



PRO
PARTNER[®]
heating, cooling + plumbing



Contractor
PROGRAM GUIDE 2026

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The official guide to the **Rheem® Pro Partner™ program**



Power
to the
pro

Introduction

This document serves as the official guide to the all-new Rheem Pro Partner Heating, Cooling and Plumbing 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 on My.Rheem.com > Pro Partner > Pro Partner Program Guides.

For questions regarding the ***Rheem Pro Partner Heating, Cooling and Plumbing Program***, its use or contents, please contact your Rheem District Sales Manager or email help@myrheem.com.



Engineered
for the
industry's
elite

As a manufacturer of both industry-leading heating & cooling and water heating products, Rheem offers a complete line of residential solutions designed to deliver dependable performance, exceptional comfort and high energy efficiency.

And now, we're excited to introduce our NEW combined Pro Partner program, tailored for contractors selling both Rheem heating & cooling and water heating products.

The all-new Pro Partner Heating, Cooling and Plumbing program is built to empower our multi-trade professionals to learn more, earn more and sell more. The Pro Partner Heating, Cooling and Plumbing Program is designed to offer an expansive scope of benefits that deliver value and a positive impact for leading contractors and plumbers as well as customers. Rheem® Pro Partner instantly resonates with both trade partners and customers to help cement members' reputations as dedicated, elite, Rheem-recognized industry professionals.

Program goals

- Help partners achieve more residential product sales, acquire new customers and retain existing customers
- Strengthen relationships between Rheem, distributors, contractors, plumbers and customers to help advance mutual success at every connection in the value chain
- Recognize and reward a select group of premier partners who provide a first-class customer experience through their commitment to Rheem-quality products and service
- Provide engaging training tools online and in the field, exclusively for partners
- Establish and maintain open dialogues and communication with partners to ensure continual support and partner-driven program evolution
- Ensure the program and participation process is highly functional and easy for Rheem and our partners to implement, adopt and maintain

The Pro Partner **CORNERSTONES**

This program is engineered to provide value in four key areas



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
- **Rheem 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 Rheem-administered 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 Rheem.com/Find-A-Pro
- **Pro Partner social media program** – Rheem provides 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** – Expedites 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

Pro Partner value guide

The value that a Rheem® Pro Partner realizes for their membership features will depend on the size of their business and their active participation in promotions and programs.

Feature	Contractor value
CashBack Rebates – Exclusive CashBack promotions	\$9,000
Customizable Advertising Options – Rheem created a series of professional templates for you to use as-is or customize through our agency partner	\$6,500
Digital Brand Advertising – Based on brand awareness campaign, plus value of a blended service / install average ticket	\$8,000
Direct Mail – Based on brand awareness campaign, plus value of a blended service / install average ticket	\$4,000
Graduate Studies – Our online Graduate Studies section has business-related courses specifically curated with Pro Partners in mind	\$750
Help Desk Chat – Exclusive access to live chat support within My.Rheem.com	\$3,000
Interplay Learning – Courses for all skill levels from the leading provider of online training for the skilled trades; includes 10 passes per company	\$5,600
Online Appointment Booking – Through online booking feature on Rheem.com	\$400
Online Ratings & Reviews – Review management portal; unlimited automated email surveys; automated verification, posting and notification of reviews	\$2,400
ProClub Rewards – Based on selling two qualifying units a month	\$3,500
Recruitment Support Program – MilitaryHire.com is a resource for hiring talent from the US Military. This program provides 1 recruiter account, up to 10 job postings, up to 600 resume views per month and up to 10 automated Resume Search agents	\$2,400
RepBooster™ – Total digital reputation management solution pulling together Google, Facebook and Rheem Ratings & Reviews	\$300
Residential KwikComfort® Financing Promotions – Eight (8) months of promotions	\$17,000
Social Media Program – This program provides a social media management tool, along with eight pieces of social media content a month	\$10,000
Water Heating Technical Concierge Hotline – Saving time saves you money	\$1,500
WebSuite™ – Customizable website options	\$700
Total average monetary benefit of a Pro Partner contractor membership*	\$75,050

*This is the estimated value a participating contractor can expect to see as a Pro Partner. Actual value may vary.

Program details



Program participation

Contractor Requirements

To be eligible for Pro Partner membership, contractors must:

- Maintain high-performing Rheem annual product sales, with annual purchases made up of at least **60% Rheem residential products**¹
- Maintain high-level customer service and satisfaction, as demonstrated by a **four-star rating** on the Rheem 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 their distributors

¹Any single-phase residential equipment installed in a residential application—including single-family dwellings—which includes apartments, condominiums, duplexes and homes.



