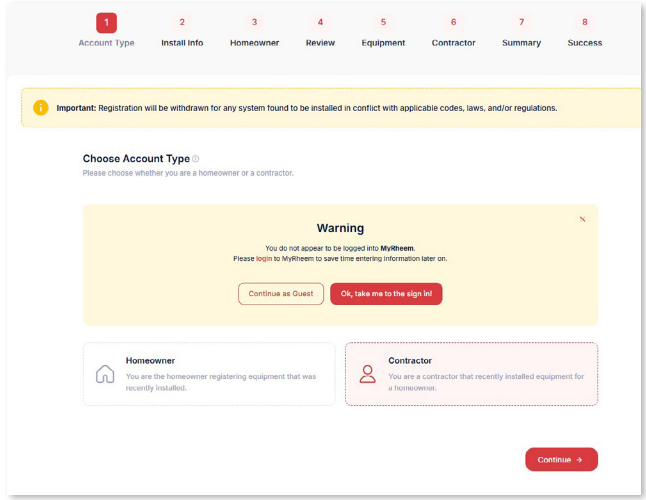


Step 2 Select Register New Warranty



Step 3 Select the Contractor box. If you log in, the contractor information will autofill (saving you time later in the process) and ensure you receive appropriate rebates and ProClub points in your account.

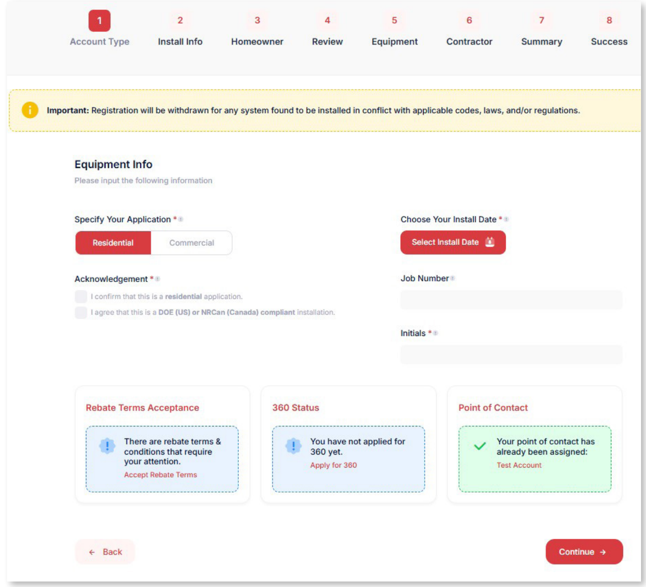
If a homeowner submits the claim and they select the contractor from the drop-down menu, rebates will be applied automatically.



Step 4 Select "Residential" box

NOTE: *Commercial applications do not qualify for registration currently.*

- Check "Acknowledgments"
- Enter installation date, provide job number (optional), enter your initials
- Confirm you have agreed to rebates terms and conditions, submitted your 360 payment information, selected your promotions Point of Contact (this user will receive all ProClub points for the account)
- All three must be complete to receive rebates

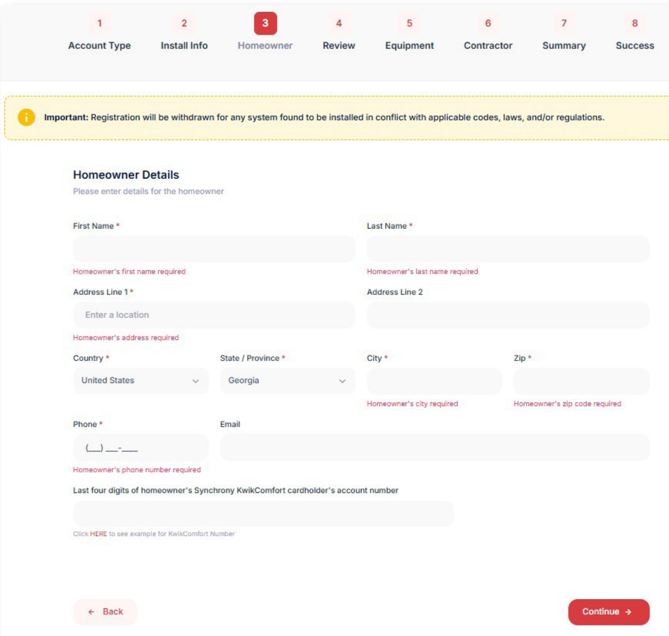


Step 5 Enter homeowner details including:

- First and last name
- Address, city, state and zip code
- Phone number and email (optional)

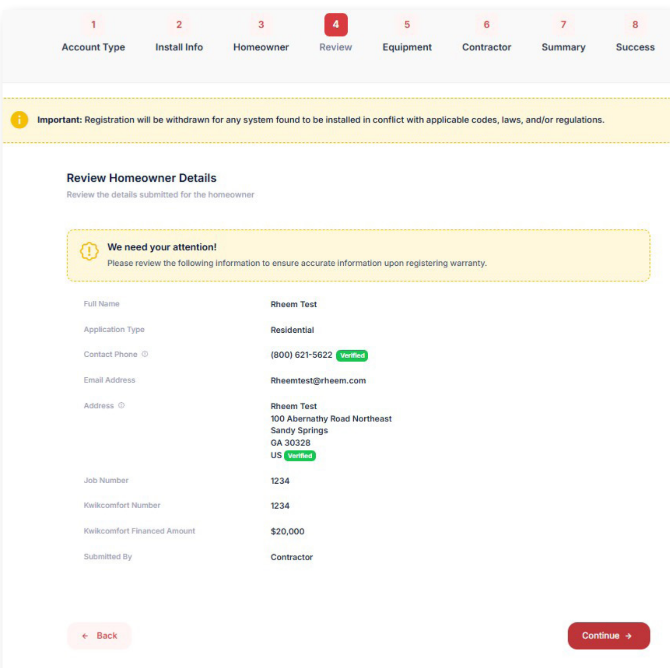
NOTE: *If the homeowner email is entered, an email will be sent to collect ratings / reviews.*

If the homeowner has *KwikComfort® Financing*, the last four digits of their account can be entered. If that is entered, it will require them to enter a total financed amount.



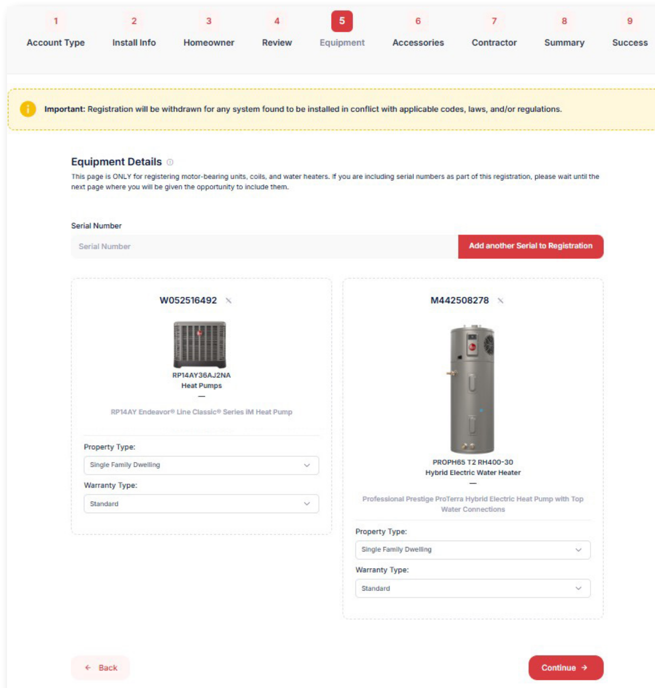
Step 6 Review homeowner details:

- Verify information is correct and check for verified statuses on phone number and address



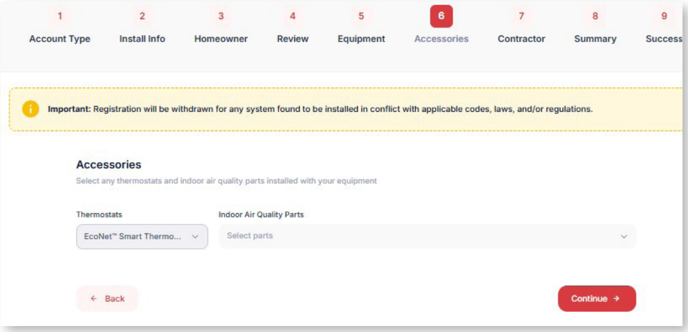
Step 7 Add serial number(s) to the registration:

- 8 pieces of equipment can be registered at a time and will display on the warranty registration certificate
- Various branded products can be registered at the same time; The branding on the warranty registration certificate is controlled by the brand selected at the beginning of registration
- A combination of heating & cooling and water heating products may be entered
- You will be notified via pop-up message if a serial number has already been registered
- When registering water heating products, you are not required to designate that you installed a Protection Plus® kit



Step 8 If you register heating & cooling equipment, you can also register applicable accessories.

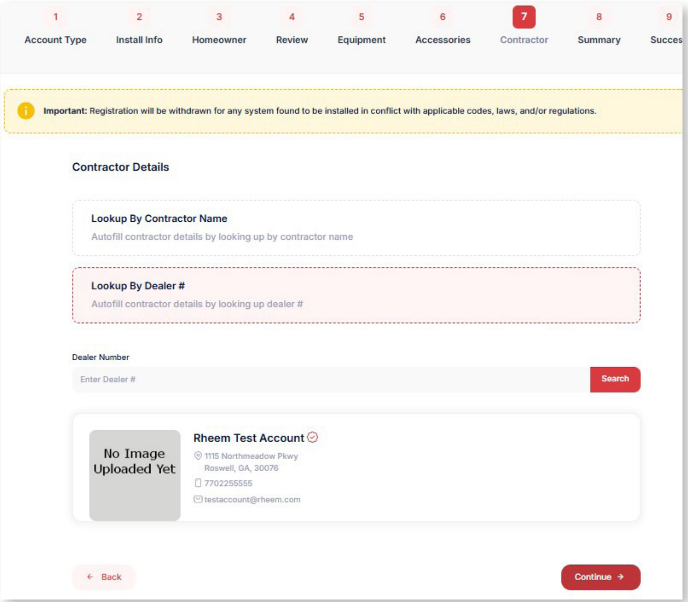
- Thermostats will display on the warranty certificate and will be available year-round
- Indoor air quality parts will not display on the warranty certificate and will only be available during promotion periods



Step 9 Add contractor details:

Contractor details will automatically import if you logged in to your My.Brand portal earlier in step 3 of this guide. This is the most preferred way to tie this registration to your account.

- If not logged in, you can look these details up by contractor name or dealer number
- Entering contractor details manually is possible but this is the least preferred option
- The Help Desk team will review these manual entries and locate the correct contractor and update the registration, so the warranty and rebates are applied to the correct account



Step 10 Review submission details to confirm all information is accurate. If any information needs correcting, use the back button to return to the correct step. When all information is correct, select the “Register” button.

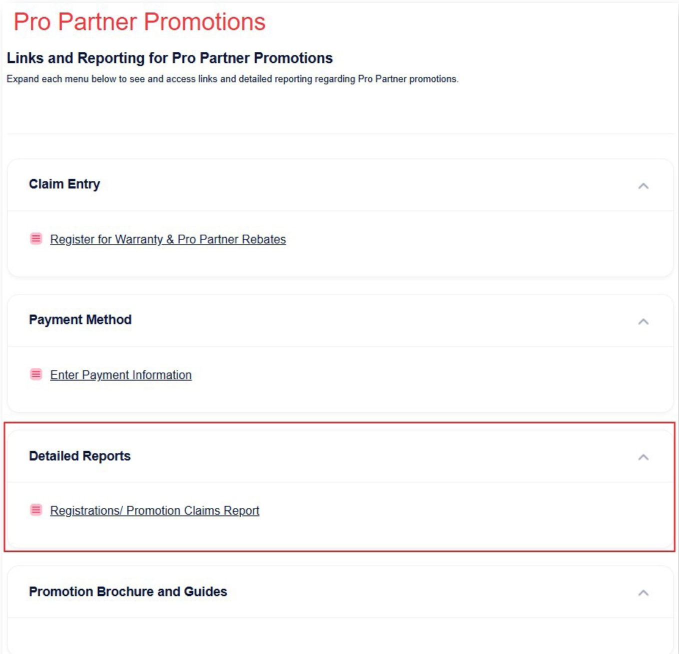
After a successful registration, the warranty certificate will display with an option to download or submit another registration.

How to export and review your registrations report

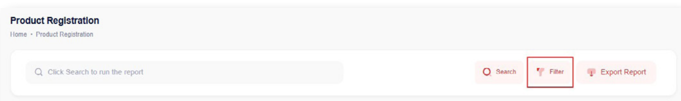
The Registrations Report shows all registrations, including any registrations that receive Pro Partner rebates, and all associated details.

