

GE APPLIANCES *a Haier company*

PRO
SOLUTIONS

PLUMBING PROGRAM



Our Pro Solutions Plumbing Program was built with the Pro Plumber in mind. From marketing support to rewards programs to training, GE Air & Water Solutions is dedicated to providing best in class support to help the Pro Plumber achieve their business goals.





HELPING THE PRO PLUMBER ACHIEVE THEIR BUSINESS GOALS



Oasis Asset Library	Yes
Dealer Locator	Yes
Dealer Locator Advanced Profile	Yes, Not Subsidized
Training	Yes
Consumer Financing	Yes
Field Service Management	Yes
Exclusive Appliance Discounts	Yes
GE Plumbing Rewards	Coming Soon
Custom Marketing	Yes, Exclusive GE Rates
Appliance Store	Coming Soon

PROGRAM FEATURES



Brand Muscle Oasis

Oasis is a tool on the Brand Muscle site for downloading marketing assets & building ready to place ads. The tool houses assets such as logos, product imagery, and ready to use ad templates for a variety of platforms. The site also has publications & merchandise available to customize and purchase.

Custom Marketing Agency

GE has partnered with two marketing agencies to provide you with custom support to build your business at discounted rates.



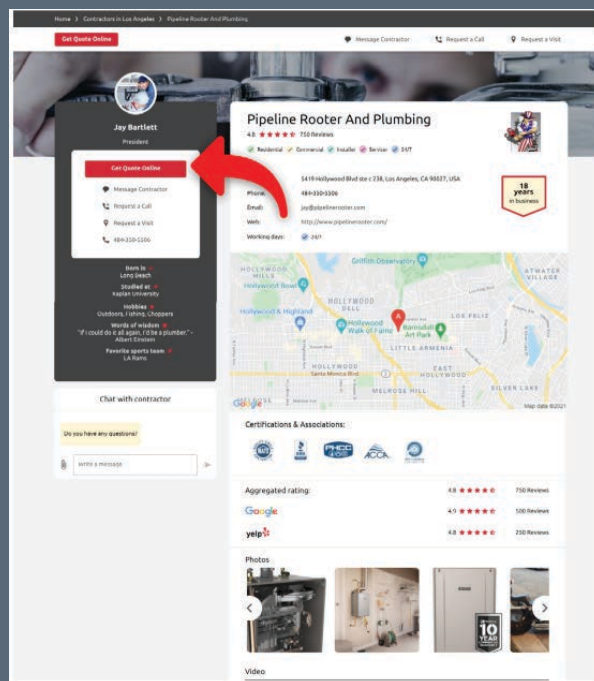
Dealer Locator

Our consumer website, **GEAppliances.com**, has over 3M monthly visits from consumers. The GE Appliances Contractor Finder is an advanced contractor directory that allows consumers visiting geappliances.com to easily connect online with GE Appliances Plumbers. GE Appliances teamed up with ServiceWhale to build a sophisticated contractor directory to help capture the brand-aware consumers visiting geappliances.com and convert them into highly qualified leads for GE Appliances ProSolutions Partners. Every GE Appliances pro partner receives a custom “Online Storefront” or profile to showcase their business on the Contractor Finder. Everyday homeowners and businessowners alike will be accessing the GE Appliances Contractor Finder to get information on local contractors and request help for installations, repairs, and replacements.

Pro Solutions Partners will be able to purchase the Advanced Profile. The Advance Profile includes the following features:

- GE Appliances’s instant quoting technology that generates REAL custom quotes on HVAC and water heater replacements for interested homeowners!
- Automatically collect the homeowner’s contact information, project details and pictures in real time, turning them into extremely qualified leads who are ready to buy!
- Highly customizable and can be configured in a way that complements all styles of selling
- Fully integrated CRM system designed to organize, manage and track *all* your business’ contacts
- Communicate w/ prospective homeowners using our real-time online messaging Request a Phone Call & Request a Visit notifications from homeowners.
- Option to deploy a quoting widget on your own website or Facebook, allowing homeowners to request custom quotes for HVAC and plumbing projects directly from YOU.