Our Quality Pledge for heating & cooling equipment

Giving Pro Partners Peace-of-mind

Any Rheem® manufactured matched system¹ installed by a Pro Partner Contractor, in a residential application² as part of an AHRI-matched system, that experiences failures that cannot be resolved **in the first year** after installation, may qualify for a Rheem Quality Pledge *Unit Replacement & Labor Allowance*, with Rheem District Technical Representative (DTR) approval prior to the equipment being removed from the application.³

Defined Labor Allowances

The Quality Pledge Labor *Allowance* is a flat rate intended to help offset labor, refrigerant and other miscellaneous materials required to successfully complete the replacement.

Products with a Labor Allowance up to \$225

- 1–3 Ton Residential Units
- 1–3 Ton Residential Packaged Systems
- 1–3 Ton Air Handlers

Products with a Labor Allowance up to \$300

- 3.5–5 Ton Residential Units
- 3.5–5 Ton Residential Packaged Systems
- 3.5–5 Ton Air Handlers
- Gas Furnaces



Additional Information

Please reach out to your Distributor regarding the claim process.

¹Excludes: Geothermal Heat Pumps and Oil Furnaces. ²Residential Application is defined as any single-family dwelling, which includes apartments, condominiums, duplexes and homes. ³Full Unit Replacements require pre-approval by the Rheem District Technical Representative to be eligible.

Our Quality Pledge for water heating equipment

Giving Pro Partners Peace-of-mind

Any Rheem® water heater installed by a Pro Partner Plumber, in a residential application¹ that experiences failures that cannot be resolved **in the first year after** installation, may qualify for a Rheem Quality Pledge Unit Replacement & Labor Allowance.

Defined Labor Allowances

The Quality Pledge Labor *Allowance* is a flat rate to cover all expenses for labor, required to successfully complete the replacement.

Products with a Labor Allowance up to \$225

- Residential Tank Water Heaters
- Residential Tankless Electric Water Heaters
- Marathon Water Heaters

Products with a Labor Allowance up to \$300

- Residential Tankless Gas Water Heaters



Additional Information

Please reach out to your Distributor regarding the claim process.

¹Residential Application is defined as any single-family dwelling, which includes apartments, condominiums, duplexes and homes.

Exclusive seasonal promotions

Pro Partners receive an elite sales advantage with **exclusive CashBack** and **Residential KwikComfort® Financing** promotions. Best of all, Pro Partners can combine these rebates for even stronger purchase incentives.

Pro Partners will receive information on specific enhancements to each promotion directly from Rheem, as exclusive benefits may vary by promotion.

 **Exclusive access to live chat support within My.Rheem.com**



CashBack

Benefits for Pro Partners

- Seasonal CashBack promotions
- Seasonal Residential KwikComfort Financing promotions
- Options to combine promotions for additional incentives

Residential KwikComfort Financing Enrollment

Contractors can enroll by going to My.Rheem.com and going to their company profile, clicking on the *KwikComfort* tab and filling out the application. More information on this program is available on the *Residential KwikComfort Financing* page on My.Rheem.com.

CashBack Promotions

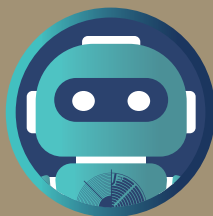
Rheem will automatically enroll Pro Partners into seasonal Pro Partner™ Promotions— and any exclusive Pro Partner benefits will be automatically applied to your qualifying rebate submissions.

IMPORTANT! Pro Partners enrolling in the program by the end of March can submit rebate claims on equipment purchased and installed back to the start of the promotion. Pro Partners enrolled in the program between April–November 15 can submit rebate claims on equipment purchased and installed going back to the first day of the month they enrolled, if during the promotion timeframe. To be eligible for Fall CashBack promotions, the contractor must be enrolled in the Pro Partner program by November 15.



NEW!

Promotional entry process coming in 2026!



SMART

SERIAL MULTI-ACTION REGISTRATION TOOL



Rheem online ratings & reviews

Program Overview

The Rheem® Pro Partner™ Online Ratings & Reviews Program solicits, manages and promotes contractor reviews by customers. Reviews are hosted on Rheem.com’s Find a Pro pages, as well as on any Rheem-developed sites that are part of our WebSuite™ program. They can also be easily displayed on a contractor’s proprietary website to enhance their individual search and page rank.

