

Introducing The Weil-McLain Advantage



Solutions that Matter™

The Status And Recognition You Deserve

Solutions that Matter™



ADVANTAGE

Weil-McLain Advantage Program Overview

- Earned access to the Advantage Contractor portal to better manage every aspect of your Weil-McLain business
- Prominent status and recognition to help your business stand out from the competition and win more business
- On-demand E-learning modules, training videos, and dozens of other educational resources to expand your team's heating expertise
- Best-in-class Contractor-tested and approved Apps that help you quote more, sell more and streamline your activities
- Digital business solutions that accelerate your team's performance from quoting projects faster to making installation and service easier
- Tiered growth and loyalty program to earn rewards, incentives and market development funds to promote and build your business

The Weil-McLain Advantage Program rewards you with status and business recognition in the marketplace and supports every aspect of your business.

Sign up at www.weil-mclain.com/advantage to gain your competitive edge and unlock your exclusive business advantages.



Register at www.weil-mclain.com/advantage to access your Advantages

 **WEIL-McLAIN®**
Solutions that Matter™

An Easy-to-Use, Exclusive Portal That Supports Your Business

ADVANTAGE

Market
Development

Performance
Solutions

Education
& Training

Incentives
& Rewards

The Exclusive Contractor Advantage Portal



Navigate Four Online Advantage Business Solutions

The Advantage is a culmination of years of listening to Contractors' feedback on what they need to succeed. When integrated together in your everyday business operations, the Weil-McLain Advantage is a powerful combination of solutions that generate results.

Solutions That Matter To Your Business

The business portal is exclusive to Advantage members and provides access to everything you need to better manage your day-to-day business performance. What's more, is you get rewarded simply for using all the tools you need to be successful anyway.

Market Development — Accelerate growth and increase sales with qualified homeowner leads and market development funds

Performance Solutions — Digital tools and apps help increase your profitability and business efficiency by helping your team with quicker installation and service

Education & Training — Access to on-demand training and dozens of educational resources to expand your team's heating expertise anytime, anywhere

Incentives & Rewards — Incentives that grow with your performance over time

Register at www.weil-mclain.com/advantage to access your Advantages



ADVANTAGE

Achieve Your Status And Recognition Through Boiler Registrations And Completion of E-Learning Courses

The Weil-McLain Advantage program badges demonstrate the level of your achievement, performance and status.

As you advance through the tiers of the program, you continue to receive more recognition and visibility as well as gain access to additional business incentives and rewards.

Are you ready to stand out from the competition as one of the best, of the best? Sign up at www.weil-mclain.com/advantage.



AUTHORIZED

- ✓ Weil-McLain Contractor Locator Position
- ✓ Digital E-Learning Platform
- ✓ Remote Visual Technical Support
- ✓ Extended HE Warranty for Registered Units
- ✓ Weil-McLain Exclusive Digital Assets/Content
- ✓ Consumer Financing

Annual Minimum Requirements:

*Install & Register
2+ Total Boilers
Condensing/Non-Condensing
Complete 1 E-Learning Module
Hydronic Basics*



PRO

- ✓ Weil-McLain Contractor Locator Position
- ✓ Digital E-Learning Platform
- ✓ Remote Visual Technical Support
- ✓ Extended HE Warranty for Registered Units
- ✓ Weil-McLain Exclusive Digital Assets/Content
- ✓ Consumer Financing



- ✓ VIP Digital Warranty Process
- ✓ Field Service & Application Support
- ✓ School of Better Heating Discount(s)
- ✓ Weil-McLain Branded Merchandise

Annual Minimum Requirements:

*Install & Register
10-24 Condensing Boilers
Or 25-49 Total Boilers
Complete 5 E-Learning Modules
Boiler Fundamentals*



ELITE

- ✓ Weil-McLain Contractor Locator Position
- ✓ Digital E-Learning Platform
- ✓ Remote Visual Technical Support
- ✓ Extended HE Warranty for Registered Units
- ✓ Weil-McLain Exclusive Digital Assets/Content
- ✓ Consumer Financing



- ✓ VIP Digital Warranty Process
- ✓ Field Service & Application Support
- ✓ School of Better Heating Discount(s)
- ✓ Weil-McLain Branded Merchandise



- ✓ VIP Technical Support Line
- ✓ Homeowner Leads
- ✓ Marketing Development Funds
- ✓ Merchandise Catalog Rewards
- ✓ Incentive Rebates

Annual Minimum Requirements:

*Install & Register
25+ Condensing Boilers
Or 50+ Total Boilers
Complete 4 E-Learning Modules
Advanced Boiler Training*

Easier-Better-Smarter



ADVANTAGE

High Efficiency Residential & Commercial Solutions



Solutions that Matter™