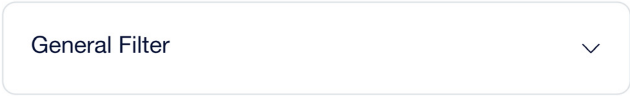
This report will give you all registration details and rebate information, such as CashBack and financing rebates, ProClub points, and payment details.

If you would like to export an Excel spreadsheet of your Registrations Report, navigate to Pro Partner > Promotions Dashboard – SMART > Detailed Reports > Registrations / Promotion Claims Report



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

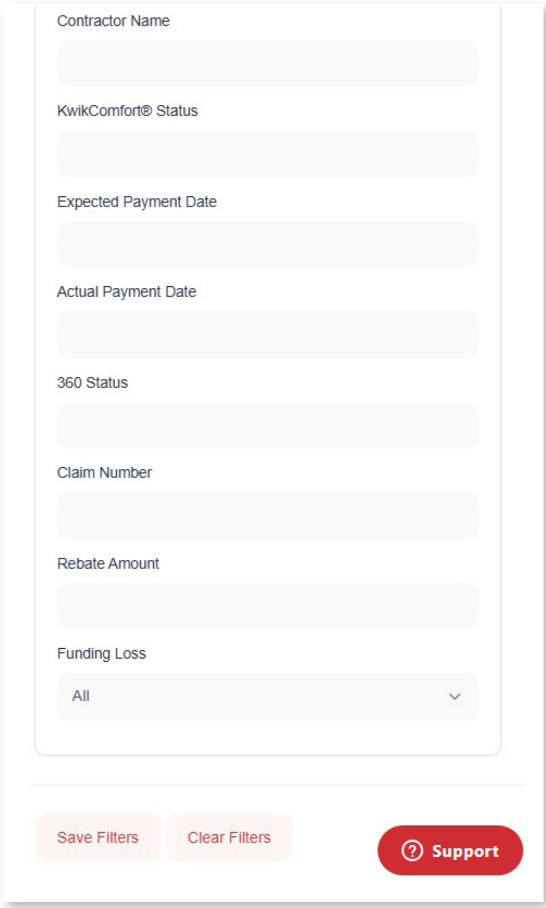




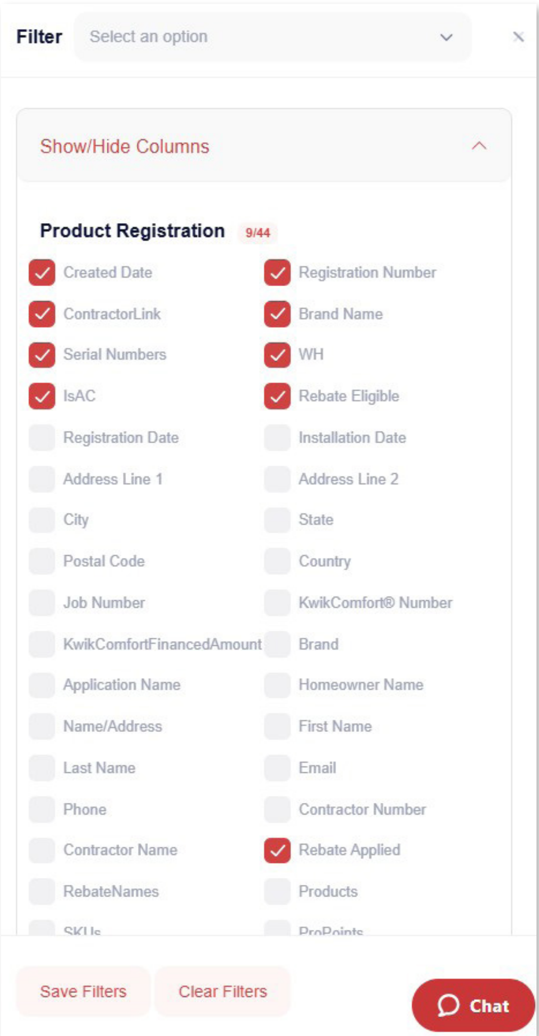
Use the General Filter drop-down menu to assist in searching for specific data and use the Show / Hide Columns drop-down menu to customize the data that you want displayed on your final report.

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

- Claim Number
- Contractor Name
- First Name (user who submitted claim)
- Last Name (user who submitted claim)
- Submit Date
- Rebate Program
- Other Specific Details

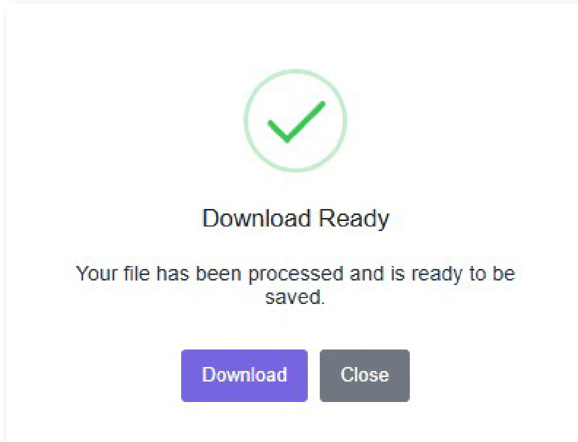


Under the Show / Hide Columns drop-down menu of the filter tool, you can add and remove information for your Promotions Report. Click the information you'd like to add from the product registration section. To remove information, de-select it. Once you have all the information you would like to include in your report, exit the filter tool.



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, help@myruud.com or help@myfriedrich.com.

Potential SMART 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 SMART.
"You did not select a rebate. If you are submitting for a CashBack promotion, select the cancel button below and select a rebate from the Rebate dropdown. Select OK if you want to proceed for Pro Club points only."	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 SMART number or the serial numbers on the claim.

12 *KwikComfort Financing*

The *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® Global Brand Portfolio heating & cooling or water heating system.

Three different *KwikComfort Financing* programs are available:

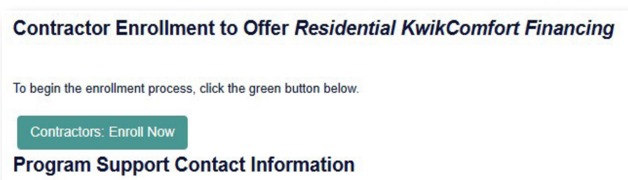
- *Residential KwikComfort Financing*—via Synchrony Bank
- *Residential KwikComfort Second Look Financing*—via Fortiva™ Retail Credit
- *Commercial KwikComfort Financing*—via Fernwood Capital™ & Leasing

Contractor enrollment to offer *Residential KwikComfort Financing*

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

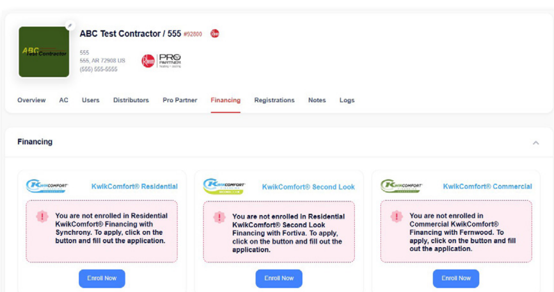
To begin the enrollment process, there are 2 options to choose from.

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

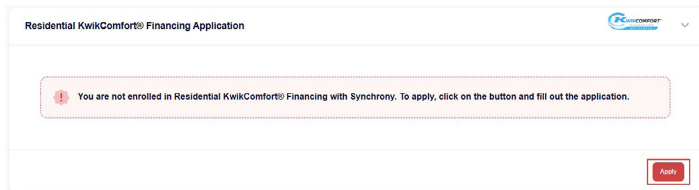


Or you can . . .

B. Go to your Company Profile and locate the "Financing" tab on the menu and from that page select the blue "Enroll Now" button, which will direct you to the *KwikComfort Financing* Contractor Enrollment Wizard.



Before you can begin, click the "Apply" button.

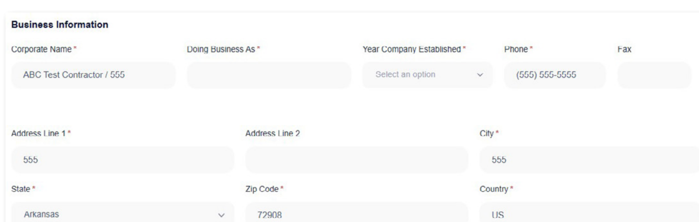


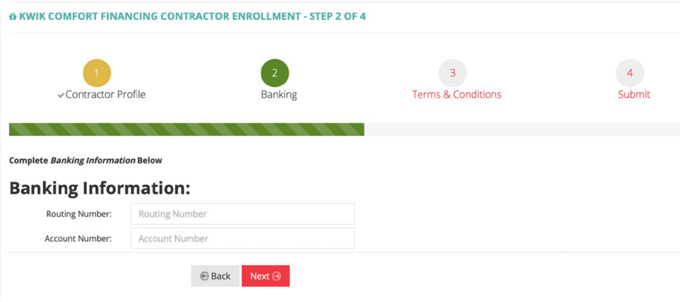
Step 1 **Contractor Profile**

Fill out all required fields such as:

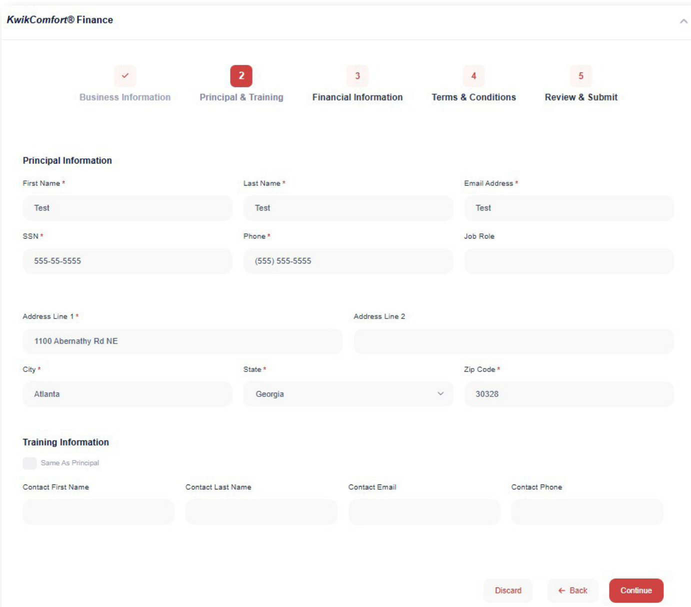
- Business Name
- Business Address
- Year Business Began
- Principal SSN
- Federal Tax ID
- Revenue

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

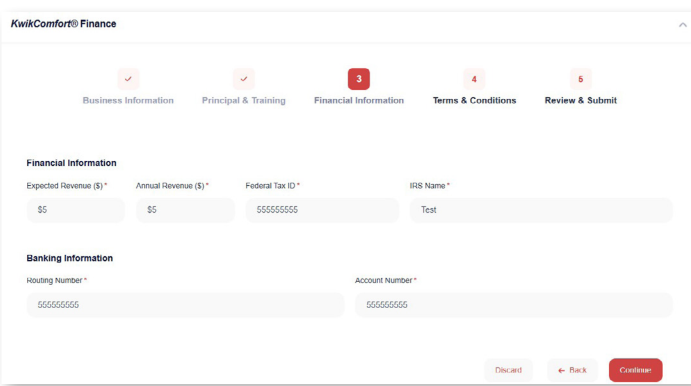




Step 2 **Principal & Training**

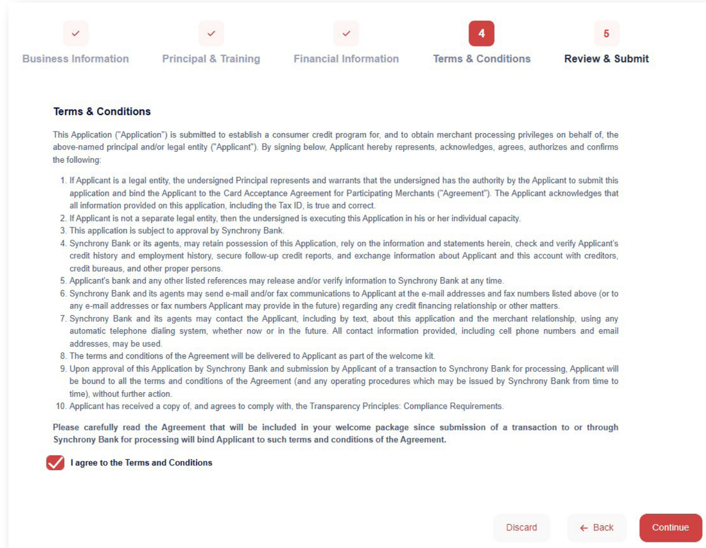


Step 3 **Financial Information**

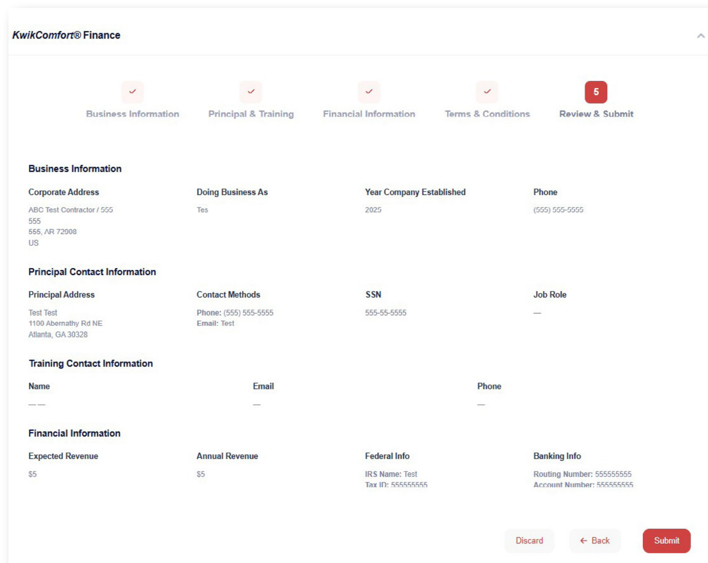


Step 4 **Terms & Conditions**

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



Step 5 **Review & Submit**



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

IMPORTANT: 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, help@myruud.com or help@myfriedrich.com and they will be able to assist in adding it to your account.

