



T H E R H E E M ®

PRO PARTNER® PLUMBING

2025

P R O G R A M

GET PRO POWERED

A COLLECTION OF TOOLS THAT CAN UNLOCK
REWARDS AND HELP GROW YOUR BUSINESS

Visit [My.Rheem.com](https://www.myrheem.com) > **Marketing >
Programs > Pro Partner Plumbing**
or ask your Rheem distributor for details.

PRO ✓
PARTNER®
plumbing



EXPERIENCE THE **POWER** OF PRO PARTNERSHIP

The Rheem® Pro Partner® Plumbing Program recognizes and rewards plumbers like you for your superior dedication to the sale, installation and servicing of our products. Built on plumber feedback and a philosophy of mutual success, this program seeks to provide the best loyalty experience in the industry driven by:

- **Product Innovation:** The Pro Partner Plumbing Program gives plumbers 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 Plumbing Program features a vast array of resources that can help support and grow your business
- **Partnership Approach:** The Pro Partner Plumbing 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 \$30,000 of value. **Online Ratings & Reviews, CashBack promotions, Direct Mail Advertising and ProClub Rewards** are just some of the exclusive benefits that provide ROI to Pro Partners.



PROCLUB
REWARD YOURSELF

CashBack

THE **BENEFITS** OF GETTING PRO POWERED



CONSUMER EXPERIENCE

- **The Rheem® Quality Pledge** – Giving Pro Partners peace of mind
- **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 plumbing business
 - **Online Technical Training** – Modules by Interplay Learning 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** – CashBack promotions provide rebates for selling and installing qualifying water heating products
- **ProClub Rewards** – This valuable benefit makes it easy to quickly redeem the points you earn on eligible equipment purchases







MARKETING & BUSINESS SUPPORT

- **Rheem-generated Leads** – Rheem provides a number of exclusive opportunities to promote Pro Partners online
 - **Direct Mail** – For every CashBack-eligible water heater installed, Rheem will send a targeted mailer to homes surrounding the installed unit
 - **Priority Rheem.com Locator Listings** – By bringing Pro Partners to the top of the list, your customers can find you more easily
- **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 your online reputation is critical to your success, and RepBooster makes it easy
- **Recruitment Support Program** – In order to help Pro Partners with their recruitment efforts, Rheem has partnered with MilitaryHire



READY TO GET PRO POWERED?

TO BE ELIGIBLE FOR A RHEEM® PRO PARTNER® PLUMBING 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

IT'S TIME TO UPGRADE TO THE POWER OF PRO—**THE RHEEM PRO PARTNER PLUMBING PROGRAM.** Learn more at My.Rheem.com > Marketing > Programs > Pro Partner Plumbing or ask Rheem Plumber Business Support.

*In keeping with its policy of continuous progress & program improvement,
Rheem reserves the right to make changes without notice.
Not available in Canada.*



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