Benefits for Pro Partners

Reviews provide compelling, confidence-inspiring differentiation and promotion of Rheem Pro Partners’ businesses in a crowded online marketplace. The Pro Partner Online Ratings & Reviews Program is exclusive to Pro Partners, 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 and ratings of local contractors, right on Rheem.com’s Find a Pro pages
- Easy-to-compare ratings and reviews make finding the best providers for their needs quick and convenient
- Badges indicating which providers are certified Rheem Pro Partners, and online reviews that clearly show what makes Pro Partners the best-of-the-best



Using the Rheem Online Ratings & Reviews Program

Pro Partners can access their ratings and reviews by logging into their My.Rheem.com account and navigating to Pro Partner > Ratings & Reviews. From there, you can:

- View, manage and respond to reviews
- Send review requests to customers
- Add reviews to your website
- View helpful program information and review response tips

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 **Additional Information**

For more information on the Rheem Online Review Process and Navigating the Ratings & Reviews Dashboard, please review the Quick Start Guide on My.Rheem.com > Pro Partner > Pro Partner Program Guides

Online reputation management

Program Overview

The Rheem® Online Reputation Management Program powered by RepBooster™ makes it easy for Pro Partners to improve their online reputation with:

- Review Monitoring: Monitor reviews on Google and Facebook
- Review Notifications: Receive alerts when a new review appears online
- Review Responding: Respond to reviews directly from the dashboard
- One Central Dashboard: Available on your desktop, tablet or mobile device
- Simple Review Requests: Enter the customer's name and phone and/or email address then click send. It's easy and fast for anyone to request a review right from the Contractor App
- Once you have signed up for RepBooster and connected your Facebook and Google accounts to your RepBooster account, those reviews will be added to your Rheem.com contractor locator listing

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Getting Started

To access RepBooster program features, Pro Partners will need to visit My.Rheem.com > Pro Partner > RepBooster, and click the "Login" button.

Upon first login, you will need to activate 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 your first login and initial setup, you will be able to access the RepBooster dashboard.



Getting Started

The Base Package of the Rheem WebSuite™ Program is offered to Pro Partners at no cost. Choose from two updated responsive website designs with new product pages, and receive a fully branded, ready-to-go website. Add your logo, socials and company contact info.

For questions regarding your RepBooster or WebSuite account, contact support@goboost.com



Additional Information

Complete details can be found on My.Rheem.com > Pro Partner > RepBooster or WebSuite

Social media program

The Rheem® Pro Partner™ Social Media Program includes customizable social media content, access to a user-friendly social media management tool, quarterly webinars, newsletters and more! This program was strategically engineered with the homeowner in mind and helps to establish Pro Partners as trustworthy and knowledgeable thought leaders in their online community.



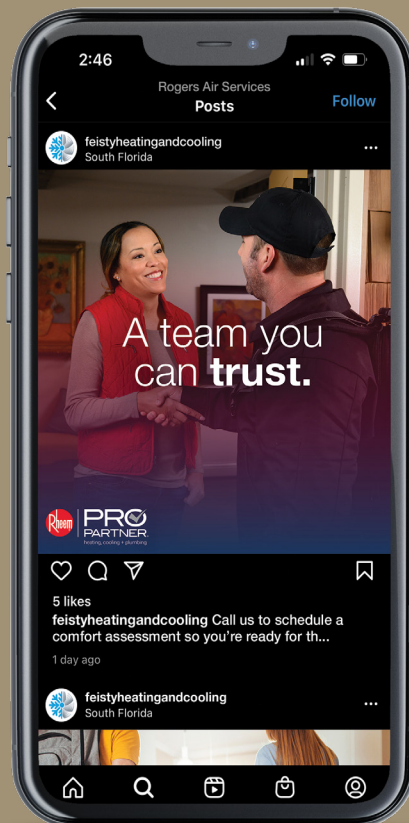
The Pro Partner Social Media Program includes:


- **Eight monthly pieces of social media content** for Facebook, Instagram and X (formerly Twitter)
- **One piece of Spanish content monthly** for Facebook, Instagram and X (formerly Twitter)
- **Access to Social Horsepower**, the tool where you'll be able to access ALL of the exclusive Pro Partner Social Media Program content and connect and manage your social media accounts in ONE place. You can set up posts to go out onto your pages automatically, or you can review and approve content ahead of time. More features include customizing the posts with your business's logo and contact information and scheduling your own additional content in your content calendar.
- **Access to a library of yearly holiday social media** content in Social Horsepower to post onto your social pages
- **Quarterly newsletters** to keep Pro Partners up to date on all social media news and trends
- **Quarterly infographics** to inform and educate consumers on industry news and information
- **Quarterly webinars** where our marketing team (and even special guests) provide social media best practices and more



Additional Information

Complete details can be found on My.Rheem.com > Pro Partner > Social Media Program



 Exclusive access to live chat support within My.Rheem.com

Digital brand advertising

Video marketing has emerged as a powerful tool for engaging with your customers and promoting your products or services. Its versatility and captivating appeal make it an ideal medium to showcase the Rheem® brand and Pro Partners.

