



**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

### Ruud®

**Brand Portal:** MyRuud.com

**Plumber Business Support Contact:** plumberbusinesssupport@ruud.com  
or 1.866.339.2388

**Consumer-facing Website:** Ruud.com

### Richmond®

**Brand Portal:** My.RichmondWaterHeaters.com

**Plumber Business Support Contact:** 1.866.339.2388

**Consumer-facing Website:** RichmondWaterHeaters.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
- **Enhanced Pro Profile** – Increase your visibility and highlight what makes your business unique<sup>1</sup>
- **Priority Listing** – Top ranking on Find a Pro search pages on our consumer-facing websites helps customers easily find your business<sup>1</sup>
- **Online Appointment Booking** – Via Find a Pro search pages on our consumer-facing websites<sup>1</sup>
- **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<sup>1</sup>
- **WebSuite™** – Choose a website design that can be customized for your company<sup>1</sup>
- **Online Ratings & Reviews** – Build a strong online reputation and attract more online customers
- **Exclusive ProPlumber Badging** – Stand out as a premier water heater installer



## 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 Rebates** – CashBack Rebates can be used in conjunction with ProClub Rewards for even stronger purchase incentives



### Program Goals:

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

**Strengthen our relationships with Plumbers** to help advance mutual success

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

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

### How We'll Achieve These Goals:

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

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

**Provide benefits** like CashBack Rebates and ProClub Rewards

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

With such high value, ProPlumber members easily achieve **4.5X return on their investment.**<sup>2</sup>

<sup>1</sup>Enhanced Pro Profile, Priority Listing, Online Appointment Booking, RepBooster and WebSuite programs are not available to Richmond® ProPlumbers. <sup>2</sup>This is a conservative estimate based on the combined value of all available program benefits versus program cost.



# 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 with Plumber Business Support Associate
- 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®, Ruud®- or Richmond®-authorized courses each year to maintain their 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

# 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.

## ENHANCED CO-OP PROGRAM

ProPlumbers™ can more than double their 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<sup>1</sup>
- Vehicle Wraps & Decals

Talk to your local Rheem®, Ruud® or Richmond® Distributor about partnering with co-op funds.

**CO-OP**  
PROGRAM

<sup>1</sup>WebSuite is not available to Richmond® ProPlumbers.

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

## FLEET VEHICLE DISCOUNTS

ProPlumbers™ can now cost effectively add to their fleet of company trucks and vans—in style.

We have partnered with Dodge Ram®, Ford®, GM® and Nissan® to offer 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



**Fleet**Program

### 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

## 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®, Ruud® and Richmond® products. So whenever we come up with the next new innovation in water heating, it'll be on your shelves first. 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

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 CashBack rebates.

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

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

### Additional Information

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



## ENHANCED 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.

Access to information fields that are **exclusive to ProPlumbers™**

**Online Ratings & Reviews:** Much like the existing Find a Pro search, only ProPlumbers will get to display install ratings & reviews on their 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 brand new tab on the left-hand menu called "Pro Profile", and this is the place where you update your Pro Profile page in real-time, including updating your office hours, photos and even your company slogan.



**NOTE:** Enhanced Pro Profiles are not available to Richmond® ProPlumbers.

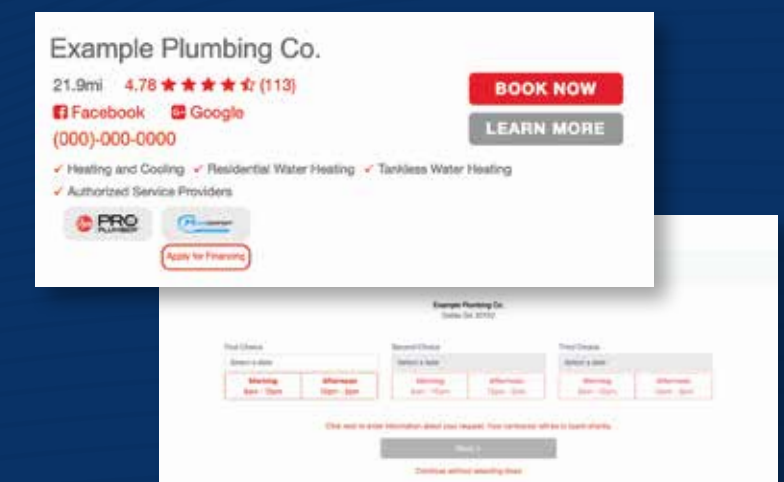
## PRIORITY LISTING

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.