14 ProClub

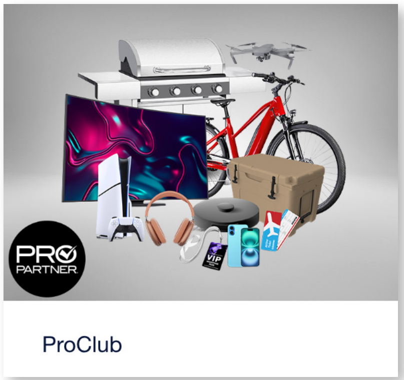
ProClub lets you earn points for training, eligible equipment purchases and certain program participation—then exchange them for valuable rewards. This 100% online program makes equipment registration, earned points tracking and redeeming rewards easy and convenient.

How to earn ProClub points

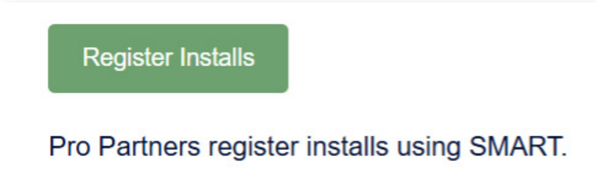
ProClub points are earned year-round on eligible product installations by filing claims through the SMART process. To review the ProClub guide, eligible products, access SMART or redeem ProClub points, log into the brand portal, select Pro Partner > ProClub. For questions or issues, reach out to help@myrheem.com, help@myruud.com or help@myfriedrich.com or to your Sales Representative.

How to file your ProClub registrations

A: Log into the brand portal, select Pro Partner > ProClub.



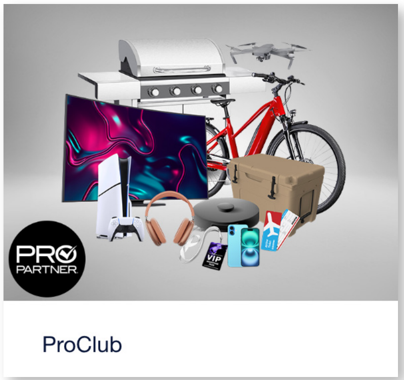
B: Select “Register Installs”.



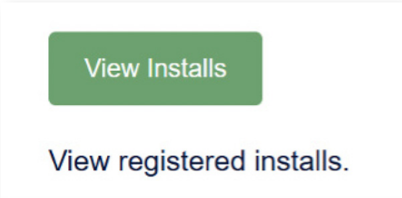
C: See page 6 for registration filing process using SMART.

How to view your ProClub registrations

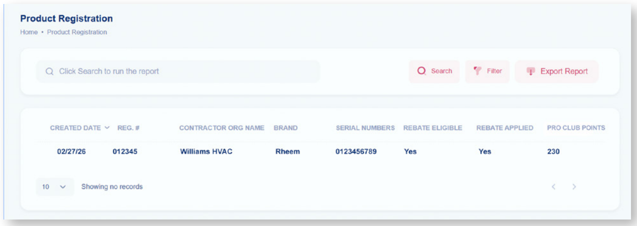
A: Log into the brand portal, select Pro Partner > ProClub.



B: Select “View Installs”.



C: View applied points per registration.



Product Registration

Home • Product Registration

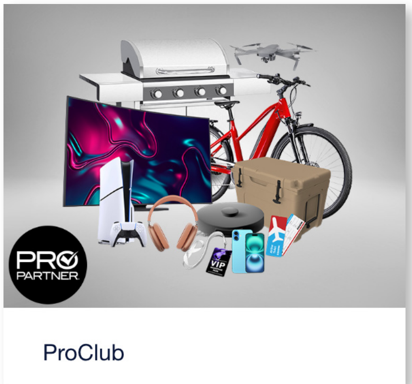
Click Search to run the report | Search | Filter | Export Report

CREATED DATE	REG. #	CONTRACTOR ORG NAME	BRAND	SERIAL NUMBERS	REBATE ELIGIBLE	REBATE APPLIED	PRO CLUB POINTS
02/27/26	012345	Williams HVAC	Rheem	0123456789	Yes	Yes	230

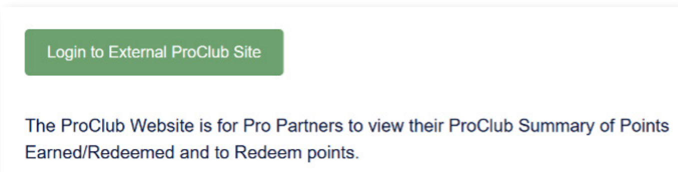
10 Showing no records

How to redeem ProClub rewards

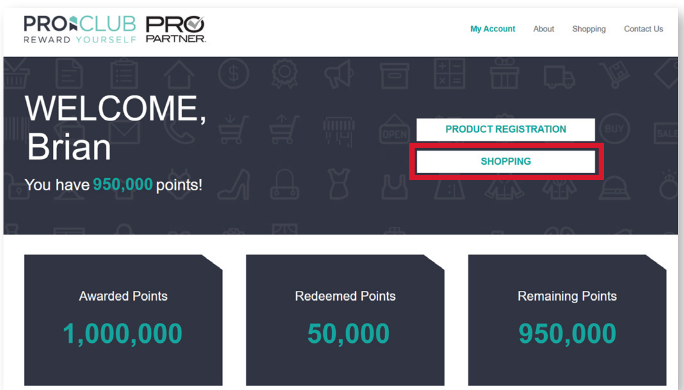
A: Log into the brand portal, select Pro Partner > ProClub.



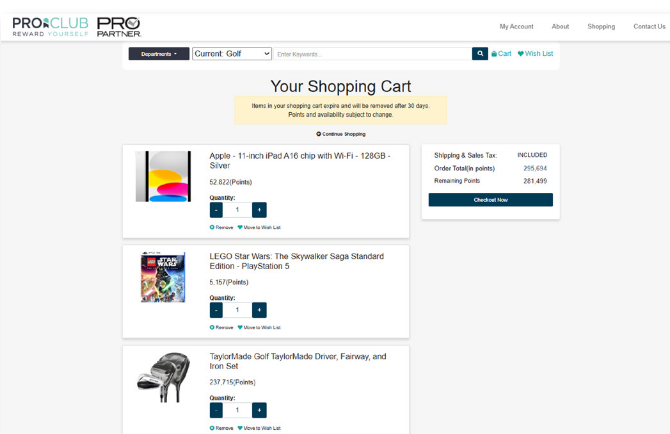
B: Select "Login to External ProClub Site".



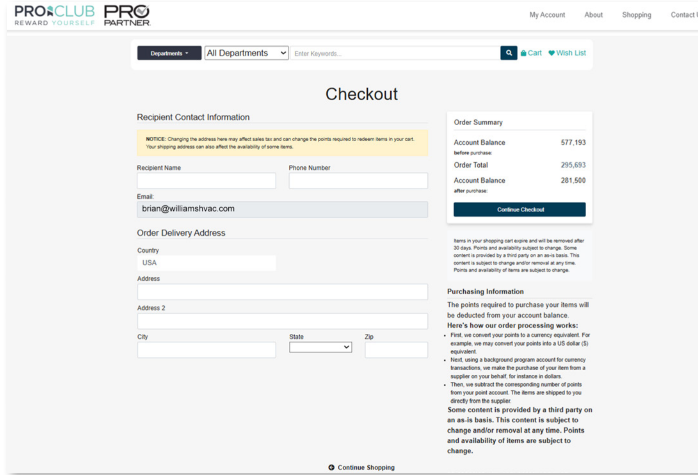
C: Select "Shopping".



D: When you have located the item you want to use points on, you can check out right away or add more items to your online shopping cart.



E: Finally, update or confirm the shipping address, and your rewards will soon be on their way.



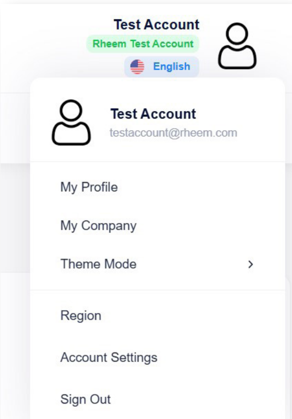
16 Online Booking

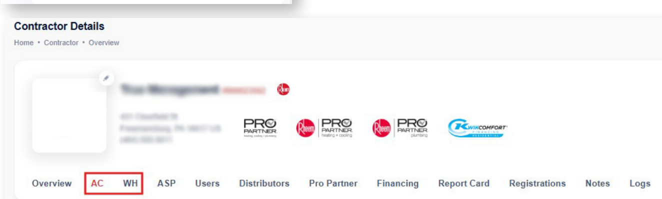
Online Booking provides homeowners with an easy way to book a service appointment with a trustworthy Pro Partner. This feature enables customers to request an appointment from you—right from our Find a Contractor tool.

How to set up online booking

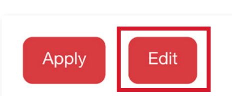
Online Booking is automatically added to your Pro Partner dealer locator listing once becoming a Pro Partner. However, you must enter and select the correct users / emails to receive the leads sent to you via the Online Booking tool. Below outlines the steps to complete. For questions or issues, reach out to help@myrheem.com, help@myruud.com or help@myfriedrich.com or to your Sales Representative.

Step 1 Go to your Company Profile (My Company) in My.Rheem, My.Ruud or My.Friedrich and locate the AC and/or WH tabs. Navigate to the Contractor locator section.





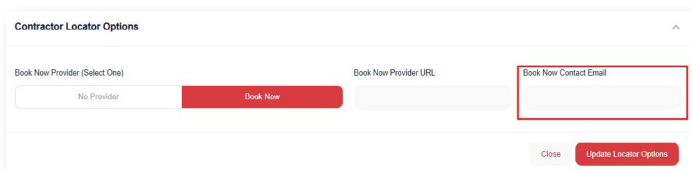
Step 2 Select "Edit" in the AC and/or WH tabs. This will allow you to enter the required information.



Step 3 Confirm your email in the AC and/or WH tabs. 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 My.Rheem, My.Ruud or My.Friedrich.



Or

Step 4 Select Update Locator Options 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 My.Rheem, My.Ruud or My.Friedrich profile. If no primary contact is noted on the account, then ALL users on the account receive the lead emails.*

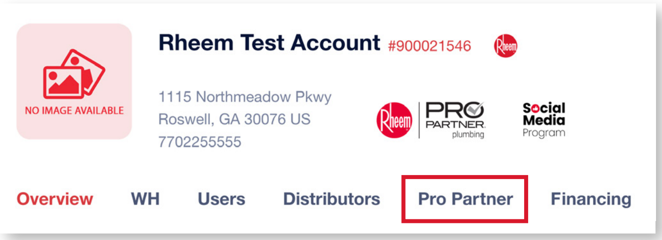
17 Pro Partner Social Media Program

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.

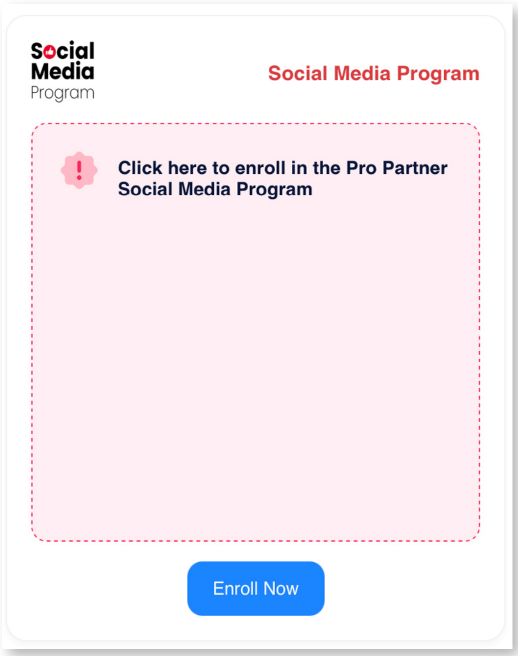
How to sign up for the Pro Partner social media program

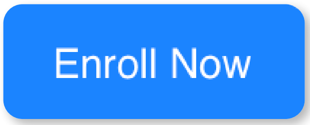
To sign up and gain access to the **Pro Partner Social Media Program**, Pro Partners must request admission within their My.Brand portal. Below outlines how to request program access and next steps. For more information regarding this program, see the Pro Partner Social Media Program page available in your brand portal under Pro Partner > Social Media Program. For questions or issues, reach out to help@myrheem.com, help@myruud.com or help@myfriedrich.com.