Digital Brand Advertising is activated and driven by Rheem. It consists of regional digital brand awareness campaigns that are targeted by consumer, and customized by region / state and season.

As a Pro Partner, you are automatically enrolled in a digital campaign. This campaign utilizes the power of video to connect with customers who are actively seeking HVAC and water heating services. Moreover, the campaign is managed on a seasonal basis, ensuring that customers are seeing video content that is relevant to the current season.

Benefits for Pro Partners

- More contractor and Rheem brand impressions through smarter targeting of consumers
- Connecting to customers that are “in market” for HVAC and water heating services
- Expanded reach with Spanish videos available
- Any received leads* go directly to Pro Partners; all online users are directed to a special landing page that connects them with Pro Partners in their area

**The Digital Brand Advertising does NOT guarantee leads.*

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live chat support
within My.Rheem.com**

ProClub rewards

Program Overview

Pro Partners can earn and redeem unlimited ProClub Points for all eligible Rheem® equipment purchases and can turn those points into valuable rewards—like gifts, tools, travel and event tickets.

Enrollment

Pro Partners can enroll anytime by visiting the ProClub website at My.Rheem.com > Pro Partner > ProClub and clicking "go to your ProClub Account".

How Pro Partners Earn Points

Each time you install eligible Rheem equipment and submit claims on the Serial Multi-Action Registration Tool (SMART), you can earn reward points. Pro Partners enrolling in the program by the end of March can earn points on equipment purchased and installed since January.

ProClub Membership Termination

If you are removed from the Pro Partner™ program, your ProClub membership will be terminated immediately. If Rheem discontinues the ProClub program, Pro Partners will have 90 days to redeem their points. Any and all unredeemed points (and the value thereof) remaining shall be forfeited and no reward claims shall be honored thereafter.

IMPORTANT! Units must be claimed within 30 days from install date to be eligible to receive ProClub points.

ProClub Points are tied to a single My.Rheem.com user account, this is the POC selected for Pro Rebates. Pro Partners are required to choose one My.Rheem.com user as the Pro Rebate POC.

Additional Information

More information on the ProClub Rewards program—including the latest listings of eligible products and detailed Terms & Conditions—is available at My.Rheem.com > Pro Partner > ProClub. For questions not answered on the ProClub website, please contact help@myrheem.com



How Pro Partners Redeem Points

- STEP 1** Log in to the My Account tab in My.Rheem.com under ProClub portal
- STEP 2** Browse and select item(s)
- STEP 3** Click Submit to redeem a reward

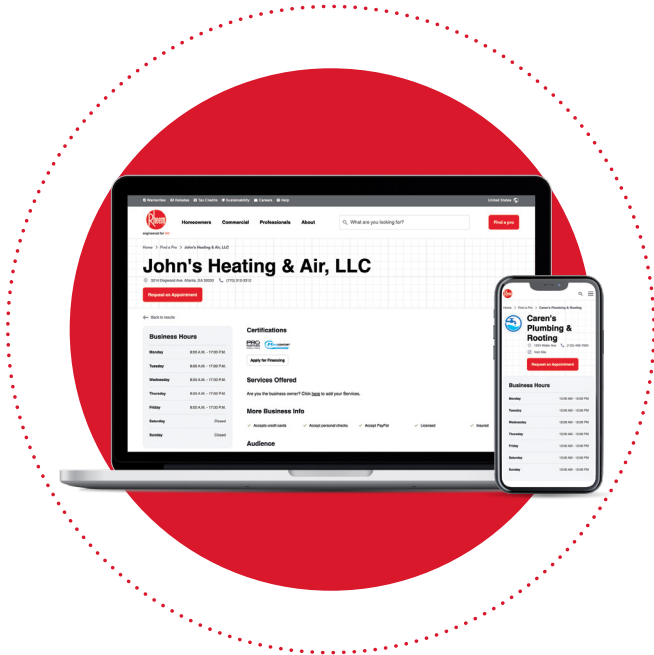


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Online booking feature & Pro Profile

Online Booking

Online booking on Rheem.com 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 on My.Rheem.com.




Pro Profile – Pro Partner™ Exclusive

Pro Partners can claim their 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. Pro Partners can leverage their Pro Profile to expand their 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 them online.

Navigate to My.Rheem.com, and after logging in, click over to your contractor profile. 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.

 **Exclusive access to live chat support within My.Rheem.com**

 **Additional Information**

Complete details can be found on My.Rheem.com

Industry-leading training

Program Overview

Rheem offers industry-leading technical and business training designed to help you improve, excel and be a cut above the competition.

