



PRO
PARTNER™

2018 FALL CASHBACK PROMOTIONS PRO PARTNER GUIDELINES

PRO PARTNERS GET
CASHBACK
AUGUST 1, 2018 –
NOVEMBER 16, 2018
FOR SELLING RHEEM

Reward yourself for selling and installing Rheem® qualifying equipment by participating in the Pro Partner CashBack & Residential KwikComfort® Financing Promotion.

From August 1st through November 16th, on qualifying Rheem equipment, you can receive up to \$625 cash back for each home installation and receive up to a 10% rebate on all Residential KwikComfort Financing menus. This special offer is only available to Pro Partners.

This Fall, our rebate offering has grown. In addition to high-efficiency heat pumps, air conditioning systems, residential package options, mini-splits and tankless water heaters, the matrix now includes the Classic® Series Two-Stage RA17 Air Conditioner, as well as the new EcoNet® Smart Thermostat (RETST700SYS), which is compatible with select Rheem equipment.



PROMOTION PARTICIPATION MADE EASY

To participate, there is nothing you will need to do — Rheem® will automatically enroll you into the promotion. Once you are enrolled in the Fall Pro Partner promotion, you will receive an email notification from Rheem confirming your enrollment and program details. You must have a user account on MyRheem.com in order to submit claims through the Contractor Serial Tool (CST) for the promotion. See Terms & Conditions for further details.

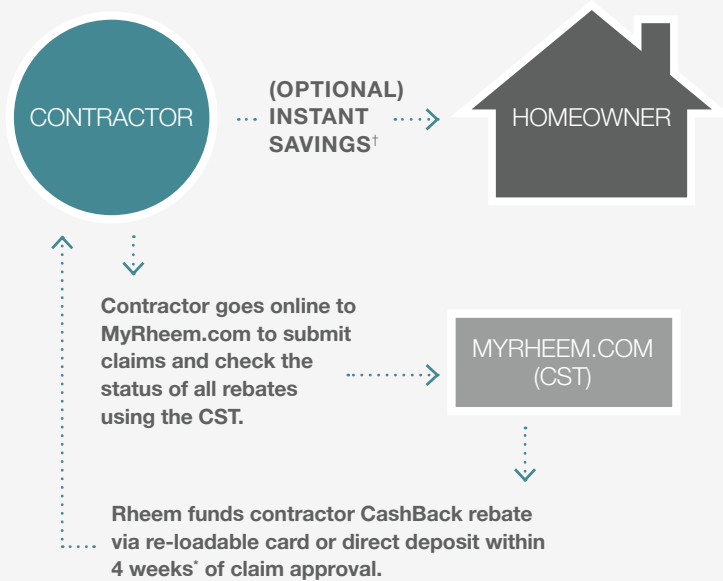
Hassle-Free Rebate Filing

We've made it easier than ever to claim your rebate. The CST Dashboard houses all CST options including claim entry, payment method setup and reporting. This makes it easy for you to submit and manage your claims from one location on MyRheem.com. Rebate claim submissions begin August 1, 2018 and must be submitted within 30 days of installation date to be considered eligible for payment. CashBack rebates will be paid to you via a re-loadable pay card or to your business via direct deposit. The payment method is selected by you at the time of first claim entry and can be changed by contacting help@myrheem.com. The *Residential KwikComfort® Financing* rebate will be applied to your direct deposit account setup with Synchrony following the close of each month. See Terms & Conditions for more details.

Optional Savings For Homeowners

It's up to you if you want to keep the full rebate, or pass along the rebate to your customers. Rheem will not promote any rebate offers to homeowners; however, if you choose to offer the rebate to your customers, we will provide advertising options in AdMaker available on MyRheem.com to assist you with promoting the offer.

HERE'S HOW IT WORKS:



WHAT IS CST?

The Contractor Serial Tool (CST) is Rheem's serial validation tool that allows you to enter claims to redeem rebates or points for installing qualifying Rheem equipment. The CST saves you time by allowing you to redeem rewards for multiple programs and promotions all with one claim submission.

† Contractors can choose whether or not they want to offer the rebate to their customers.

* KwikComfort rebate is funded to the direct deposit account setup with Synchrony within 30-60 days from close of the month.

CONTRACTOR REPORTING

You will be able to view, customize, and download reporting for your claims from the CST Dashboard. There, you can also review all claim details submitted, payment status and more.