**NOTE:** Priority Listing and Online Appointment Booking are not available to Richmond® ProPlumbers.

## 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 enhance your skills so you can grow your business.

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

The Business Success System is made up of three tracks—Discover, Design and Deliver—each of which includes 15 courses. Each module is unique in terms of both topic and presentation style but includes the same seven sections:

- 1 Coaching video
- 2 Concept
- 3 Rapid lesson
- 4 Key points
- 5 Roadblocks
- 6 Action plan
- 7 Worksheets with audio introduction

### 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

### What Can I Expect to Receive by the End of the Online Business Management Courses?

1. Knowledge
2. Confidence
3. Awareness
4. Motivation
5. Accountability

**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

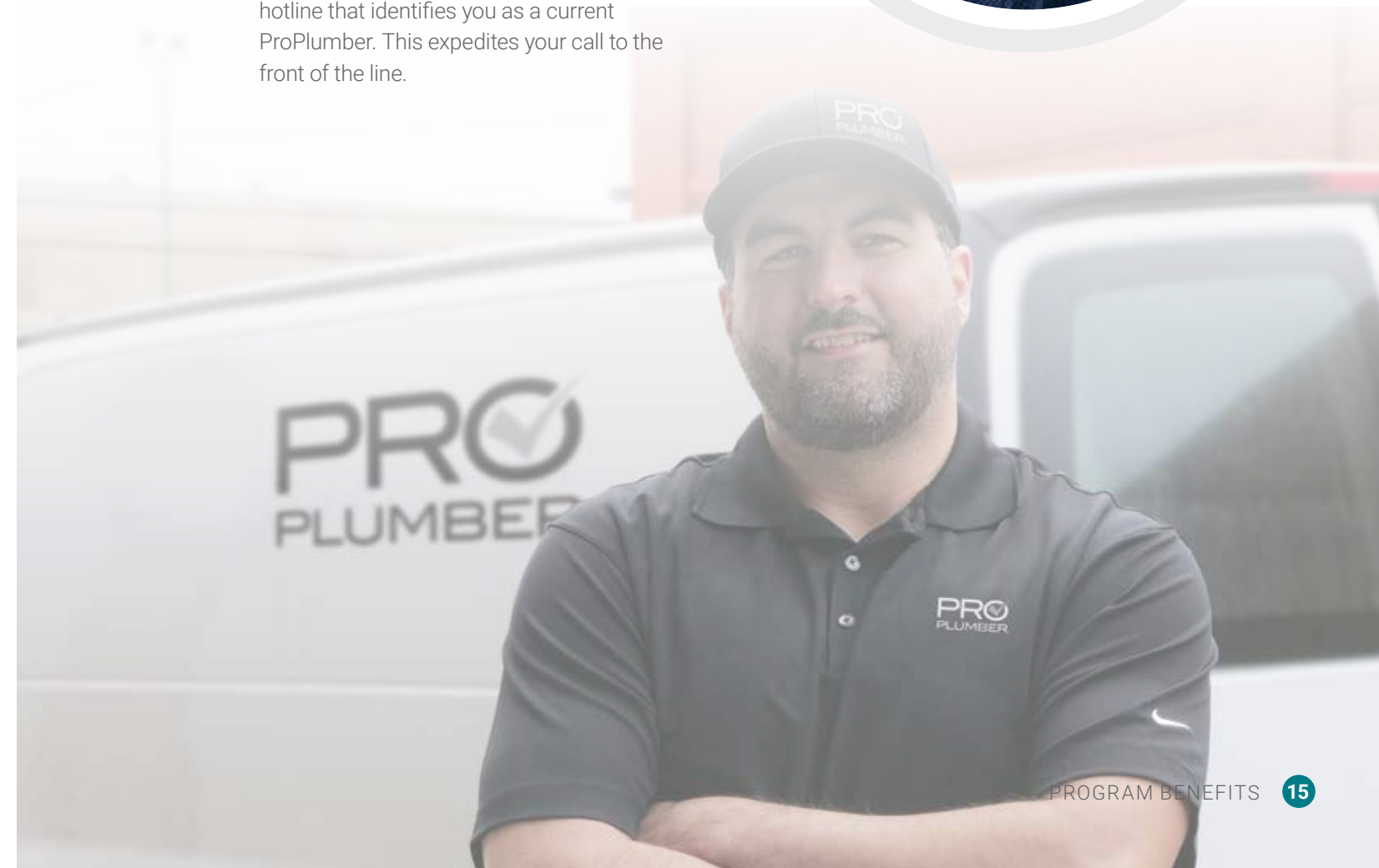
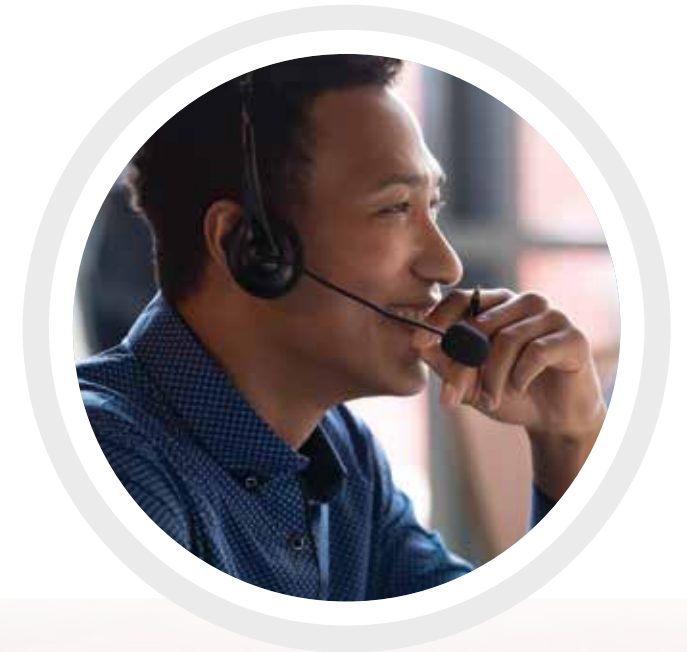
### Front-of-the-line access to:

- Plumber Business Support Team
- Tech Support
- Save time and Save Money!



### 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.





## REPBOOSTER

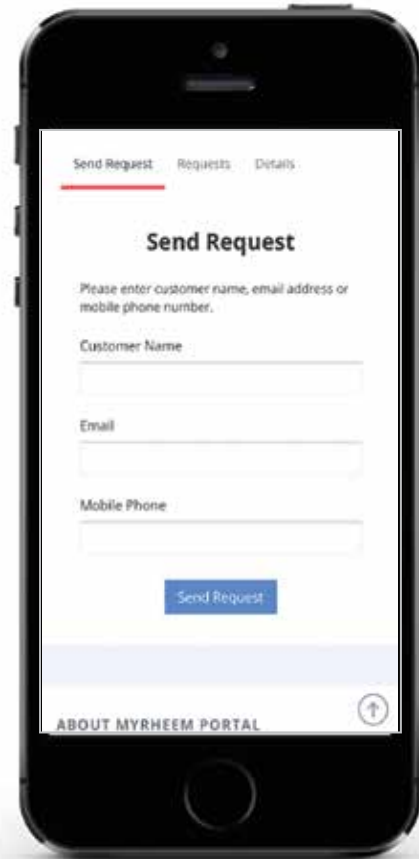
With consumers turning to the internet to make buying and installation decisions, your online reputation is more important than ever. The RepBooster™ Program makes it easy for you to monitor and respond to your online reviews—all from one location.

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.

**NOTE:** RepBooster program is not available to Richmond® ProPlumbers.

## 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 their own domain name can upgrade to the 'Core' package for \$100/mo. For more information visit RheemWebsuite.com



**NOTE:** WebSuite program is not available to Richmond® ProPlumbers.

# 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-® and Ruud-® developed sites that are part of our WebSuite™ program.

## Benefits for ProPlumbers

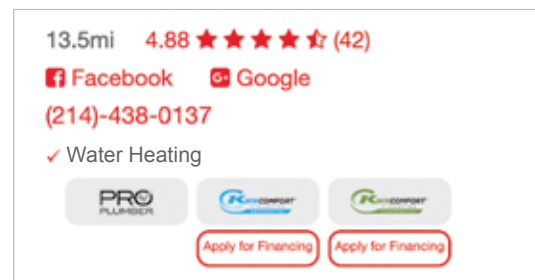
Reviews provide compelling, confidence-inspiring differentiation and promotion of your business in a crowded online marketplace. The ProPlumber Online Ratings & Reviews Program is exclusive to ProPlumbers, and allows you to build and maintain a strong online reputation and use positive customer reviews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

## Review & Response Process

- 1 Customer submits a review online.
- 2 Review goes through moderation to ensure feedback is appropriate and authentic (e.g. no inappropriate language or spam).
- 3 If approved, the review will post publicly online within 24–72 hours.
- 4 You are notified via your brand portal profile and email of approved reviews posted to your profile.
- 5 You respond to the review by either responding directly to the email notification you received, or by visiting the Read & Respond section in your Ratings & Reviews dashboard within your brand portal.
- 6 Response goes through moderation to ensure feedback is appropriate and authentic.
- 7 If approved, the customer will receive an email notification and the response will display publicly with the review within 24–72 hours.