Step 1 To request admission, go to your Company Profile (My Company) in My.Rheem, My.Ruud or My.Friedrich and locate the Pro Partner tab. Navigate to the Additional Benefits section.

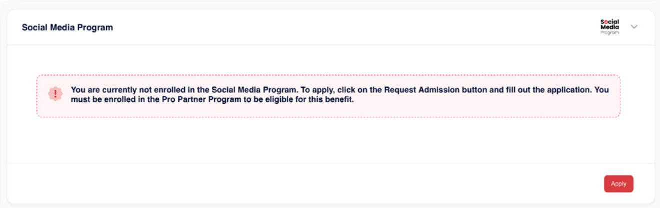


Step 2 Select "Enroll" in the Social Media section. This will allow you to enter the required information to request admission.





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 "Continue".

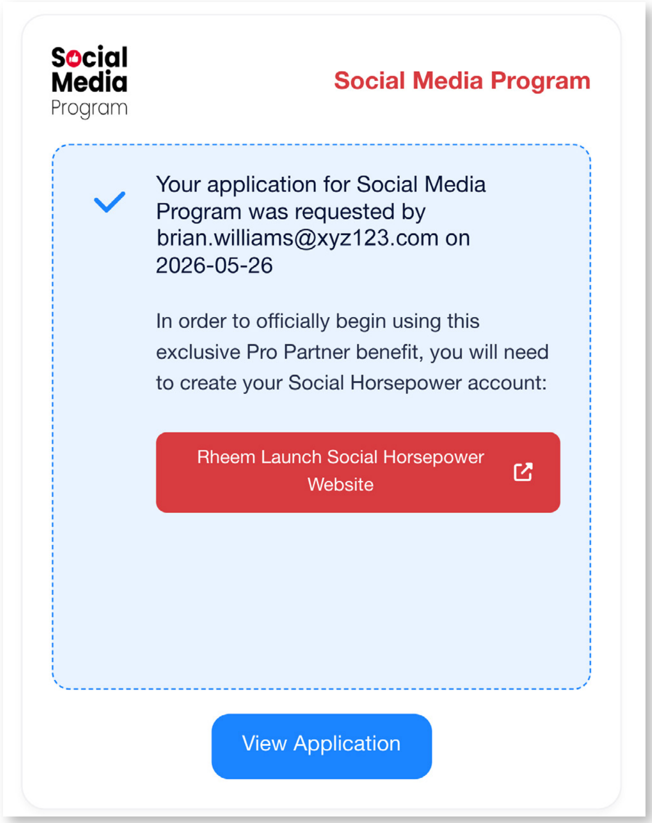
Step 5 Allow up to 5 business days for your admission into the program to be granted.

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 with instructions on how to create your account in Social Horsepower (the tool that houses all Social Media Program content).

NOTE: *The email entered as the primary contact will be who receives all communications and emails (newsletters, webinar invitations, etc.) regarding the Pro Partner Social Media Program.*

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



Step 9 Once you've created your account in Social Horsepower, you are ready to begin posting and taking advantage of the Pro Partner Social Media Program.

Reference the Pro Partner Social Media Program portal available in My.Rheem, My.Ruud or My.Friedrich under Pro Partner > Social Media Program for more details on how to utilize the program.

PRO PARTNER®

Social Media Program

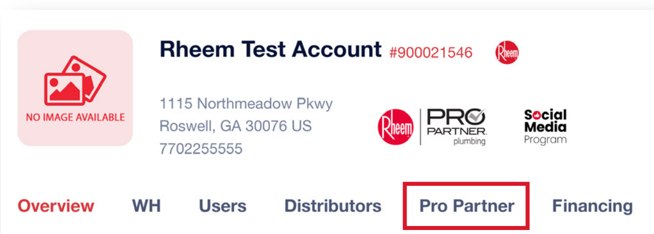
19 Ratings & Reviews

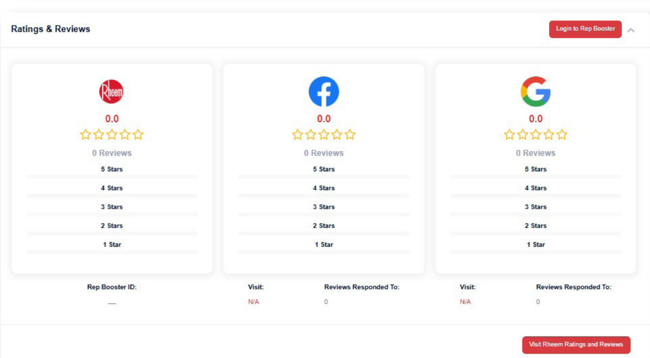
From the Ratings & Reviews page, as a Pro Partner, you can view and respond to your reviews, send review requests to your customers, add reviews to your website, and view helpful program information, guides and review response tips.

How to access ratings & reviews

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

Step 1 Log in to your My.Rheem, My.Ruud or My.Friedrich account.





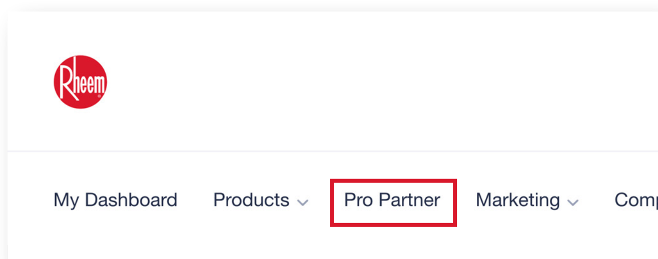
Step 2 Go to the My Company Dashboard > Pro Partner > Ratings & Reviews.

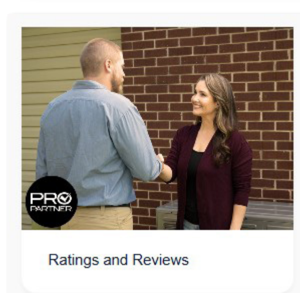
Visit Rheem Ratings and Reviews

Step 3 Click on the "Visit Rheem Ratings and Reviews" button at the bottom of the ratings and reviews section.

Or you can . . .

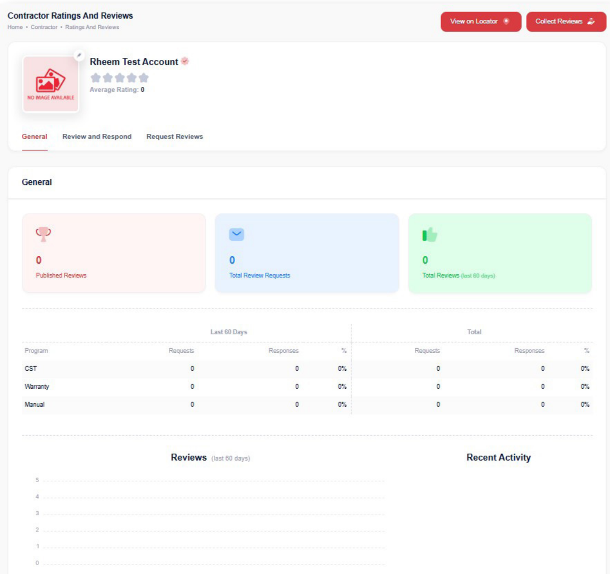
Go to the Pro Partner dashboard and select the Ratings & Reviews dashboard tile.





General tab

View easy-to-read graphs and quick stats on review performance. You can quickly access your listing on the locator from this page.

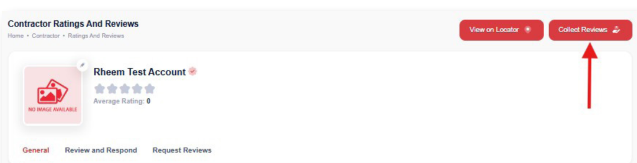


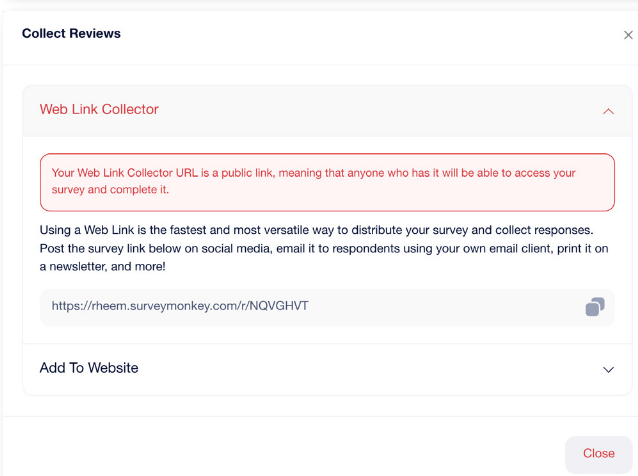
Collect Reviews tab

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.

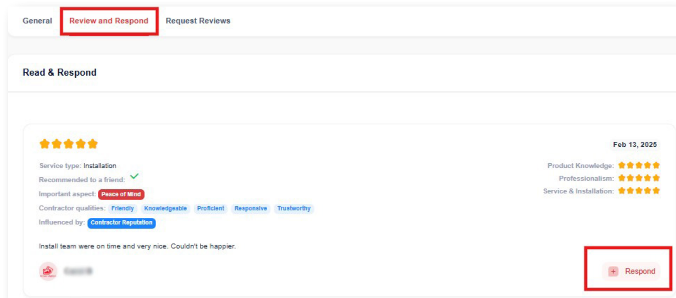




Review & Respond tab

Respond directly to your customers' reviews in the Review & 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).

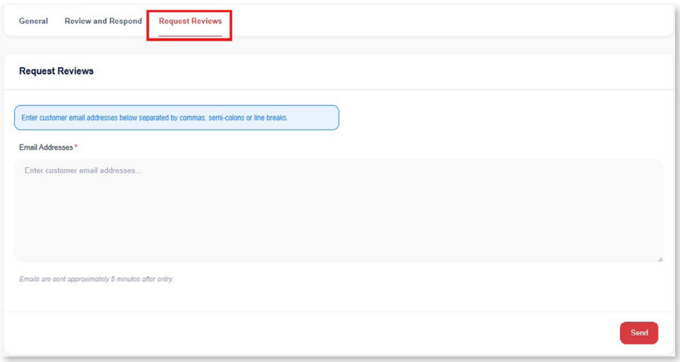
Once approved, a review will post online within 24-72 hours. You will be notified on My.Rheem, My.Ruud or My.Friedrich and via email of approved reviews posted to your profile.



Request Reviews tab

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

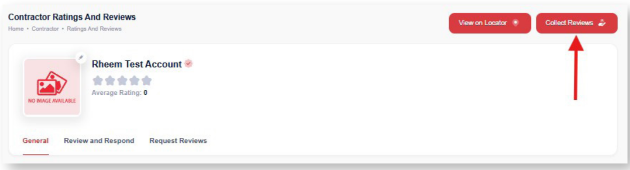
REMINDER: Pro Partners who participate in promotions have the ability to enter emails through SMART when submitting a claim, which will also send review request emails to homeowners. If an email entered in SMART is also entered into this manual Request Reviews area, the email request will not be duplicated 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 WebSuite™ website, the reviews will automatically be posted for you.



22 RepBooster

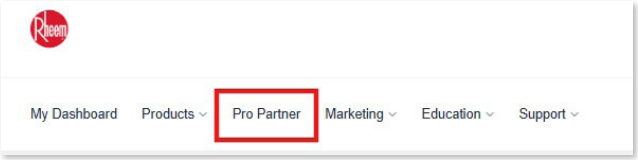
Monitor and maximize your online reputation with RepBooster™. The program makes it easy to improve your online reputation with features such as one central dashboard, review monitoring, review notifications, simple review requests and the ability to respond to reviews directly from the dashboard.

How to sign up for RepBooster

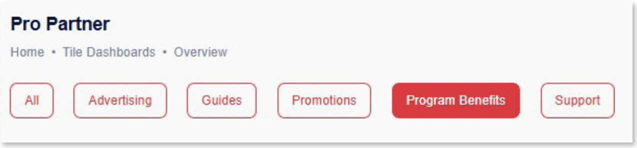
For questions or issues, reach out to help@myrheem.com, help@myruud.com or help@myfriedrich.com or to your Sales Representative.