PROMOTION REBATE MATRIX

AUGUST 1, 2018 THROUGH NOVEMBER 16, 2018

HVAC QUALIFYING EQUIPMENT REBATE MATRIX					
	CashBack Rebate	KwikComfort Rebate ¹	Outdoor HVAC	Indoor HVAC ²	Smart Thermostat / Any Thermostat ³
Heat Pump Systems	\$625.00	10% Off Contractor Cost	Prestige® Series RP20	Prestige® Series R98V, R97V, R96V, R802V Air Handler RHMV (EEV-EcoNet)	EcoNet® RETST700SYS
	\$300.00	10% Off Contractor Cost	Classic Plus® Series RP17	Prestige® Series R98V, R97V, R96V, R802V Air Handler RHMV (EEV-EcoNet), RH2T (EEV-EcoNet)	EcoNet® RETST700SYS
	\$150.00	10% Off Contractor Cost	Classic® Series RP16	Prestige® Series R98V, R97V, R96V, R802V Air Handler RH2V	Any Thermostat
	\$100.00	10% Off Contractor Cost	Classic® Series RP15	Prestige® Series R98V, R97V, R96V, R802V Air Handler RH1V	Any Thermostat
	\$75.00	10% Off Contractor Cost	Classic® Series RP15	Classic Plus® Series R92T, R95T, R96T, R801T Air Handler RH1T, RBHP	Any Thermostat
Air Conditioner Systems	\$600.00	10% Off Contractor Cost	Prestige® Series RA20	Prestige® Series R98V, R97V, R96V, R802V Air Handler RHMV (EEV-EcoNet)	EcoNet® RETST700SYS
	\$300.00	10% Off Contractor Cost	Classic Plus® Series RA17 ⁴	Prestige® Series R98V, R97V, R96V, R802V Air Handler RHMV (EEV-EcoNet), RH2T	EcoNet® RETST700SYS
	\$100.00	10% Off Contractor Cost	Classic® Series RA17 (Non-Communicating)	Prestige® Series R98V, R97V, R96V, R802V Air Handler RH2V	Any Thermostat
	\$75.00	10% Off Contractor Cost	Classic® Series RA16	Prestige® Series R98V, R97V, R96V, R802V Air Handler RH1V	Any Thermostat
	\$50.00	10% Off Contractor Cost	Classic® Series RA16	Classic Plus® Series R92T, R95T, R96T, R801T Air Handler RH1T, RBHP	Any Thermostat
Residential Package Units	\$300.00	10% Off Contractor Cost	Prestige® Series RGEA16, RQRM		Any Thermostat
	\$200.00	10% Off Contractor Cost	Classic® Series RGEA15, RACA15		Any Thermostat
	\$75.00	10% Off Contractor Cost	Classic® Series RQPW		Any Thermostat

Menu options and notes continued on next page.





PROMOTION REBATE MATRIX

AUGUST 1, 2018 THROUGH NOVEMBER 16, 2018

HVAC QUALIFYING EQUIPMENT REBATE MATRIX (CONTINUED)					
	CashBack Rebate	KwikComfort Rebate ¹	Outdoor HVAC	Indoor HVAC ²	Smart Thermostat / Any Thermostat ³
Individual Components	\$100.00	10% Off Contractor Cost		Prestige® Series R98V, R97V	EcoNet® RETST700SYS
	\$75.00	10% Off Contractor Cost		Prestige® Series R96V, R802V	EcoNet® RETST700SYS
	\$50.00	10% Off Contractor Cost		Prestige® Series R98V, R97V	
	\$25.00	10% Off Contractor Cost		Prestige® Series R96V, R802V	
Mini-Split Systems	\$275.00	10% Off Contractor Cost	Classic Plus® Series Multi-Zone ROMH*AFXZJ ⁵	Classic Plus® Series Multi-Zone RIWH*AVFJ	
	\$125.00	10% Off Contractor Cost	Prestige® Series Single-Zone ROSH*AHWJ	Prestige® Series Single-Zone RIWH*AHWJ	
	\$100.00	10% Off Contractor Cost	Classic Plus® Series Single-Zone ROSH*AFWJ, ROH*AXFWJ	Classic Plus® Series Single-Zone RIWH*AVFJ	
	\$75.00	10% Off Contractor Cost	Classic® Series Single-Zone ROSH*AVSA, ROH*ASJ, ROH*AXJ	Classic® Series Single-Zone RIWH*AVSA, RIWH*ASJ, RIWH*AXJ	

¹ Pro Partners are eligible to receive up to a 10% rebate on all Residential KwikComfort Financing menus for the installation of eligible equipment. All equipment must be installed exactly as shown on the qualifying equipment rebate matrix, or include one of the qualifying individual components (R98V, R97V, R96V, R802V), to be eligible for the promotional financing rebate.