We are proud to offer exclusive, hands-on training at our Innovation Learning Centers—our premier learning environments. We also offer other in-field training opportunities held at Contractor locations, as well as online content for Pro Partners who want to brush up on their skills.

Graduate Studies Program

You have exclusive access to a wide variety of business and marketing courses through the Graduate Studies program in Rheem Academy. This program offers courses covering topics such as:

- Sustainability
- Sales
- Business Practices & Tools
- Marketing & Communication
- Leadership & Personal Development
- Customer Service



Log in to Rheem Academy today for access to our online training. Go to My.Rheem.com > Pro Partner > Online Training



Technical Training Powered by Interplay Learning

Technical training for all skill levels from the leading provider of online training for the skilled trades:

- Includes 10 passes per company, a \$5,600 value! Additional packs of five (5) can be purchased at a discounted rate
- Over 200 courses and growing
- NATE Continuing Education hours available
- Includes custom Rheem 3D/VR courses (Inverter, Renaissance™ Commercial Rooftop) and four (4) other generic 3D/VR courses
- Access is delegated through a contractor's My.Rheem dashboard

Meeting Training Requirements

All Pro Partners must complete a minimum of 10 collective, business-wide hours of Rheem-authorized courses each year to maintain their membership. Rheem has made it easier than ever for this requirement to be met by allowing Pro Partners and their employees to utilize a variety of training opportunities.

- **Rheem Academy Courses:** Any course offered by Rheem at an Innovation Learning Center, in-field or online, counts toward this requirement
- **Contractor-led Classes:** Technical courses taken through the Contractor are also applied to the Pro Partners' Continuing Education Units (CEUs) goal through our Class Manager Program
- **Industry Associations:** Courses taken through industry associations like ACCA, EGIA and PHCC can be applied toward the annual 10-hour training requirement. As an added benefit, Rheem offers an 80% co-op of Pro Partners' annual membership fees to these associations

 **Exclusive access to live chat support within My.Rheem.com**

Recruitment support program powered by MilitaryHire

Now more than ever, hiring the right person, who respects customers and co-workers alike, helps to cultivate the best customer service experience. In order to help Pro Partners with their efforts, Rheem has partnered with MilitaryHire to offer the Recruitment Support Program.

MilitaryHire.com is your resource for hiring talent from the US Military. Established over 20 years ago, it is the longest standing online job resource for veteran talent on the internet. With over 600,000 US Military candidates, this site was developed and is maintained by a team of both military veterans and corporate hiring authorities. MilitaryHire's mission is to "Serve Those Who Served" by connecting 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™ program, you will receive:

- 1 recruiter account (resume search seats)
- Up to 10 job postings
- Up to 600 resume views per month
- Up to 10 automated Resume Search agents

Within the MilitaryHire network are the resources and contacts which companies and veterans need to successfully connect. MilitaryHire.com has partnerships which help veterans in their transition process and also offer training resources. MilitaryHire also has extensive blogs for companies and veterans to aid in their talent and job search efforts.

Additional Information

For more information on this benefit, visit My.Rheem.com > Pro Partner > Recruitment Support Program

Exclusive access to live chat support within My.Rheem.com



Difference Maker Award

Tell us how you go above & beyond

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. Four Pro Partners will be selected as a Difference Maker, and Rheem Manufacturing will donate \$10,000 each to the charity of their choice.

How to win

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 My.Rheem.com > Pro Partner > Difference Maker.

We will be collecting nominations starting in March

The submission period will be open from March 1—September 30, 2026.



Customizable advertising options

Free advertising templates to grow your business.

TV

Season-specific 30-second TV commercials designed to promote your business

Radio

30-second radio spots with 9-second customizable contractor tags

Outdoor & print

Designs that can be customized with your information and promotional copy

Social media

Videos and images* for posting on your Facebook and Instagram channels

Web banners

Ads* designed for posting on the site of your choice

Digital

Videos can be used to promote your business via YouTube, Programmatic and/or Connected TV



*Not all options are customizable.

Water heating technical concierge hotline

Dedicated line expedites service and provides Pro Partner Plumbers with strong customer support resources.

Front-of-the-line access to

- Plumber Business Support Team
- Tech Support
- Warranty Parts



Additional Information

Pro Partners will receive the exclusive 1-800 number when they enroll in the program. You will be given a PIN number to enter when calling the hotline that identifies you as a current Pro Partner. This expedites your call to the front of the line. Concierge Hotline is available 8am-6pm EST.