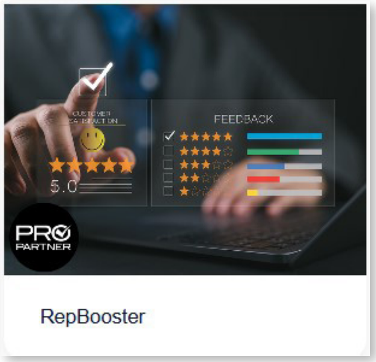
Step 1 Go to My.Rheem, My.Ruud or My.Friedrich and log in.

Step 2 Select the Pro Partner dashboard.



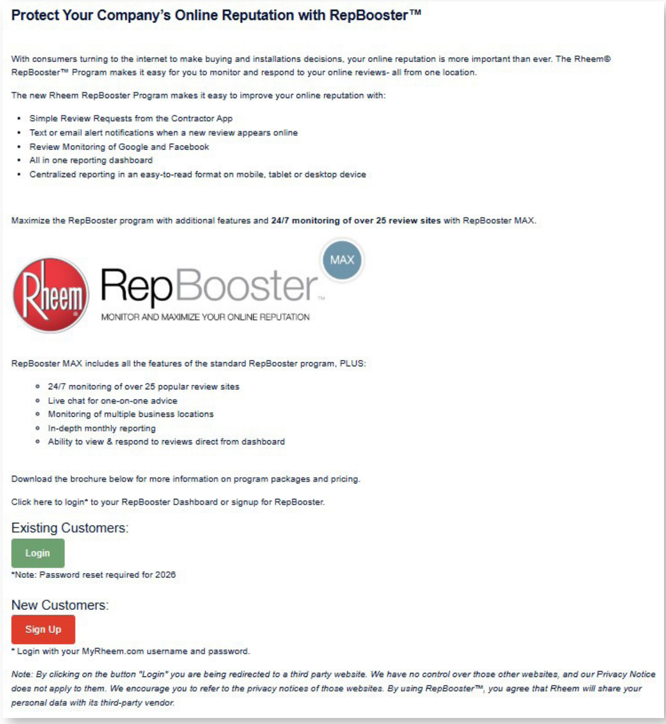
Step 3 Click on "Program Benefits" and scroll down to the option that reads "RepBooster" and click on "RepBooster".





RepBooster

Step 4 If you are a new customer, click on the sign up button to sign up for RepBooster. If you have already signed up for RepBooster, click the Log In button.



Protect Your Company's Online Reputation with RepBooster™

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

The new Rheem 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

Maximize the RepBooster program with additional features and **24/7 monitoring of over 25 review sites** with RepBooster MAX.

RepBooster MAX
MONITOR AND MAXIMIZE YOUR ONLINE REPUTATION

RepBooster MAX includes all the features of the standard RepBooster program, PLUS:

- 24/7 monitoring of over 25 popular review sites
- Live chat for one-on-one advice
- Monitoring of multiple business locations
- In-depth monthly reporting
- Ability to view & respond to reviews direct from dashboard

Download the brochure below for more information on program packages and pricing.

Click here to login* to your RepBooster Dashboard or signup for RepBooster.

Existing Customers:

Login

*Note: Password reset required for 2026

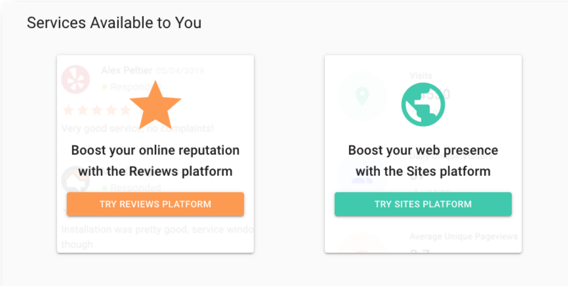
New Customers:

Sign Up

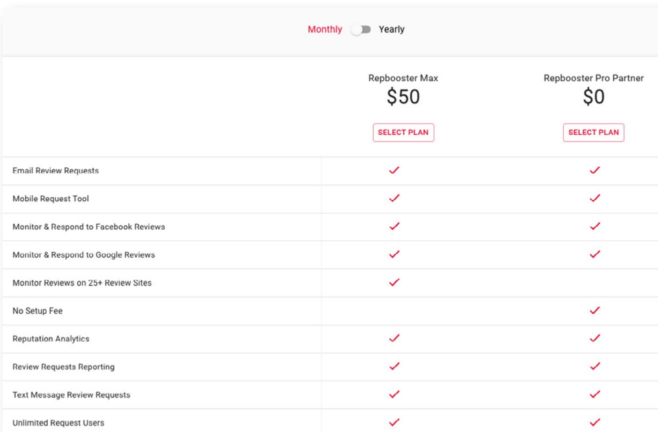
* Login with your MyRheem.com username and password.

Note: By clicking on the button "Login" you are being redirected to a third party website. We have no control over those other websites, and our Privacy Notice does not apply to them. We encourage you to refer to the privacy notices of those websites. By using RepBooster™, you agree that Rheem will share your personal data with its third-party vendor.

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 sign-up process for RepBooster.



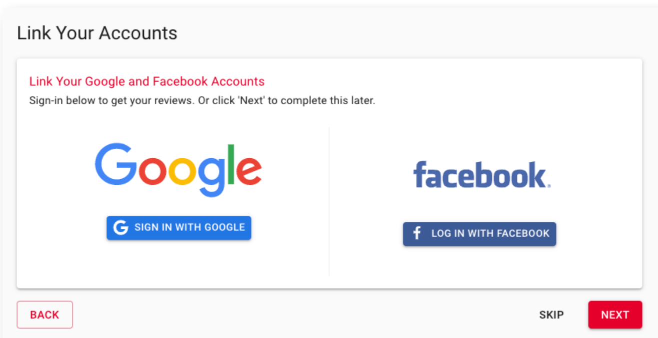
Step 6 Select the plan that you wish to have. The RepBooster Pro Partner plan is completely free to Pro Partners and connects reviews on both Facebook and Google Business accounts!



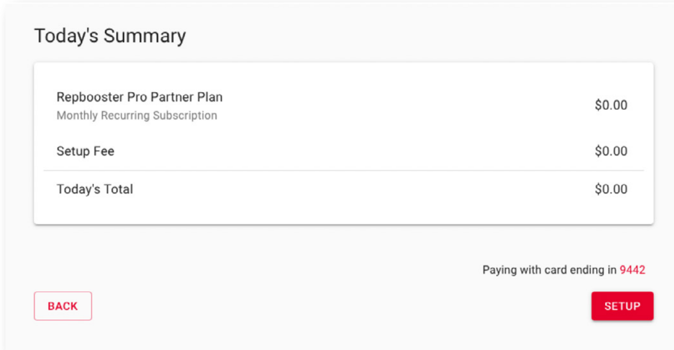
Monthly / Yearly

	Repbooster Max $50 SELECT PLAN	Repbooster Pro Partner $0 SELECT PLAN
Email Review Requests	✓	✓
Mobile Request Tool	✓	✓
Monitor & Respond to Facebook Reviews	✓	✓
Monitor & Respond to Google Reviews	✓	✓
Monitor Reviews on 25+ Review Sites	✓	
No Setup Fee		✓
Reputation Analytics	✓	✓
Review Requests Reporting	✓	✓
Text Message Review Requests	✓	✓
Unlimited Request Users	✓	✓

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 sign-up 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.



24 WebSuite

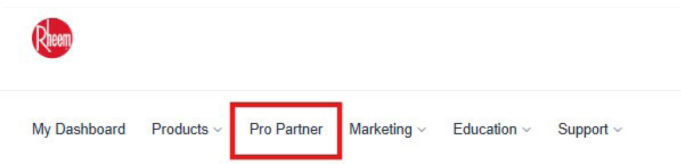
Web-savvy customers search online for everything, including contractors. Whether you're upgrading or just getting started, WebSuite™ makes it easier and more affordable to enjoy a successful and profitable presence on the web. The Base Package of the WebSuite Program is offered to Pro Partners at no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

How to sign up for WebSuite

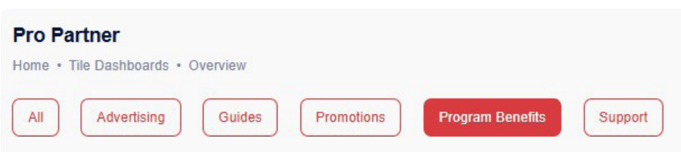
For questions or issues, reach out to help@myrheem.com, help@myruud.com or help@myfriedrich.com or to your Sales Representative.

Step 1 Go to My.Rheem, My.Ruud or My.Friedrich and log in.

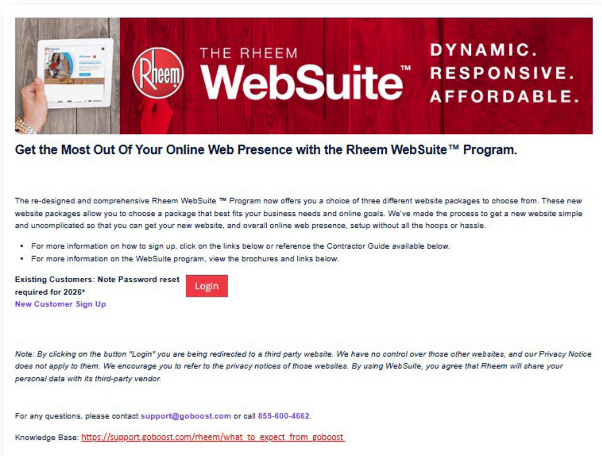
Step 2 Select the Pro Partner dashboard.



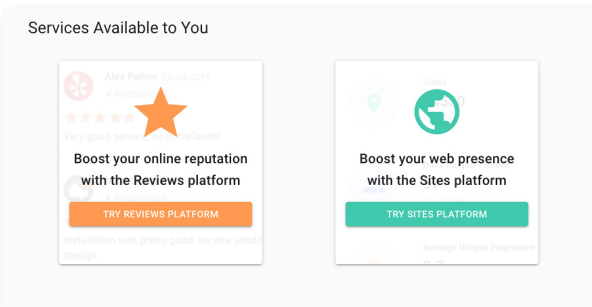
Step 3 Click on "Program Benefits" and scroll down to the option that reads "WebSuite"—click on "WebSuite".



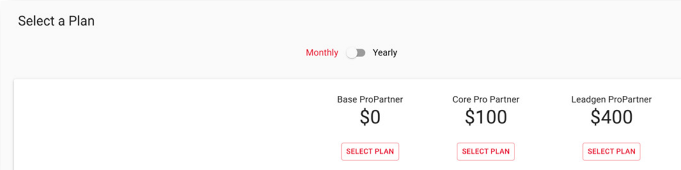
Step 4 If you are a new customer, click on the New Customer Sign Up Link. If you have already signed up for WebSuite, click the Log In button. Simply sign in using the same login information used when logging into My.Rheem, My.Ruud or My.Friedrich.



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 sign-up process for WebSuite.

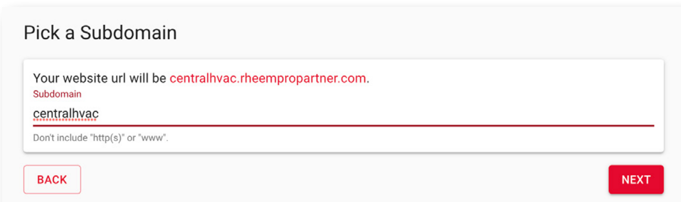


Step 6 From here, you will need to select the plan that you wish to have. The Base plan is offered completely free to Pro Partners!

