

GoPro!

Everybody knows that becoming a Ruud® Pro Partner® makes good business sense. But what happens when you take a look at Pro Partnership by the numbers? You'll see that it makes really good business sense.




10+

Average tenure in years
among Pro Partners—
Success keeps them
coming back



20%

Average increase
in sales when
Pro Partners join



\$40k+

Average value to contractors
through Pro Partner programs



1st

Where Pro Partners get
listed among all contractors
on Ruud.com/Find-A-Contractor



**50+
FREE**

Advertising templates
(TV, Radio, Social, Print, etc.)
exclusive to Pro Partners

Up to



8%

Off dealer cost for offering
Residential KwikComfort® Financing—
Some financing options offering zero dealer cost



3,000

Networking opportunities at our
tri-annual Pro Partner Conference

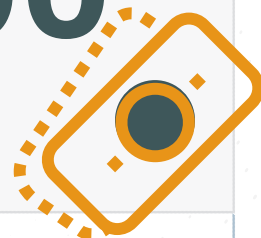
\$4,500

Average total cash back
received by Pro Partners



\$11,000

Average annual KwikComfort®
Pro Partner financing rebate



35 million

ProClub points awarded annually to Pro Partners

25-30 million

Brand impressions generated from digital brand awareness campaigns

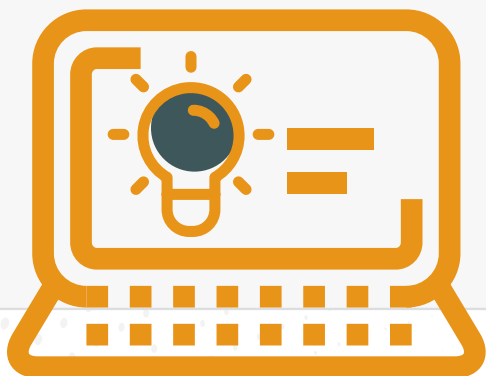
60

Pieces of content for
Pro Partner social media
pages on Facebook, X and
Instagram, **posting five times
a month**—Plus access to a
library of yearly holiday social
media content



130

**New Graduate Studies
courses with** content
curated specifically for
Pro Partners



10

Minutes to take some of the new micro-learning courses
on Ruud University

Ready to Go Pro?

Visit My.Ruud.com > Marketing > Programs > Pro Partner or ask your Ruud distributor for details.