Exclusive access to live chat support within My.Rheem.com



Don't forget
to check out
the digital
checklist



2026 Pro Partner™ checklist

Log into My.Rheem.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 My.Rheem.com. **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. My.Rheem.com:

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 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 Rheem.com/Find-a-Pro

7. Training:

Read about the Pro Partner Training program
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 Rheem Pro Partner Contractor Online Booking Experience

12. Priority Rheem.com Contractor Listing:

Review your company's information on Rheem.com/Find-a-Pro to confirm everything is listed correctly on Rheem.com

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

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 My.Rheem.com and the Pro Partner menu and review all the great tools to help you be a successful Rheem Contractor and Pro Partner
Learn about the concierge line phone number and your 4 digit PIN number

16. Rheem Academy:

Visit Rheem Academy Graduate Studies school and start taking free online courses (available to everyone in your organization)

17. Rheem 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 Plumbing 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, outdoor, web, postcards and social media
Review all available advertising tools within My.Rheem.com > Pro Partner

19. My.Rheem.com BrandZone™:

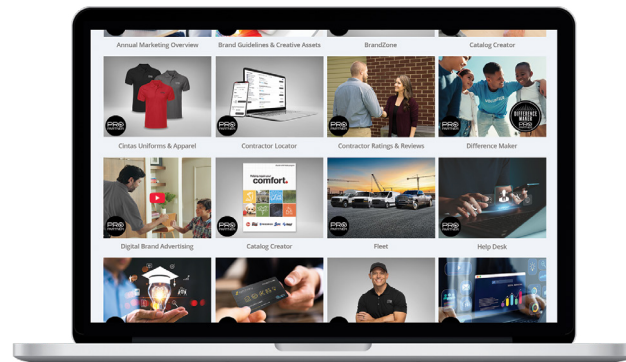
Order Pro Partner promotional items

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. My.Rheem.com Notifications:

Periodically check My.Rheem.com for notifications ("bell icon" upper right menu)



Give your success a quick jolt


The Pro Partner™ Program is about enhancing contractors' success and building their businesses through a carefully selected suite of tools and programs.

So we wanted to make it as easy as possible for you to take advantage of all of them. From finding new talent and building their online reputation, to earning rewards and more, the Pro Partner Quick Start Guide will help you get on the right path to getting pro powered.

Some Highlights of the Quick Start Guide

- How to file a CashBack claim and more functions within SMART
- How to sign up for the Pro Partner Social Media Program and Pro Partner Recruitment Support Program
- How to access Rheem® Online Ratings and Reviews
- ...and so much more all bundled for you in one guide

The Quick Start Guide is located on My.Rheem.com > Pro Partner > Pro Partner Program Guides > 2026 Pro Partner Quick Start Guide

 **Exclusive access to live chat support within My.Rheem.com**

Pro Partner menu

We want to make sure you're taking advantage of all the Pro Partner Program has to offer. You have instant access to a full suite of tools through the Pro Partner menu.

Whether you're looking to get familiar with a specific program benefit or are ready to begin interacting with your benefits you can simply click on one of the program tiles to get more details and take advantage. The Pro Partner menu is a simple way to access all the exclusive benefits and programs available to you.

Explore the Pro Partner menu at My.Rheem.com > Pro Partner

Pro Partner™ exclusive support

Available now, Pro Partners have exclusive access to live chat support within My.Rheem, Monday–Friday, by experienced Support Specialists.

If Pro Partners use chat support during non-business hours, submitted inquiries will be first in line during the next business day. Live chat support is available Monday–Thursday from 8:00 am to 5:00 pm ET and Friday from 8:00 am to 1:00 pm ET.

Resources



Logo guidelines

The Pro Partner™ logos should be used in all marketing, advertising or promotional collateral that supports the Pro Partner Program—including on websites and marketing materials advertising you as an official Rheem Pro Partner. You are welcome to use all three versions—Heating & Cooling, Plumbing and Heating, Cooling + Plumbing. You can also continue to use the previous Rheem Pro Partner lockup. **Rheem no longer approves the “Rheem Team” logo or ProPlumber logos for use in connection with Rheem's Pro Partner advertising.**

Acceptable Usage



The Pro Partner logotype is composed of stacked Pro Partner Heating, Cooling + Plumbing type and checkmark. The Pro Partner logo may be locked up with the Rheem consumer flat logo, using a vertical divider as shown above. If locked up with the Rheem brand mark, the Pro Partner logo may be used alone on materials OR appear with additional Rheem branded elements.

Preferred usage is on a white background, but the logo may be used on color backgrounds as described below. The Rheem brand mark should never be placed over a solid red background.