The advanced profile expense is subsidized by GEA based on tier level & is co-op eligible for an additional 50% of the expense.



Beyond our large organic traffic, GEA will be investing in consumer marketing to boost traffic on the website in the category seasonally. Additionally, we will leverage the strength of our appliances business consumer database to further drive consumer interest in the brand and your business. GEA has over 1.5M active consumers in our email database.



GE Air & Water Solutions Learning Academy

From water heating & treatment basics, to product specific content, to marketing and business strategies, GE Air & Water Solutions Learning Academy provides you with a world of water heating & treatment knowledge at your fingertips with online, on-demand education.

E-learning courses are available to you and your employees to learn, expand and refresh their water heating & treatment knowledge. Using narrated animations, courses introduce a wide range of components, application and associated terminology. Practice makes perfect, and simulation programs allow users to practice, and master troubleshooting and procedures. Access up to date training on products, and learn from our Pro Solutions Partner Program partners how to win more customers and grow your business.

It's time you take your training to the next level with GE Air & Water Solutions Learning Academy.



Consumer Financing

For over 55 years, Wells Fargo retail services has provided innovative customer financing solutions for thousands of merchants across multiple industries. We're backed by the strength and stability of Wells Fargo, a proven financial services partner that serves 1 in 3 American households. Our team is here for your customers with the financing they need – and the tools and support you can count on to grow your business.

Our customer financing program offers:

- A simple credit application that customers can complete in their home, or on a mobile device.¹
- On-the-spot credit decisions.
- Consistent credit approvals.
- Competitive credit limits.
- Immediate access to a revolving line of credit upon approval.
- Convenient online account management tools for customers.
- Wells Fargo Credit Connect – an end-to-end paperless solution for applications, invoices, and transactions.²
- Reporting, marketing materials, training, and more available on demand in our Online Resource Center.
- Dedicated merchant support when you need it from our experienced team of relationship representatives.
- Competitive discount rates.
- A variety of plans to choose from, including No Interest if Paid in Full, 0% APR with Equal Payments, and Special (Reduced) Rate with Custom Payments.
- Attractive special promotions throughout the year.

¹ This process requires an internet connection. Please ensure your device is able to connect to the internet using your own data package. This process does not include a Notice of Right to Cancel. If you conduct business outside of your normal place of business (e.g., consumer home, fair, trade show, expo, etc.), you're still required to notify your customers of their rights.

² Paper applications and invoices must continue to be available for those customers who do not agree to receive the terms and conditions electronically.



Field Service Management Tool

Housecall Pro is a comprehensive field service management software powering the operations of over 28,000 home services businesses across the United States and Canada.

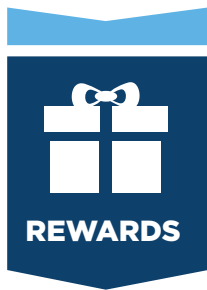
Housecall Pro is here to help you save time, sell bigger jobs, and provide best-in-class customer service.

Housecall Pro offers 50% off the first 3 months of membership to all their different levels.

- **Basic** - 1 user (\$65/mo)
- **Essentials** - 5 users (\$169/mo)
- **MAX** - 8 users (\$299/mo)
- **MAX+** - 15 users (\$499/mo)
- **MAX++** - 25 users (\$799/mo)

Housecall Pro's robust feature set includes:

- Scheduling & dispatching
- Automated customer communication
- Review generation
- GPS tracking
- Multi-option sales proposals
- Dedicated onboarding specialist
- Data migration support
- Custom checklists
- Preventative maintenance agreements
- Equipment tracking
- Quickbooks Desktop and Online integrations
- Chat and phone support



Plumbing Rewards

Coming **Summer 2023**



Exclusive Appliance Discounts

Coming **Soon!**



CAFÉ



Profile

Haier

Hotpoint.



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