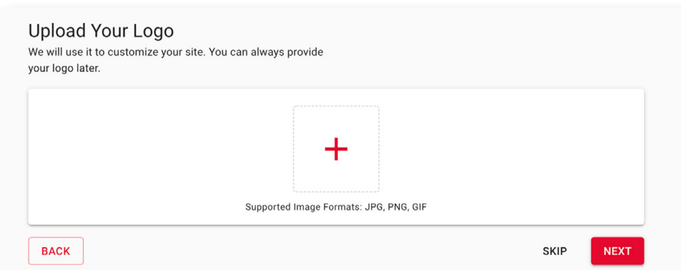


Step 7 Click Next, and have your domain information ready for this next part. You can choose the name that you want your website to have here:

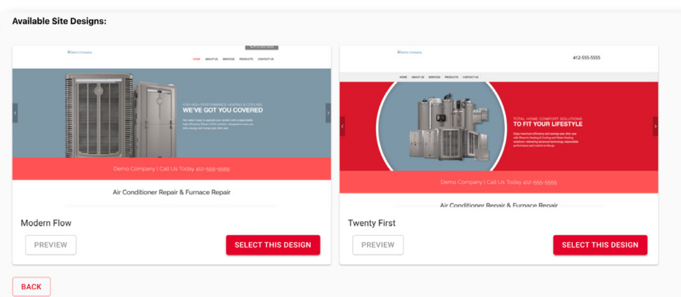
- A domain name is the unique identifier of your website and is the name that consumers will type into their web browser in order to find your website. An example of a domain would be centralhvac.com; the url is the full string of letters including http, www, and anything after the .com that a specific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



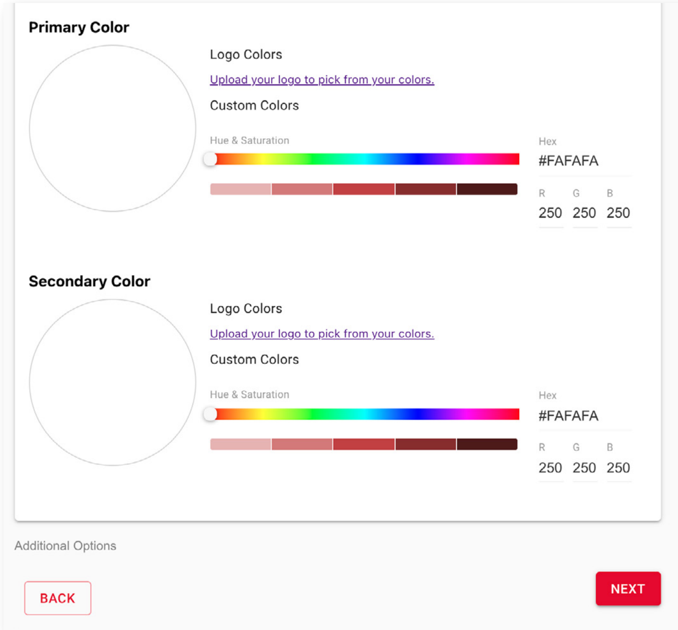
Step 8 You will be asked to upload your logo, so make sure you have access to this. If you don't have your logo on hand at the moment, that is okay. You can log in later and upload it as well.



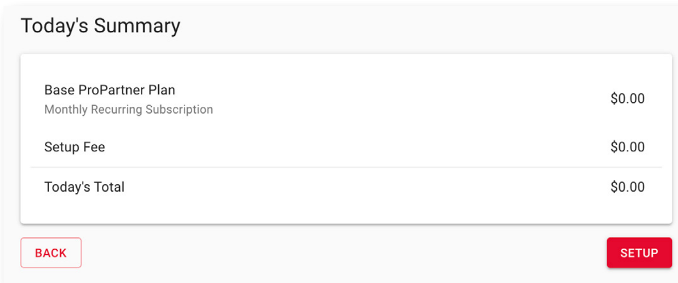
Step 9 You are ready now to choose your website's design! The differences lie in the layouts and feel of the websites. Select what is appealing to you.



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.

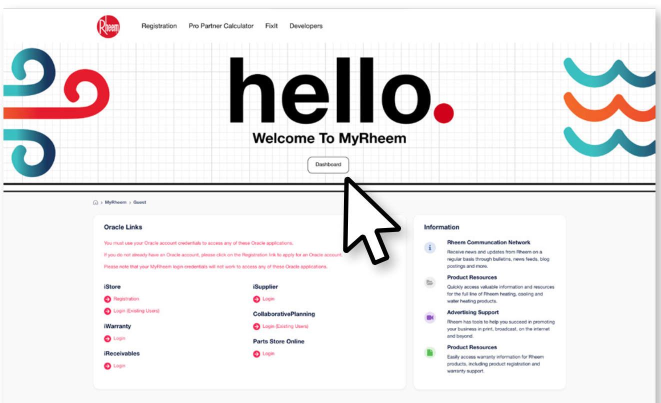


26 CashBack Payment Guide

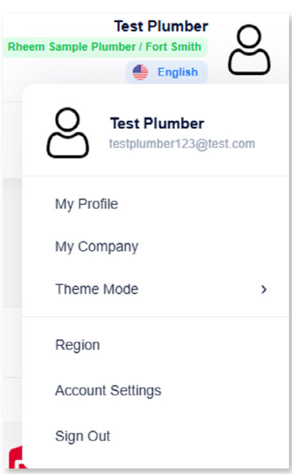
See how to easily add, edit and reconcile your CashBack direct deposit payments from our vendor partner, 360 insights.

How to add & edit your payment method

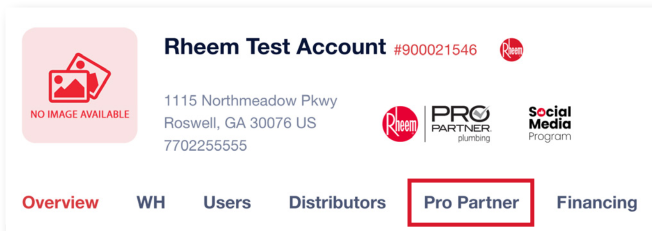
Step 1 Log in to your My.Brand portal (My.Rheem.com, My.Ruud.com or My.Friedrich.com) and select the **Dashboard** button.



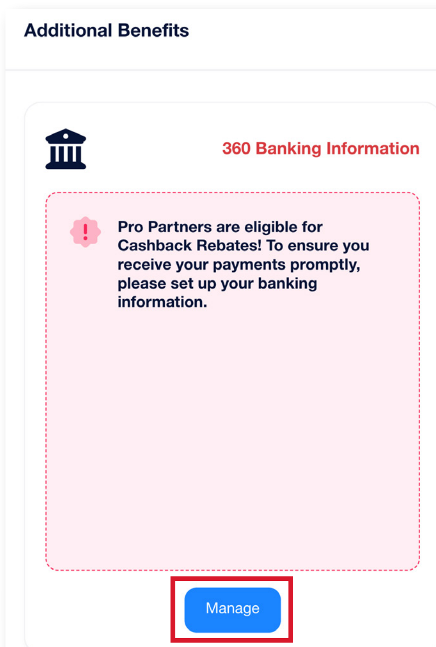
Step 2 Select the **User** button in the top right-hand corner, then select **My Company.**



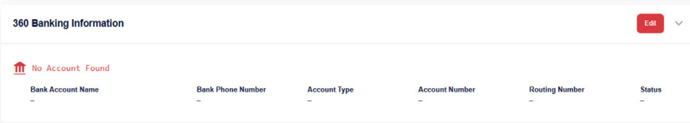
Step 3 Select the **Pro Partner** tab.



Step 4 Select the **Manage** button under the 360 Banking Information section.

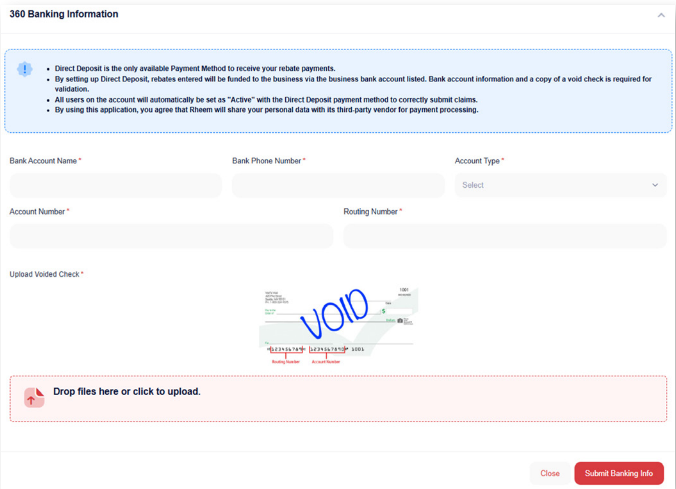


Step 5 Select **Edit** within the 360 Banking Information section.



Step 6 Enter your company's bank account details and upload a copy of a voided company check.

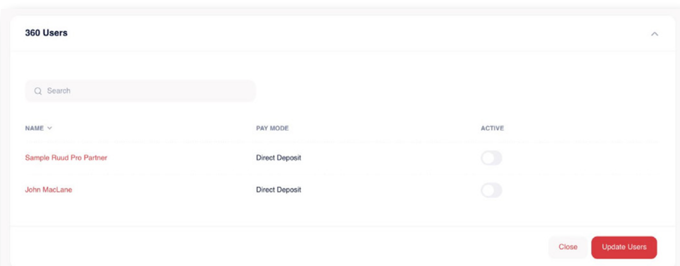
NOTE: *The bank account name entered should match the name listed in top left-hand corner of the company check.*



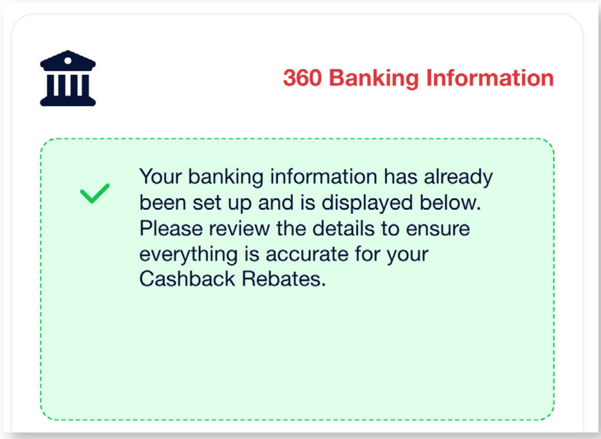
Step 7 Follow the below steps to activate a user for direct deposit:

- Click the **Edit** button
- Select applicable users to activate
- Click the **Update Users** button to finalize

NOTE: You must have at least one active user selected.



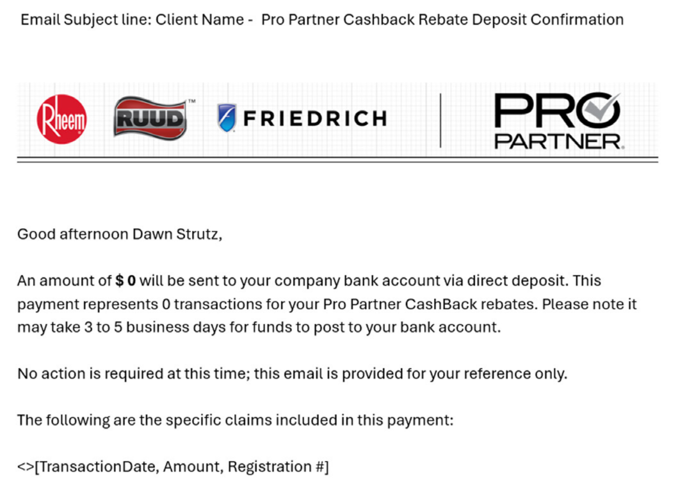
Step 8 Once you have added your company's banking account information for CashBack, your 360 Banking Information will turn green and be marked complete.



If you need to make an edit or update your banking information, you will need to reach out to the Help Desk (help@myrheem.com, help@myruud.com or help@myfriedrich.com) for assistance in making these changes.

How to reconcile your CashBack direct deposit payments

Step 1 Open email from rheemrewards@360incentives.com and review details.


Email Subject line: Client Name - Pro Partner Cashback Rebate Deposit Confirmation

Good afternoon Dawn Strutz,

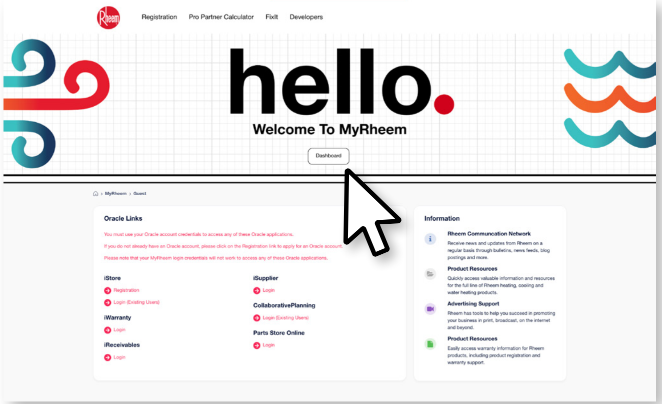
An amount of **$ 0** will be sent to your company bank account via direct deposit. This payment represents 0 transactions for your Pro Partner CashBack rebates. Please note it may take 3 to 5 business days for funds to post to your bank account.

No action is required at this time; this email is provided for your reference only.

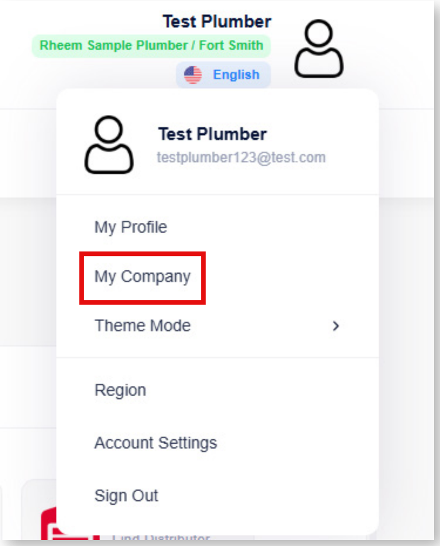
The following are the specific claims included in this payment:

<>[TransactionDate, Amount, Registration #]

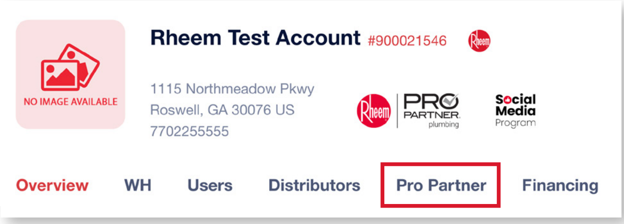
Step 2 Log in to your My.Brand portal (My.Rheem.com, My.Ruud.com or My.Friedrich.com) and select the **Dashboard** button.