The checkmark will have limited color variations depending upon its application, as described in the color guide below. The four-color logotype will use a checkmark in the lighter gray within the respective brand color palette.

Color Variations

White Background | 4-Color Logo ■ ■ ■ ■



White Background | 2-Color Logo ■ ■



White Background | Black ■



Unacceptable Usage

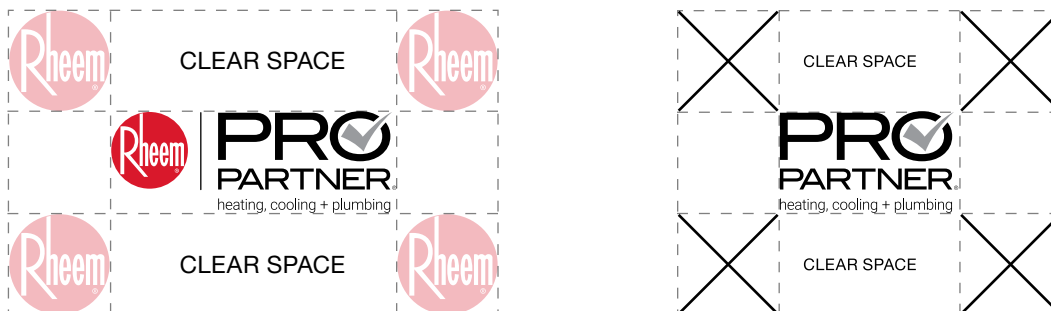
It is important to keep all graphic elements consistent throughout all Rheem® Pro Partner™ branded communications. Logo guidelines have been provided to guide you in proper, consistent usage. For reference, examples of some unacceptable uses of the Pro Partner logo are illustrated below.

- A. Never use a large drop shadow on the logo
- B. Never outline the logo
- C. Never reposition any parts of the logo
- D. Always use approved colors for the logo
- E. Always maintain the logo's clear space or legibility will be compromised
- F. Never modify the logo artwork in any way or add elements to it
- G. Never place the logo on a photo or illustration where legibility will be compromised
- H. Always use a high-resolution version of the logo
- I. Do not rotate the logo
- J. Do not use the Rheem Team logo



Clear Space

“Clear space” refers to the minimum distances from the Pro Partner logo to any other graphic element or outer edge of a given design. This space should always be kept clean and free of additional graphics, photography, text and other marks. Rheem must approve exceptions for special use of the logo individually. Clear space dimensions are equal to the width / height of the Rheem logo on all sides of the Pro Partner logo.



Pro Partner Logo Size Requirement

“Minimum size” refers to the smallest size applicable to ensure readability and recognition. The minimum size, in width, of the Pro Partner logo is 1.0 inch.



minimum size is 1.0 inch

All Pro Partner logo files can be found on [My.Rheem.com](https://www.rheem.com) > Pro Partner > Brand Guidelines and Creative Assets

Support resources

General program assistance or questions can be directed to the Rheem® Help Desk at help@myrheem.com. Pro Partners have exclusive access to Help Desk Chat available in My.Rheem.com for live chat support. Your Rheem District Sales Representative and Rheem Water Heating Sales Agency Representative will also be able to assist you with Pro Partner™ Program questions and guidance. Please see Vendor Contact Information below for individual benefits.

Vendor Contacts

RepBooster™ support@goboost.com

WebSuite™ support@goboost.com

SocialHP info@socialhp.com

MilitaryHire help@militaryhire.com

Synchrony

Inside Sales: [1-877-891-9803](tel:1-877-891-9803)

Merchant Services: [1-888-222-2176](tel:1-888-222-2176)

Program Materials

From the Pro Partner menu on My.Rheem.com, you'll find all Pro Partner Marketing Materials, guidelines and links to each program component available.

Knowledge Base

Short "how-to" tutorials are available on My.Rheem.com under Pro Partner > Knowledge Base for quick and easy reference of how to enroll contractors in programs, look up contractors, etc.

Preferred Vendor Hub

When it's time for your business to call on other professionals, trust the members of Rheem's Preferred Vendor Hub™. This service gives Rheem Contractors and contractors exclusive access to a network of vetted and approved vendor partners that offer a variety of business services. Visit My.Rheem.com > Pro Partner > Preferred Vendor Hub for more information.

BrandZone

Rheem's BrandZone™ Company Store offers branded promotional items, apparel and publications that you need to support the program and grow your business. Being a Pro Partner is a badge of honor, and the BrandZone Company Store ensures that you have access to official Pro Partner gear—available only at My.Rheem.com/BrandZone.

Pro Partner Contractor terms & conditions

As a contractor participating in the Rheem® Pro Partner™ Program, I understand and agree to the following Terms & Conditions and program details in their entirety by completing the enrollment process for the Pro Partner Program.

