

GO PRO!

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



\$35k+

Average value to contractors through Pro Partner programs



1st

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



10 free

Advertising templates (TV, Radio, Social, 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**

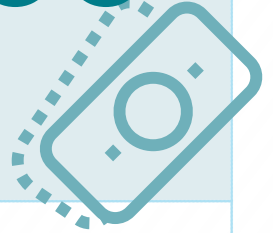
\$4,000

Average total cash back received by Pro Partners



\$10,000

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

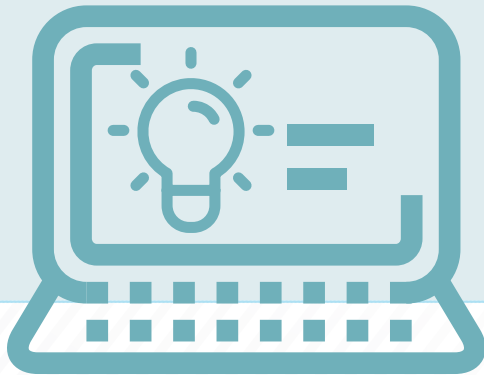
48

pieces of content for Pro Partner social media pages on Facebook and Twitter, **posting four times a month**



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?

Talk to your 2J Supply Representative today about becoming a Pro Partner today!