

PRO
PARTNER[®]
heating, cooling + plumbing



2026 PROGRAM BROCHURE



Experience the power of pro partnership

New for 2026, the Rheem Pro Partner™ Heating, Cooling and Plumbing Program recognizes and rewards contractors like you for your superior dedication to the sale, installation and servicing of our heating & cooling and water heating products. Built on contractor feedback and a philosophy of mutual success, this program seeks to provide the best contractor loyalty experience in the industry driven by:

- **Product innovation:** The Pro Partner Program gives contractors insider access to Rheem’s full line of award-winning products—available with a wide range of features to suit every need and lifestyle
- **Program advancements:** The Pro Partner Program features a vast array of resources that can help support and grow your business
- **Partnership approach:** The Pro Partner Program is responsive and feedback-driven to ensure a mutually beneficial relationship and to forge a deeper partnership between you and Rheem



Based on business size and participation levels in promotions and programs, Pro Partners can realize over \$75,000 of value from the program. **Online Ratings & Reviews**, seasonal **CashBack** and **Residential KwikComfort® Financing** promotions, **Digital Brand Advertising** and **ProClub Rewards** are just some of the exclusive benefits that provide ROI to Pro Partners.

PRO CLUB
REWARD YOURSELF



CashBack

THE BENEFITS OF GETTING PRO POWERED



Consumer experience

- **The Rheem® Quality Pledge** – Giving Pro Partners peace-of-mind
- **Residential KwikComfort® Financing** – This program offers exclusive promotions for Pro Partners on eligible Rheem equipment—and offers homeowners better buying options
- **Ratings & reviews** – These help Pro Partners build a strong online reputation and attract more online consumers



Training

- **Tailored training** – Rheem offers 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** – Interplay Learning modules give you access to a full catalog of industry-leading training remotely and on your own time
- **Graduate studies courses** – Rheem curated these business-related courses with you in mind
- **Premier learning facilities** – Our Innovation Learning Centers provide intensive, hands-on training that helps Pro Partners boost their business



Contractor incentives

- **Exclusive promotions** – Seasonal CashBack and *Residential KwikComfort® Financing* promotions. Best of all, Pro Partners can combine these rebates for even stronger purchase incentives
- **ProClub rewards** – Pro Partners can earn rewards for points earned on eligible equipment purchases



Marketing & business support

- **Rheem-generated leads** – Rheem provides a number of exclusive opportunities to promote Pro Partners online
- **Digital brand awareness campaigns** – These are targeted by consumer and customized by region / state and season
- **Priority Rheem.com locator listings** – Pro Partners enjoy top billing on our contractor locators
- **Pro Partner social media program** – We provide a social media management tool, along with ready-to-use Rheem-branded social media content for Pro Partners’ Facebook, X (formerly Twitter) and Instagram social media pages
- **Exclusive program discounts and promotions** – Pro Partners enjoy exclusive benefits from our vendor partners
- **Rheem RepBooster™** – Protecting and improving a Pro Partner’s online reputation is easy with RepBooster
- **Recruitment support program** – In order to help Pro Partners with their recruitment efforts, Rheem has partnered with MilitaryHire
- **Water heating technical concierge hotline** – Expedite service for your tech support questions
- **Help desk chat** – Exclusive access to live chat support within My.Rheem.com
- **Customizable advertising options** – Rheem created a series of professional templates for you to use as-is or customize through our agency partner



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READY to get pro powered?

To be eligible for a Rheem® Pro Partner™ membership, you must:

- Maintain high-performing Rheem annual product sales, with annual purchases made up of at least 60% Rheem residential products*
- Maintain high-level customer service and satisfaction, as demonstrated by a four-star rating on the Online Ratings & Reviews Program via a minimum of 30 customer review submissions per year
- Remain committed to continuing industry education / training, including completing a minimum of 10 collective, business-wide hours of Rheem-authorized courses each year (this includes Rheem online, in-class and conference courses, as well as certain industry courses)
- Hold all required, current and applicable state license documentation; and be in good standing with your Rheem distributor

**Any single-phase residential equipment installed in a residential application—including single-family dwellings—which includes apartments, condominiums, duplexes and homes*

It's time to upgrade to the power of pro—the Rheem Pro Partner Program.

Learn more at My.Rheem.com > Pro Partner or ask your Rheem distributor.

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