I understand and agree that as a Rheem Pro Partner I am responsible for:

- Meeting the minimum program requirements as defined in the Annual Contractor Program Requirements
 - By meeting the minimum program requirements, I understand that I can be enrolled automatically for the next year's program by my Contractor. If I do not wish to enroll, I must let my Contractor know I wish to opt out before the start of the new program year
 - I understand that my membership is subject to termination, at Rheem's sole discretion, if I do not meet the minimum program requirements annually as defined in the Annual Contractor Program Requirements; I violate the Rheem Heating & Cooling or Water Heating Internet Policy or Rheem Heating & Cooling or Water Heating Brand Guidelines for Advertising and Promotional Materials; or the program is discontinued
- I understand that the terms for my participation in the program are subject to annual review and revision based on my:
 - Total Residential Product Sales – Sales of all Rheem residential equipment
 - Top Tier Product Mix – Mix of Rheem top tier residential equipment
 - Year-Over-Year Growth – Increase in sales growth of Rheem equipment from prior year
 - Consumer Online Reviews – Total annual consumer ratings and reviews based on the Rheem Online Ratings & Reviews Program
 - Rheem Training – Total annual trainings completed
 - Program Participation – Total annual programs enrolled and participating in (i.e. *Residential KwikComfort® Financing*, Rheem Rebates & Promotions, etc.)
- I further agree that, as a Rheem Pro Partner, I will follow the program rules and regulations set forth in the Contractor Pro Partner Program Guide and these Terms & Conditions
- I understand by being in the Pro Partner program I will be automatically opted into receiving Pro Partner communications from Rheem and select vendor partners of Rheem

- I understand that I am an independent contractor and that I am not authorized to represent myself as or act as an agent or employee of Rheem
- For promotions, I understand that if I am enrolled in the Pro Partner program prior to March 31, 2026, I will receive full program benefits back to January 1, 2026; If I am enrolled April 1, 2026 through November 15, 2026, I will only receive program benefits back to the first day of the month I was enrolled

Annual Contractor Program Requirements

- Must be in good standing with the Contractor as determined by the Contractorship
- Maintain high-performing Rheem annual product sales, with annual purchases¹ made up of at least 60% Rheem residential products²
- Maintain high-level customer service and satisfaction, as demonstrated by a four-star rating on the Rheem 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 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)

¹Purchase minimum defined by Contractor. ²Any single-phase residential equipment installed in a residential application—including single-family dwellings—which includes apartments, condominiums, duplexes and homes.

Pro Partner Ratings & Reviews Terms are as follows:

- Pro Partners agree to respond to reviews appropriately
- Pro Partners agree that they understand that Rheem will not alter customer reviews simply based on dissatisfaction by the contractor
- Reviews will be audited and monitored by Rheem; any inappropriate content by the reviewer or contractor will be prohibited and removed



Additional Terms

The Pro Partner Heating, Cooling and Plumbing Program is currently open only to Rheem HVAC and Water Heater contractors in the United States.

Connect

SOCIAL CHANNELS

Water social media pages

Facebook, Instagram and X (formerly Twitter).

 [Facebook.com/RheemWater](https://www.facebook.com/RheemWater)

 [Instagram.com/rheemwater](https://www.instagram.com/rheemwater)

 [X.com/rheem_water](https://www.x.com/rheem_water)

Air social media pages

Facebook, Instagram and X (formerly Twitter).

 [Facebook.com/RheemAir](https://www.facebook.com/RheemAir)

 [Instagram.com/Rheem_Air](https://www.instagram.com/Rheem_Air)

 [X.com/RheemAir](https://www.x.com/RheemAir)

Pro Partner Private Facebook Group

The private Pro Partner Facebook Group is for Pro Partners to learn more about the benefits of the Pro Partner program, to have an additional resource to talk shop and to discuss what's happening in the field within the HVAC industry and their business.

Pro Partners and Contractors are encouraged to join.

Follow these steps to join:

- Go to the Rheem Air Facebook page
- Click the "Groups" tab
- Click "Join Group"
- Answer the membership questions





Contractor

PROGRAM GUIDE 2026



PRO 
PARTNER[®]
heating, cooling + plumbing

RHEEM WATER HEATING

115 Northmeadow Pkwy
Roswell, GA 30076

My.Rheem.com

RHEEM HEATING & COOLING

5600 Old Greenwood Rd
Fort Smith, AR 72908

My.Rheem.com

Not Available in Canada.

*In keeping with its policy of continuous progress & program improvement,
Rheem reserves the right to make changes without notice.*

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