² System must include a Rheem matched coil to be eligible for rebate.

³ Any thermostat can be used to complete a Rheem system rebate, however, it is recommended to use a Rheem or Pro Series thermostat.

⁴ Does not include the following non-communicating models: RA1724AJ2NB, RA1736AJ2NB, RA1748AJ2NB, RA1760AJ2NB.

⁵ For the Multi-Zone Mini-Split systems, rebate amount covers installation of (1) outdoor and (1) indoor unit. The rebate amount will not increase with additional indoor unit installations.

WATER HEATING QUALIFYING EQUIPMENT REBATE MATRIX				
	CashBack Rebate*	KwikComfort® Rebate ¹	Tankless	Smart Thermostat / Any Thermostat
Tankless Water Heaters	\$150.00	X (not eligible)	Prestige® Series RTGH-95DVLN-1, RTGH-95XLN-1, RTGH-95DVLP-1, RTGH-95XLP-1, RTGH-90DVLN-1, RTGH-90XLN-1, RTGH-90DVLP-1, RTGH-90XLP-1, RTGH-84DVLN-1, RTGH-84XLN-1, RTGH-84DVLP-1, RTGH-84XLP-1	

* Rebates for tankless units listed are only eligible when purchased through your HVAC distributor that enrolled you in the Fall CashBack Promotion.



PROMOTION REBATE MATRIX

AUGUST 1, 2018 THROUGH NOVEMBER 16, 2018

The Rheem® Residential KwikComfort Financing program will again be offering up to a 10% off contractor costs on all promotional menus for Pro Partners on qualifying Rheem HVAC equipment beginning August 1, 2018 to November 16, 2018.

To make the offer even stronger in 2018, you will have the option of a “No Interest Until Paid in Full 60 Month” menu option (menus I, O, W, V) for EcoNet® Enabled 17 and 20 SEER Rheem equipment purchases only.

RESIDENTIAL KWIKCOMFORT FINANCING PRO PARTNER PROMOTION MENU OPTIONS						
Menu	Tran Code	Promotional Offer	Consumer Monthly Payment	Estimated Number of Months to Payoff Promotion	Standard Contractor Fee	UP TO 10% OFF: Pro Partner Cost During Promotion ¹
A	300	14.99% APR until Paid in Full	2.000%	79	3.00%	No Cost
	301	9.99% APR until Paid in Full	4.000%	28		
	302	No Monthly Interest if Paid in Full within 6 Months ²	2.500%	N/A		
T	400	9.99% APR until Paid in Full	1.750%	78	4.75%	No Cost
	401	7.99% APR until Paid in Full	3.000%	38		
	402	5.99% APR until Paid in Full	4.000%	27		
	403	No Monthly Interest if Paid in Full within 6 Months ²	2.500%	N/A		
B	600	9.99% APR until Paid in Full	1.250%	132	5.50%	No Cost
	602	5.99% APR until Paid in Full	3.000%	37		
	604	7.99% APR until Paid in Full	2.000%	61		
	605	No Monthly Interest if Paid in Full within 18 Months ²	2.500%	N/A		
C	800	7.99% APR until Paid in Full	1.250%	115	8.25%	No Cost
	801	5.99% APR until Paid in Full	2.000%	58		
	802	No Monthly Interest until Paid in Full	4.000%	25		
	804	No Monthly Interest if Paid in Full within 24 Months ²	2.500%	N/A		
H	900	5.99% APR until Paid in Full	1.250%	103	13.50%	Only 3.50%
	901	2.99% APR until Paid in Full	1.797%	60		
	902	No Monthly Interest until Paid in Full	2.778%	36		
I	200	9.99% APR until Paid in Full	1.250%	132	5.50%	No Cost
	201	No Monthly Interest if Paid in Full within 18 Months ²	2.500%	N/A		
	202	5.99% APR until Paid in Full	3.000%	37		
	290	No Monthly Interest until Paid in Full	2.778%	36	13.50%	Only 3.50%
	293	No Monthly Interest until Paid in Full	1.667%	60 ³	17.75%	7.75% ³

Menu options and notes continued on next page.



