

Partner with Rinnai in every aspect of your business **from marketing and sales support to unparalleled training.**



THE BENEFITS OF JOINING THE ACE PROGRAM:

- **PRIORITY LISTING AND LEADS.** ACE dealers receive priority listing in the dealer locator search results, providing more visibility for your business and the opportunity to receive more leads.

- **CUSTOMIZED LANDING PAGES.** Communicate key information about your business and stand out from your competition.

- **FINANCING DISCOUNTS.** ACE dealers will receive discounted rates on dealer fees for consumer financing, providing you with a competitive advantage to close more sales!*

up to
3%
discount!

- **BEST-IN-CLASS TRAINING.** Free tuition to learn about Rinnai products along with first-look opportunities for new training and information.

- **GET VALUABLE FEEDBACK.** Harness the power of customer satisfaction to improve your business through Rinnai-fielded surveys after each product registration and lead closure.

- **INDUSTRY-LEADING SUPPORT.** We're here to answer your questions and provide the support you need. Receive a unique priority response code to reduce wait times and get service quickly.

- **FOLLOW YOUR PROGRESS.** Your customized dashboards will provide performance metrics for leads, customer satisfaction, product registrations and call-tracking history.

- **MARKETING RESEARCH.** Opportunities to participate in market research for new products and programs through online focus groups, surveys, field tests and more.

- **IDENTIFICATION MATERIALS.** Differentiate your company and promote your status as a Rinnai Advanced Comfort Expert locally.

*Based on qualifying dealers and equipment; 3% discount on dealer fees up to \$90 per Rinnai unit installed. Finance rebate available only through Service Finance Company, LLC.

Apply for enrollment today at partners.rinnai.us



Rinnai is committed to delivering a best-in-class customer experience. As such, in the near future, all of our affiliated dealers will be expected to meet certain criteria to be featured on the Rinnai website, receive sales and service leads, and be eligible to participate in all of Rinnai’s exciting and valuable programs. See below to choose your path to success!

PROGRAM BENEFITS FOR INDEPENDENT DEALERS AND ADVANCED COMFORT EXPERTS

BENEFITS	INDEPENDENT DEALER	ACE
Dealer locator listing	x	Priority
Sales & service leads	x	Priority
Access to consumer financing	x	Discounted fees
Customized online landing page		x
Unique call tracking phone number		x
Customer satisfaction surveys	x	x
Free tuition for classroom and online training		x
Early access to industry-leading training and information		x
Discount parts program	x	x
Market research participation		x
Customer service & technical support priority response		x
Advanced Comfort Expert identification		x
Use of Rinnai intellectual property	x	x

REQUIREMENTS	INDEPENDENT DEALER	ACE
Sell, install and service all Rinnai products your company carries	x	x
Provide warranty services by completing a separate Independent Service Provider Agreement that includes but is not limited to the following: <ul style="list-style-type: none"> • Level II Installation and Level III Service Training • Comply with all Rinnai standard installation, service, maintenance & warranty policies • Comply with all applicable building codes, laws and regulations • Will not engage in any conduct that has an adverse impact on Rinnai’s brand equity • Maintain a permanent place of business at all times • Conduct a state and nationwide background check on employees before entering a home or business to perform services on Rinnai products • Maintain insurance coverage (workers’ comp, general liability, automobile liability, etc.) 	x	x
Minimum of 50 Rinnai products registered annually in major metro areas (25 for rural dealers)		x
Accept and process sales, service and installation leads sent from all Rinnai sales channels including retail, online, etc.		x
Maintain a customer satisfaction score of at least 85%		x
Do not sell and install a competing brand to leads that are sent from Rinnai’s website and/or referral programs	x	x
Maintain a minimum lead acceptance rate of 90% within first hour		x
Maintain at least 90% leads marked as “closed won” or “closed lost” in the Lead Management System		x
Ability to accept push notifications from Rinnai via mobile or tablet regarding sales, installation, service or maintenance information		x

Rinnai America Corporation
103 International Drive, Peachtree City, GA 30269
1-800-621-9419

©2017 Rinnai America Corporation. Rinnai America Corporation continually updates materials, and as such, content is subject to change without notice.

Apply for enrollment today at partners.rinnai.us