Step 3 Select the **User** button in the top right-hand corner, then select **My Company.**

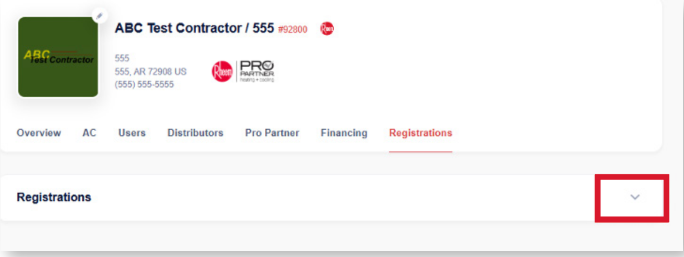


Step 4 Select the **Pro Partner** tab.

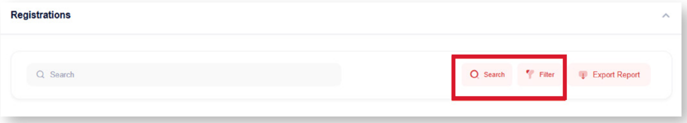


Step 5 Select the **Registrations** tab.

Step 6 Open the drop-down from the **Registrations** section using the arrow on the right side.

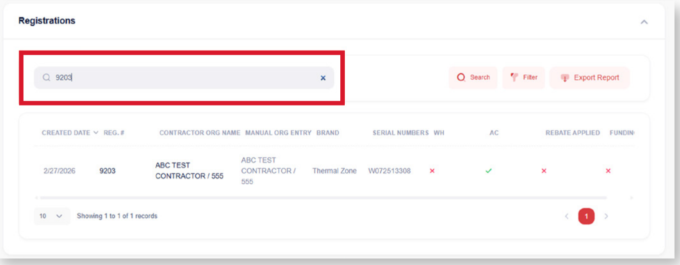


Step 7 Select **Search** to view all registrations or use the **Filter** to adjust the results.

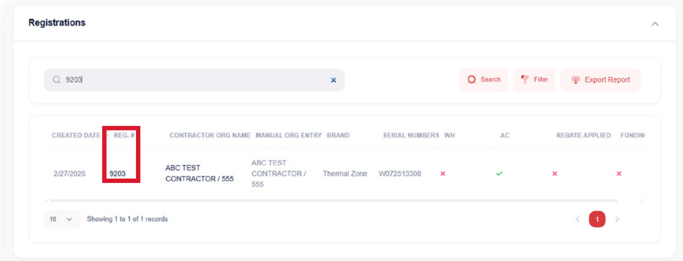


Step 8 Search for the registration number listed in the email sent from rheemrewards@360incentives.com. Searching for this number will display the rebate claim in our system.

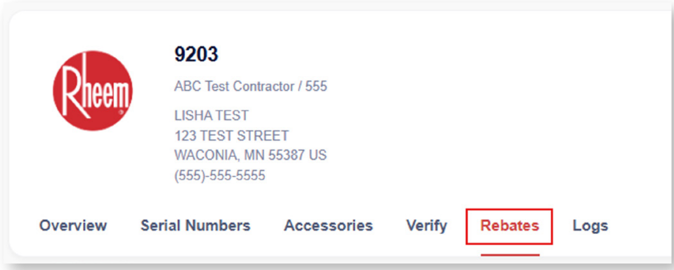
Step 9 Click on **Reg. #** to open the claim.



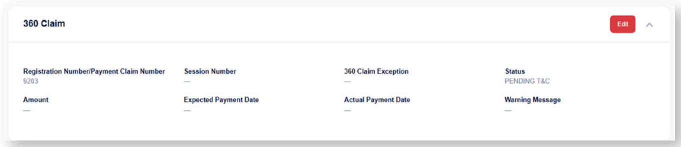
Step 10 Select the **Rebates** tab.



Step 11 Compare registrations outlined in the email to what is shown in the registrations report.



Step 12 Under the **360 Claim** section, review the registration number, payment date and total amount paid for the claim.



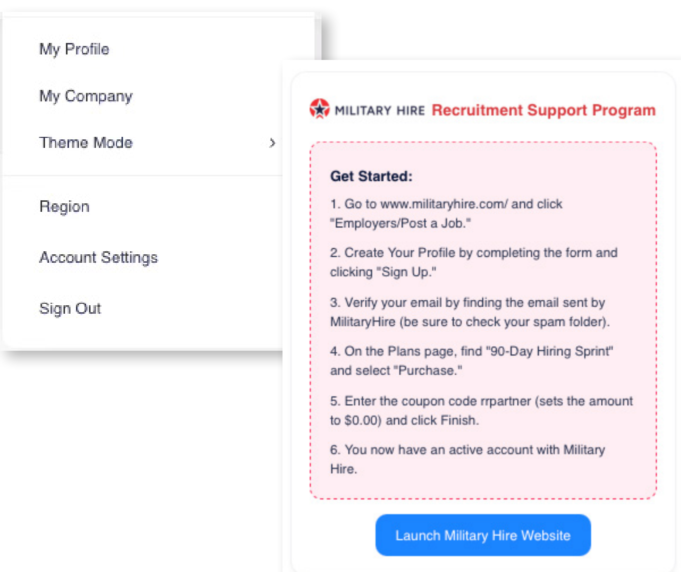
30 Pro Partner Recruitment Support Program

To make it easier to find eager, dependable employees, We have 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.

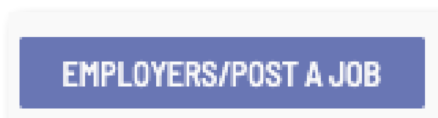
How to sign up for the Pro Partner recruitment support program powered by MilitaryHire

To sign up and gain access to the Pro Partner Recruitment Support Program Powered by MilitaryHire, Pro Partners must create an account with MilitaryHire within My.Rheem, My.Ruud or My.Friedrich. 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, My.Ruud or My.Friedrich under Pro Partner > Recruitment Support Program. For questions or issues, reach out to help@myrheem.com, help@myruud.com or help@myfriedrich.com or to your Sales Representative.

Step 1 To create an account, go to your Company Profile (My Company) in My.Rheem, My.Ruud or My.Friedrich and locate the **Pro Partner** tab. Navigate to Recruitment Support Program Info section.



Step 2 Go to MilitaryHire and click "Employers / Post a Job".



Step 3 Create your profile by completing the form and clicking “Sign Up”.

Step 4 Verify your email by finding the email sent by MilitaryHire (check your spam folder).

Step 5 On the Plans page, find “90-Day Hiring Sprint” and select “Purchase.”

Step 6 Enter the coupon code **rrpartner** (this will set the amount to $0.00) and click “Finish.”

Step 7 You now have an active account with MilitaryHire.

Step 8 Allow up to 5 business days for your account to be finalized and to receive an email to access your account with MilitaryHire.

Step 9 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 10 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, My.Ruud or My.Friedrich under Pro Partner > Recruitment Support Program for more details on how to utilize the MilitaryHire system.

Recruitment Support Program

32 Pro Profile

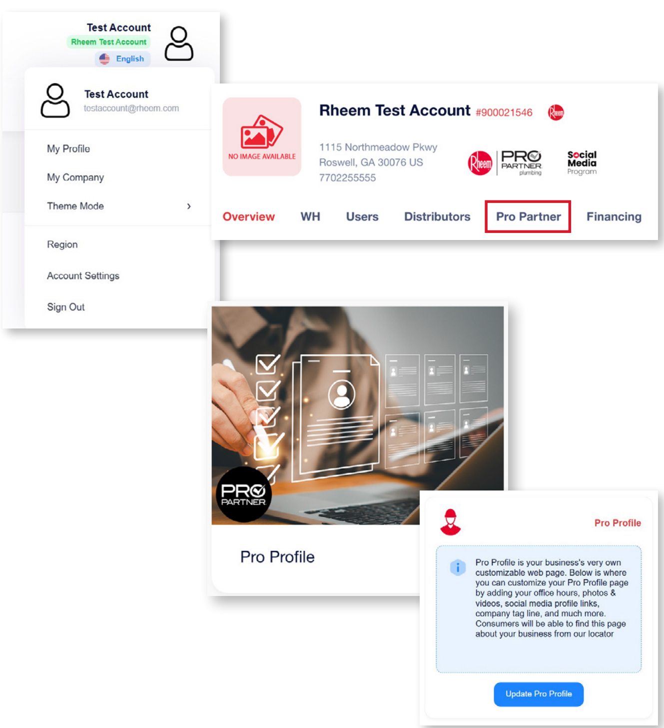
Pro Partners have their very own fully customizable web page available on our websites, called Pro Profile. You can customize your Pro Profile page by adding your office hours, photos, and even videos of your team and their latest product installs, social profile links, company tagline and much more.

How to set up your Pro Profile

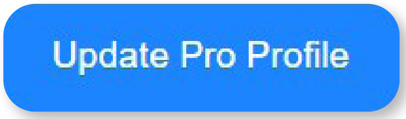
Below outlines how to set up your Pro Profile within My.Rheem, My.Ruud or My.Friedrich. For more information regarding this benefit, see the Pro Profile portal available in My.Rheem, My.Ruud or My.Friedrich under Pro Partner > Pro Profile. For questions or issues, reach out to help@myrheem.com, help@myruud.com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

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

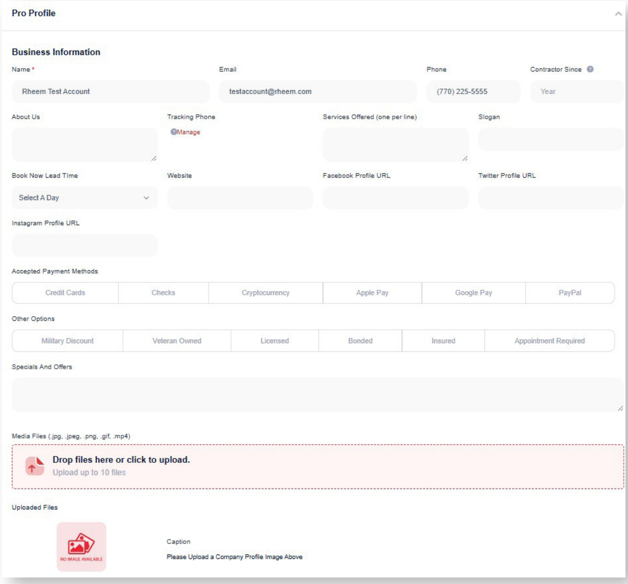
Step 1 To set up your Pro Profile, go to your Company Profile (My Company) in My.Rheem, My.Ruud or My.Friedrich and locate the **Pro Profile** found under the Pro Partner tab.



Step 2 Select "Update Pro Profile" in the **Pro Profile** tab. This will allow you to enter your business information to be displayed. Navigate to Applications > Contractors > Search for Rheem Sample > Scroll down to Pro Profile.

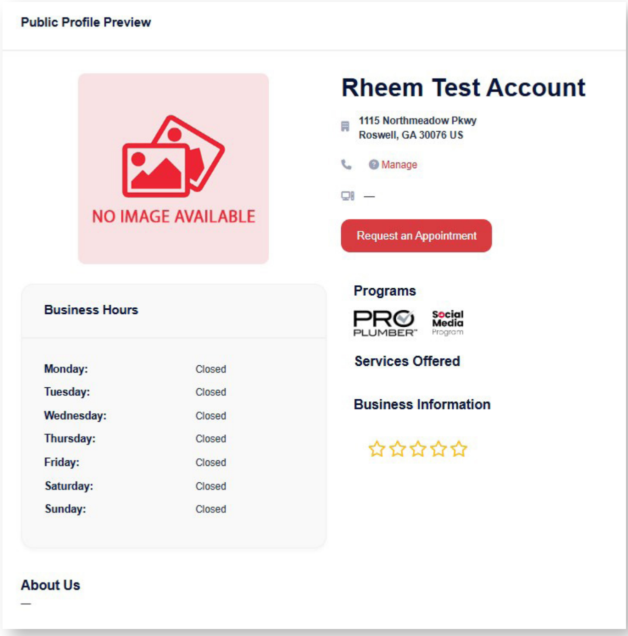


Step 3 Select edit and enter as much or as little information as you would like. This page is customizable to you and your business.



Step 4 Once all your business information is entered, select "Update Pro Profile."

Step 5 Preview how your Pro Profile will look on the public-facing website (Rheem.com, Ruud.com or Friedrich.com).



Step 6 Allow 24 hours for your Pro Profile to reflect your business information on Rheem.com, Ruud.com or Friedrich.com.