**IMPORTANT!** ProPlumbers who participate in CashBack rebates have the ability to enter emails through the CST when submitting a claim, which also sends review request emails to homeowners. If an email entered in the CST 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.

## Navigating the Ratings & Reviews Dashboard

You can access your Ratings & Reviews information by logging into your brand portal account, and going to the Marketing tab > ProPlumber > Ratings & Reviews section. The below breakdown gives you more detail on how to navigate the dashboard.

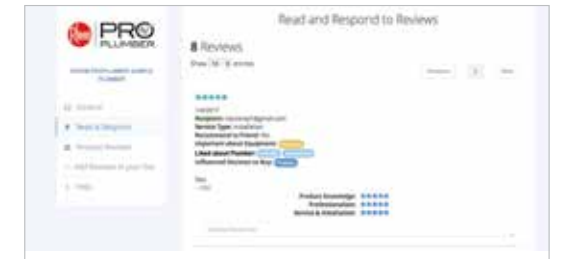
### General

View easy-to-read graphs and quick stats on your review performance, access your listing on the Find a Pro search page, and export performance reports



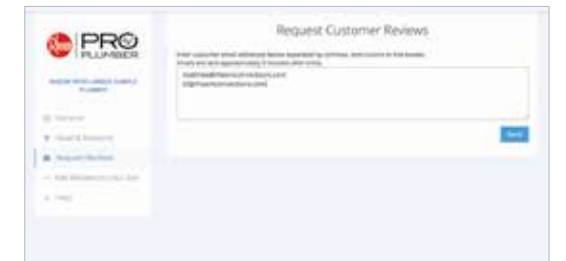
### Read & Respond

This page allows you to respond to your customers' reviews



### Request Reviews

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



### Display Your Reviews

You can simply copy and paste the provided code into your business website. If you have a WebSuite™ website, the reviews will automatically be posted for you



### Help

View Ratings & Reviews program information, user guides, helpful tips and more on this page



## 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 CashBack 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

## 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.



### Additional Information

You can access the Help Desk through the Help tab on the Online Ratings & Reviews page or by emailing [help@myrheem.com](mailto:help@myrheem.com), [help@myruud.com](mailto:help@myruud.com) or [help@myrichmondwaterheaters.com](mailto:help@myrichmondwaterheaters.com). The Help Desk can assist with questions on the program, review moderation and can escalate any additional program needs or questions.

## EXCLUSIVE PROPLUMBER BADGING

Now that you're a premier plumber, 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@wellspring.com](mailto:proplumber@wellspring.com).



## PROCLUB REWARDS PROGRAM

ProPlumbers™ can earn and redeem unlimited **ProClub Points** for all Rheem®, Ruud® and Richmond® 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, Ruud or Richmond 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](http://MyRheem.com/ProClub), [MyRuud.com/ProClub](http://MyRuud.com/ProClub) or [My.RichmondWaterHeaters.com/ProClub](http://My.RichmondWaterHeaters.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



**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 they want all of their 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



# EXCLUSIVE CASHBACK REBATES



## Exclusive CashBack Rebates for ProPlumbers™

Our **CashBack Rebates** reward you for selling and installing qualifying Rheem®, Ruud® or Richmond® Water Heating products\*. Eligible products will be listed on the CashBack page of the ProPlumber portal within your brand portal.

- You will receive updates via the Rheem, Ruud or Richmond Communication Network as eligible products are added to the program
- Combine CashBack Rebates 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 they submit a claim in the Contractor Serial Tool (CST) portal. This information is required when selecting either the automatic deposit option or reloadable rebate card.

**IMPORTANT!** CashBack rebates 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 they want all of their company's CashBack 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 CashBack rebates. See the CashBack program guide for complete Terms and Conditions.



# 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 CashBack Rebates Terms

ProClub Points and CashBack 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.

**NOTE:** The ProPlumber Program is currently open only to Rheem, Ruud® and Richmond® plumbers in the United States.



**PRO**  
**PLUMBER™**

**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.*

