



EXPERIENCE THE POWER OF **PRO PARTNERSHIP**

What Is The Ruud® Pro Partner Program?

The program recognizes and rewards excellence among, and fosters stronger strategic relationships with, an elite membership of independent contractors whose superior dedication to the sale, installation and servicing of Ruud products sets them apart from their peers.

By offering a program built on contractor feedback and based on a philosophy of mutual success, the Ruud Pro Partner Program seeks to provide the best contractor loyalty experience in the industry driven by:

- **Product Innovation**—From exclusive first-looks to first-hand input on the design process itself, the Pro Partner Program gives contractors insider access to the best products on the market today—available with a wide range of features to suit every need and lifestyle
- **Program Advancements**—Enhanced Pro Partner Program's features help support and grow business for contractors, distributors and Ruud
- **Partnership Approach**—The Pro Partner Program is based on responsive, feedback-driven, mutually successful relationships at every link in the value chain—contractors, distributors, homeowners, business owners and Ruud

GOAL: An **exceptional program**, based on **professional feedback** and a **philosophy of mutual success** and built to deliver the **best partnership experience** in the industry