



F.W. WEBB
COMPANY



PRO
PARTNER

ENROLLMENT REQUEST

Please complete the brief form to request enrollment in Rheem's Pro Partner program.

Company Name: _____

Primary Contact First Name: _____

Primary Contact Last Name: _____

Primary Contact Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone #: _____

Preferred Webb Branch: _____

Webb Account #: _____

I am currently enrolled in a Rheem Program through another distributor and wish to move my dealership status from _____
to F.W. Webb Company. Distributor

Reason(s) to switch to F.W. Webb: _____

I am NOT currently enrolled in a Rheem Program and would like to enroll through F.W. Webb.

Dealer (Free Program)

Pro Partner Air & Water (\$8,500 Buy-In)

Pro Partner Water (\$3,500 Buy-In)

Pro Partner Air (\$5,000 Buy-In)

Enroll me in the Rheem Step-Up Program

Signature

Date



F.W. WEBB
COMPANY



PRO
PARTNER

RHEEM PRO PARTNER COMPARISON

	DEALER	HVAC PRO PARTNER	VALUE	WATER PRO PARTNER	VALUE	MUTI-TRADE PRO PARTNER	VALUE
Quality Pledge: Homeowner piece of mind		X	\$1,000	X	\$1,000	X	\$1,000
CashBack Promotions: Exclusive Rebates		X	\$5,000	X	\$4,000	X	\$9,000
Rheem Online Ratings & Reviews: Review management portal; unlimited automated emailsurveys; automated verification; posting and notification of reviews		X	\$2,400	X	\$2,400	X	\$2,400
Social Media Program: Social media management tool along with five pieces of social media content a month		5 pieces/ month	\$8,000	3 pieces/ month	\$2,000	8 pieces/ month	\$10,000
Digital Brand Advertising: Based on brand awareness campaign plus value of a blended service/install average ticket		X	\$5,000	X	\$3,000	X	\$8,000
ProClub Rewards: Based on selling two qualifying units a month		X	\$1,500	X	\$1,000	X	\$3,500
Online Appointment Booking: Through online booking feature on Rheem.com		X	\$400	X	\$400	X	\$400
Pro Profile: Customizable page on Rheem.com		X	\$100	X	\$100	X	\$100
Recruitment Support Program: MilitaryHire.com is your resource for hiring talent from the U.S. Military		X	\$2,400	X	\$2,400	X	\$2,400
Help Desk Chat: Exclusive access to live chat support within MyRheem		X	\$1,500	X	\$1,500	X	\$3,000
Residential KwikComfort: Financing	X	8 months Financing Rebate	\$12,000	8 months Financing Rebate	\$5,000	8 months Financing Rebate	\$17,000
Graduate Studies: Our online Graduate Studies section has business-related courses specifically curated with Pro Partners in mind	Fee based	Included with Pro Partner	\$750	Included with Pro Partner	\$2,750	Included with Pro Partner	\$3,500
Interplay Learning: Courses for all skill levels from the leading provider of online training for the skilled trades: includes five(5) passes per company	Fee based	5 free passes	\$2,800	5 free passes	\$2,800	10 free passes	\$5,600
RepBooster: Total digital reputation management solution pulling together Google, Facebook and Rheem ratings & review	Fee based	Included with Pro Partner	\$300	Included with Pro Partner	\$300	Included with Pro Partner	\$300
Rheem Contractor Locator	X	Top Billing on Rheem.com	\$200	Top Billing on Rheem.com	\$200	Top Billing on Rheem.com	\$200
WebSuite: Customizable website options	X	Pro Partner Discount	\$500	Pro Partner Discount	\$500	Pro Partner Discount	\$700
Rheem-branded Creative Assets: Complete library of creative assets	X	Exclusive Pro Partner Assets	\$3,000	Exclusive Pro Partner Assets	\$3,000	Exclusive Pro Partner Assets	\$6,500
Rheem BrandZone	X	Exclusive Pro Partner Assets		Exclusive Pro Partner Assets		Exclusive Pro Partner Assets	
Fleet Vehicle Incentives	X	X		X		X	
Protection Plus: Labor Warranty Program	X	X		X		X	
Disaster Relief Rebate Program	X	X		X		X	
Direct Mail: Based on Brand awareness campaign plus value of a blended service/ install ticket				X	\$750	X	\$750
Water Heating Technical Concierge Hotline: Saving time saves you money				X	\$1,500	X	\$1,500
Total Average Monetary Benefit of a Pro Partner Membership			\$46,850		\$34,600		\$75,850

2026 STEP UP TO RHEEM PROGRAM

Program Goal: Reward contractors that are new to the Rheem brand along with growing and rewarding existing contractor base.

Program Requirements:

1. To qualify, a contractor must purchase a minimum of \$85,000 of Rheem HVAC equipment in 2026 to earn an incentive. All Rheem (residential and commercial product) along with like branded ductless product is included in this program.
2. Contractor must be pre-approved for this program by the Rheem Regional Manager and District Manager using the Dealer Goal Sheet.
3. The **2026 program baseline** will be the **greater of their 2024 or 2025 year-end purchases**.
 - a. For all new contractors the baseline will be the greater of their 2024 or 2025 Rheem purchase totals. Once minimum of \$85k+ is met, they would earn 8% rebate on the incremental amount from 2024.

Example:

Contractor bought \$60,000 in 2024 and \$20,000 in 2025. For 2026, their year-end purchases are \$80,000. Their growth is 133% qualifying them for an 8% rebate.

Rebate calculation would be $\$80k - \$60k = \$20k * 8\% = \$1,600$

- b. If contractor was enrolled in 2025 and had \$80,000 in purchases and had \$100,000 in purchases in 2024, then once minimum of 10.1%+ growth over 2024 is met, they would earn the qualifying rebate on the incremental amount from 2024.

Baseline is from 2024 since it was the greater of the year-end purchases

Rebate calculation would be $\$116k - \$100k = \$16k * 5\% = \800

4. Upon approval into the program, contractors will realize a rebate on all incremental purchases if their 2026 purchases exceed their established baselines by 10.1% per "Steps" below:
 - a. Rebates are paid on **incremental purchases only**, not back to dollar \$1.00

Step Tier Required Growth %	Rebate
Step 1: 10.1% - 15.0%	3.5%
Step 2: 15.1% - 20.0%	5.0%
Step 3: 20.1% - 25.0%	6.5%
Step 4: 25.1%+	8.0%

2026 STEP UP TO RHEEM PROGRAM

5. Program Dates:
 - a. Contractors can be enrolled for full year purchases on or before May 31.
 - b. Contractors enrolled between May 31 – Sept 30 will be enrolled in the program at 50% threshold. Qualifying purchases will include purchases from July – December only.
 - c. Contractors enrolled after October 1 will be enrolled in the program at 25% threshold. Qualifying purchases will include purchases from October – December only.
6. All rebates for 2026 will be paid per the growth tier identified above.
 - a. Program is based on a calendar year with payments made in the first quarter of 2027.
 - b. Contractor rebates should be paid by February 28th following the program year.
7. Contractors enrolled and **RECEIVING A REBATE** from other programs are not eligible for this program. (ARS, Clockwork, NexStar, SGI, Praxis, Service Nation, Service Experts, Home Depot, Strategic Partnerships, such as Private Equity, Consolidated Contractors, or other contractor-specific programs, etc.)
8. Equipment purchases for **Multi-Family projects** are excluded for this rebate program.
9. Rheem Family of Brands reserves the right to alter or end this program.
10. All requests for rebates are subject to audit.