PROMOTION REBATE MATRIX

AUGUST 1, 2018 THROUGH NOVEMBER 16, 2018

RESIDENTIAL KWIKCOMFORT FINANCING PRO PARTNER PROMOTION MENU OPTIONS (CONTINUED)						
Menu	Tran Code	Promotional Offer	Consumer Monthly Payment	Estimated Number of Months to Payoff Promotion	Standard Contractor Fee	UP TO 10% OFF: Pro Partner Cost During Promotion ¹
O	280	9.99% APR until Paid in Full	1.250%	132	5.50%	No Cost
	281	7.99% APR until Paid in Full	2.000%	61		
	282	5.99% APR until Paid in Full	3.000%	37		
	283	No Monthly Interest if Paid in Full within 18 Months ²	2.500%	N/A		
	284	No Monthly Interest until Paid in Full	1.667%	60 ³	17.75%	7.75% ³
W	285	7.99% APR until Paid in Full	1.250%	115	8.25%	No Cost
	286	5.99% APR until Paid in Full	2.000%	58		
	287	No Monthly Interest until Paid in Full	4.000%	25		
	288	No Monthly Interest if Paid in Full within 24 Months ²	2.500%	N/A		
	289	No Monthly Interest until Paid in Full	1.667%	60 ³	17.75%	7.75% ³
V	295	5.99% APR until Paid in Full	1.250%	103	13.50%	3.5%
	296	2.99% APR until Paid in Full	1.797%	60		
	297	No Monthly Interest until Paid in Full	2.778%	36		
	298	No Monthly Interest until Paid in Full	1.667%	60 ³	17.75%	7.75% ³

¹ Fee after rebate on installation of eligible equipment listed on the Rheem® Pro Partner CashBack qualifying rebate matrix. Pro Partners are eligible to receive a rebate of up to 10% off contractor costs on all Residential KwikComfort® Financing menus for the installation of eligible equipment (all equipment must be installed exactly as shown on the qualifying equipment rebate matrix, or include one of the qualifying individual components (R98V, R97V, R96V, R802V), to be eligible for the promotional financing rebate). These claims must be submitted through the CST (on MyRheem.com) in order to qualify for the Residential KwikComfort Financing rebate. The sales slip still must be submitted to Synchrony to be validated for processing.

² For new cardholders interest accrues at 26.99%. Existing cardholders should see their credit card agreement for their applicable APR. If the balance is paid in full prior to promotional end date no interest will be charged.

³ No interest Until Paid In Full 60 Month menu options (menus I, O, W, V) are only eligible for EcoNet® Enabled 17 and 20 SEER Rheem equipment installed as listed on the qualifying equipment rebate matrix.

SYNCHRONY TERMS AND CONDITIONS

Menu Selection: Merchants can select and use only one menu. Use of multiple menus may result in termination of the program.

Activation Fee: Customers will be charged a one-time fee of \$29 on their initial purchase. This a one time only fee; it does not apply to future purchases.

Split tickets: Split tickets between multiple Synchrony Bank credit card programs and / or other lenders are not allowed.

In keeping with its policy of continuous progress and improvement, Rheem reserves the right to make changes to this promotion without notice.