Step 7 You can return to the **Pro Profile** tab at any time to update or change your information.

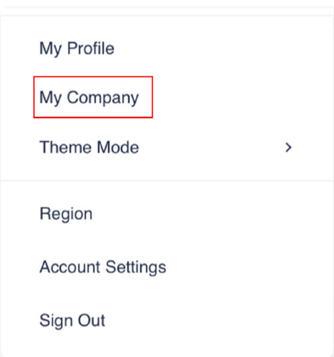
34 Pro Partner Training Program

We offer tailored, comprehensive training solutions, both online and in-person, covering all the topics you need to run a successful HVAC and water heating 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. We curated Graduate Studies Courses and provides access to our Innovation Learning Centers which offer hands-on training—all with Pro Partners in mind.

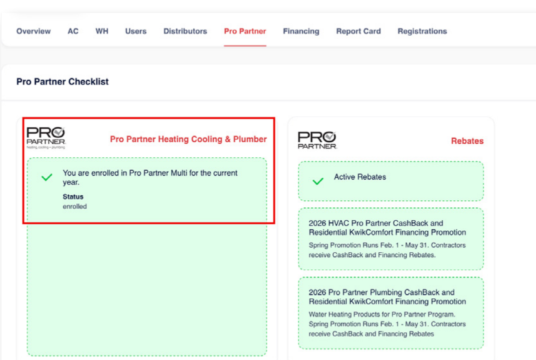
Pro Partner Interplay Learning:
How to sign up for your five Pro Partner Interplay licenses

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, help@myruud.com or help@myfriedrich.com for assistance.

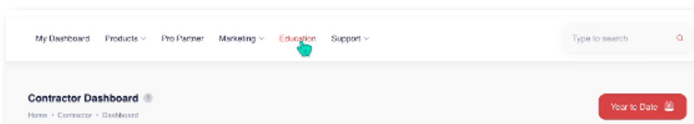
Step 1 Log into My.Rheem.com, My.Ruud.com or My.Friedrich.com and go to "My Company" located at the top right-hand corner of My.Rheem, My.Ruud or My.Friedrich.



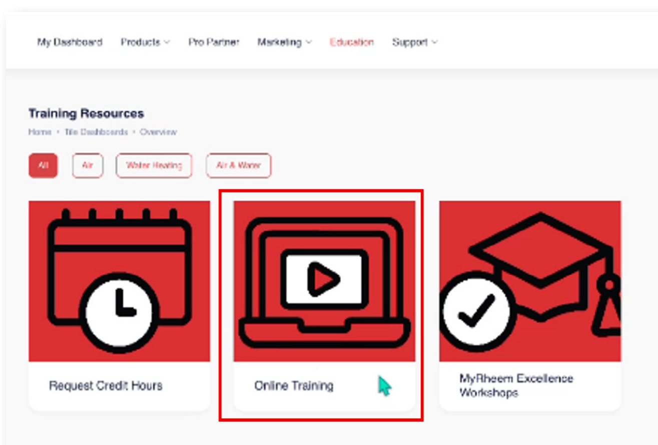
Step 2 Select the Pro Partner tab to confirm that your company is enrolled in the Pro Partner Program.



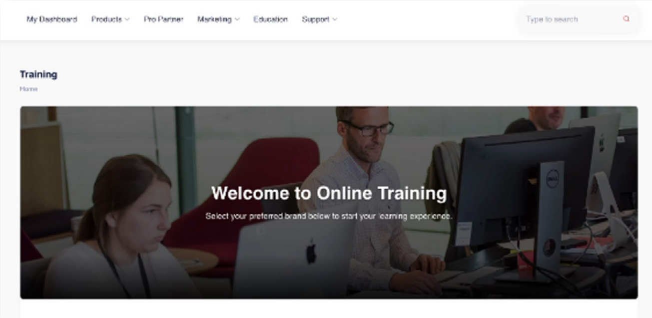
Step 3 Select the "Education" tab from the top navigation menu.



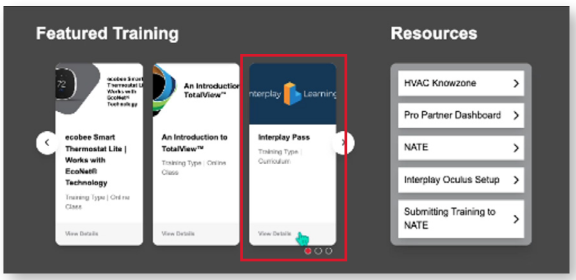
Step 4 Click **Online Training** under the Training Resources section.

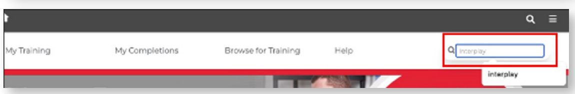


Step 5 Select **Login** (or **Preferred Login**) to access the training platform.

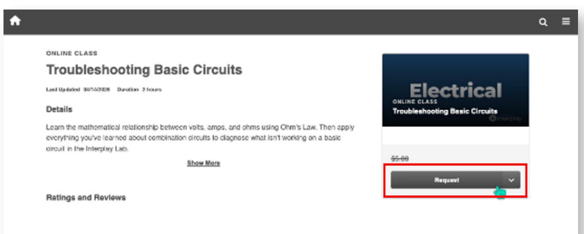


Step 6 Locate **Interplay Pass** under the **Featured Training** section. If you do not see Interplay Pass, use the search bar and search for “Interplay.”

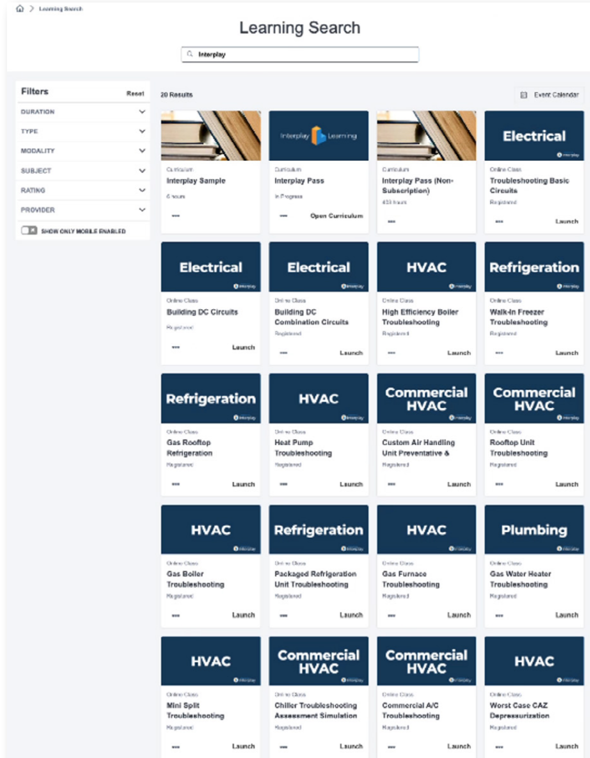




Step 7 Select **Interplay Pass** to view the available training courses. Click **Request** to gain access to the training curriculum. There is no cost associated with requesting access.

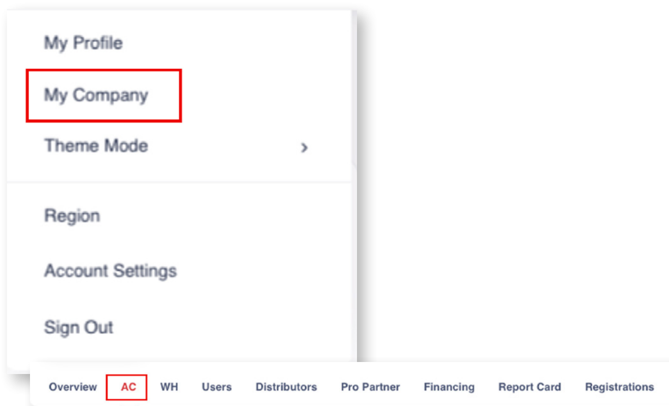


Step 8 Once your access request has been approved, you can immediately begin exploring Interplay training courses. Use the search and filter tools to quickly find topics relevant to your needs.



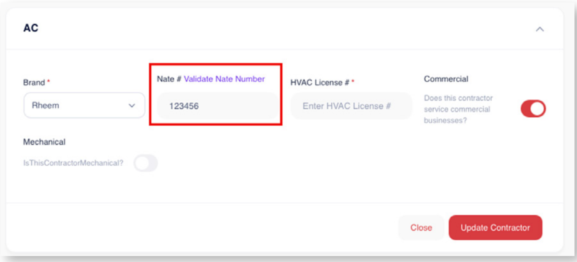
Adding your NATE certification to My.Rheem, My.Ruud or My.Friedrich and the dealer locator

Step 1 Go to your Company Profile (My Company) in My.Rheem, My.Ruud or My.Friedrich and locate the “AC” tab on the left-hand menu.

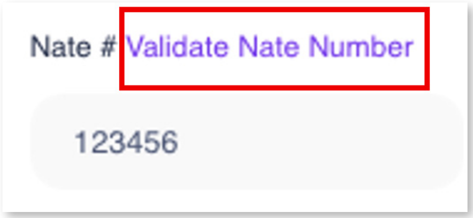


Step 2 Select **Edit** in the AC tab. This will allow you to begin the process of validating your NATE certification number.

Step 3 Enter your NATE number in the open text field below “Nate#:” and select **Update Contractor.**



Step 4 Select “**Validate Nate Number**”.



Step 5 A pop-up screen will appear displaying a list of all users on the account. Select the box next to the user that has the “Is NATE Verified” green checkmark next to their name and email.

Step 6 In the final step to complete the process, select Save Changes.
**Allow up to 24 hours for your NATE certification badge to display on your Dealer Locator listing on Rheem.com, Ruud.com or Friedrich.com.*

37 Difference Maker Award

The Difference Maker Award recognizes Pro Partners who are passionate about giving back and go above and beyond to support the causes they care about.

DIFFERENCE MAKER

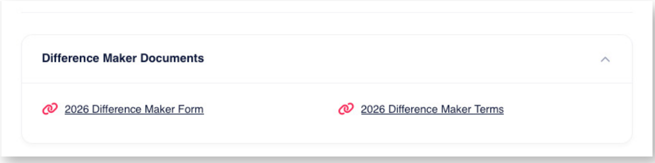
Difference Maker Award

Step 1 Go to your My.Brand portal and navigate to Pro Partner > Difference Maker.

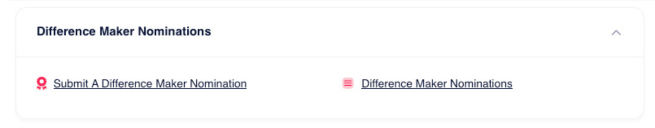
To be eligible for the Difference Maker Award, Pro Partners must have engaged with, donated to, or provided support to a 501(c)(3) organization in the past 12 months from time of award submission. You can apply for the award and tell us about your charity partner by going to the Difference Maker Nominations tab below. We will be collecting nominations once this year:

Required Documents for Nomination:

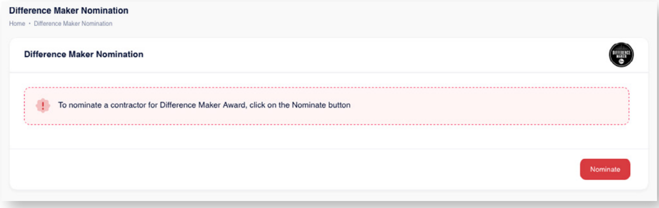
- A copy of the charity's 501(c)(3) status.
- A completed copy of the Difference Maker Form

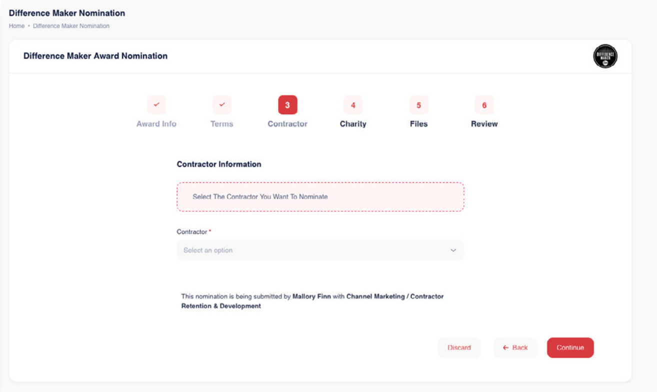


Step 2 Download the Difference Maker form and terms and conditions.



Step 3 Once the form is completed, go to **Submit a Difference Maker Nomination** and fill out the information requested on **1–6.**





Step 4 Once you have submitted your nomination winners will be selected by the Rheem Manufacturing Difference Maker Committee—an internal panel of industry professionals and all submissions will be scored based on specific judging criteria.

Rheem Manufacturing
5600 Old Greenwood Rd
Fort Smith, AR 72908
My.Rheem.com | My.Ruud.com | My.Friedrich.com

Form No. MXX-1087 • 05/26