PRO PARTNER TERMS AND CONDITIONS

- The promotion is subject to termination at Rheem's discretion. This promotion cannot be combined with any other promotion from Rheem®.
- Installations for commercial applications / commercial properties (rental properties) are not eligible.
- Rebate is only eligible for residential installations on single-family dwellings.
- Rebate is applicable to multiple units in single-family dwellings.
- Contractor's account must be in good credit standing with the distributor in order to participate in this special promotion.
- Installations through National Accounts (such as The Home Depot, ARS and Service Experts) are NOT eligible for the CashBack Promotion.
- Rheem agrees that all information within claims submitted, including serial numbers, will be audited by Rheem for accuracy.
- Your distributor that enrolled you in the program has final approval of promotion participation eligibility. Any proven fraudulent activity may result in the contractor's account being put under review or suspended from promotion participation as determined by Rheem. Contractor may be held responsible for funding paid rebates back to the distributor and Rheem; or Rheem will withhold future rebates due to the contractor in the amount of the fraudulent rebates paid.
- All participating contractors must be enrolled as eligible for the promotion and must have a MyRheem.com user account. All promotion participants must be enrolled and setup their rebate payment method no later than November 16, 2018.
- Due to 1099 tax requirements, you may be required to provide personal and business information, as this is required for any person receiving more than \$600 in rewards.
- Qualifying systems and individual unit components are outlined on the eligible product matrix. For tankless units listed on the Water Heating Qualifying Equipment Matrix, contractors must purchase through their HVAC distributor that enrolled them in the program. Tankless units purchased through a water heating-only distributor are not eligible.
- Qualifying systems and individual unit components must be purchased through your HVAC distributor that enrolled you in the program. Qualifying equipment must be sold and installed between 8/1/2018 and 11/16/2018 in order to be eligible for the rebate amount.
- Only one qualifying purchase should be submitted per rebate. It is the contractor's responsibility to check their submitted claims and ensure the claims reflect the expected rebate amount. Once a rebate is submitted, it will be at Rheem's discretion whether the claim can be adjusted. **Claims that have been batched for payment or paid out cannot be adjusted. Please ensure you have reviewed your claim on the confirmation screen prior to submitting your claim.**
- For claims submitted in error that have NOT been batched for payment or paid out can be adjusted by submitting a ticket into the Help Desk (help@myrheem.com). For adjustments to be made the contractor must submit an invoice showing proof of installation with their request.
- Promotion enrollment and participation is dependent upon the date of Pro Partner Program enrollment completion. Participation in promotional installation eligibility dates will be adjusted to begin based on the month of the Pro Partner Program enrollment completion date.
- **Rebate Funding Responsibilities:**
 - The contractor will receive the full amount of the listed rebate (per Terms and Conditions) and can choose to pass along any given amount to their customers. If desired, the contractor can use earned accrued co-op dollars to promote and advertise the promotion in their market.
 - Contractor must use pre-approved ad graphics from the AdMaker System or obtain prior approval for any ads used to promote this offer.
- All rebate claims must be submitted online at MyRheem.com through the Contractor Serial Tool (CST) **within 30 days from installation date** to be considered eligible for payment to the contractor. Pro Partners are eligible to receive up to a 10% rebate on all Residential KwikComfort® Financing menus for the installation of eligible equipment listed on the CashBack promotion matrix. These claims must be submitted through the CST in order to qualify for the Residential KwikComfort Financing rebate. The sales slip still must be sent in to Synchrony to be validated. **No exceptions will be allowed. All documentation received after 30 days from the installation date will be denied for processing.**
- **Rheem CashBack Rebate Payment Terms:**
 - Contractors can choose from direct deposit or re-loadable card to receive their funds for the CashBack rebate:
 - Direct Deposit - For payment to a contractor business via direct deposit.
 - Users will be required to provide their business account direct deposit information and a copy of a void check is required for validation.
 - IMPORTANT: Direct Deposit accounts must be setup and validated before any claims are approved and funds can be deposited.
 - Direct deposit accounts will be funded every other week for approved claims.
 - Pay Card - For payment to an individual via re-loadable pay card.
 - New users will receive a Rheem branded re-loadable card after the submission of their first claim. This card can be re-loaded for future Rheem promotions.
 - IMPORTANT: Funding deposit notifications will be emailed to the card holder when funds are available to load. Each email contains the load value, reference code and instructions on how to acquire funds.
 - The card received in the mail is re-loadable, so do not dispose of after the promotion ends.
 - Card can be used for other Rheem promotions hosted through the Contractor Serial Tool (CST).
 - There may be a replacement fee for lost / stolen cards.
 - Rheem is not responsible for lost, stolen or misdirected paperwork or re-loadable pay cards.
 - U.S. residents are subject to a 1099 miscellaneous income tax for spiffs totaling \$600 or more annually.
- Offer valid to legal residents of the continental United States, Alaska and Hawaii only.
- **Residential KwikComfort Financing Rebate Funding**
 - At the end of each month, Synchrony will calculate all eligible sales entered through the CST that were funded and process the rebate amount by contractor. Synchrony will audit claims submitted through the CST against sales slips to validate claim information.
 - The rebate will be an ACH Deposit into contractors business checking accounting setup with Synchrony Financial.
 - Timing will be within 30-60 days of close of month.

IMPORTANT: 2018 FALL CASHBACK PROMOTION DATES

Promotion Installation Start	Wednesday, August 1, 2018
Promotion Installation End	Friday, November 16, 2018
Final Day for contractor Enrollment / Registration	Friday, November 16, 2018
All Rebate Submissions Due	30 days from installation*

* December 16, 2018 will be the final deadline for rebate claim submissions.

NOTE: 2018 Fall Pro Partner CashBack & Residential KwikComfort Financing Promotion – All documentation is available on MyRheem.com or can be requested from your distributor.