

**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
- ✓ Dealer Locator
- ✓ Training
- ✓ Consumer Financing
- ✓ Field Service Management
- ✓ Hire Dimensions
- ✓ GE Plumbing Rewards
- ✓ Custom Marketing Agency



## OASIS

The Oasis is our one stop shop for all things Marketing where you can download assets and build ready to place ads! Powered by our partners at Brand Muscle, this site houses assets such as logos, product imagery and ready to use ad templates for a variety of platforms. This site also has publications and merchandise available to customize and purchase.



## CUSTOM MARKETING AGENCY

**mediagistic**  
MARKETING + ADVERTISING

GE has partnered with Mediagistic, allowing special rates on expert guidance and support to elevate your brand, generate more leads, and increase your revenue. Don't miss out on this opportunity to take your business to the next level!



Deep industry experience.



Measurable marketing solutions to make your phone ring.



Best-in-class service and support for our customers.



Increase loyalty, maintenance plans, & drive new customers!



Scan to learn more about the  
GE Pro Solutions Marketing Program

Contact: [chase.schultz@mediagistic.com](mailto:chase.schultz@mediagistic.com) or call 813.909.9316



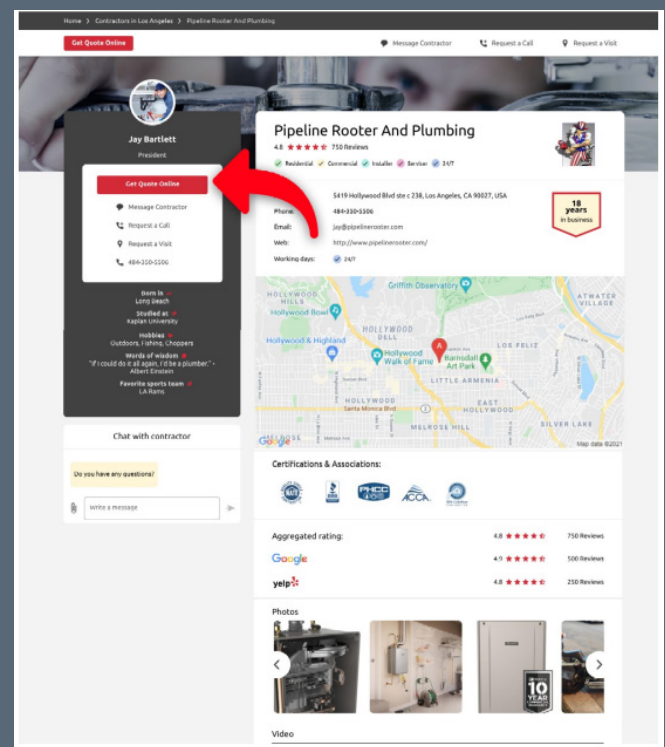
## DEALER LOCATOR



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 business owners 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 water heater/plumbing 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 water heater/plumbing projects directly from YOU.



Beyond our organic traffic, GE Appliances Air & Water Marketing team is investing in paid search to drive meaningful traffic to the locator.



## FULL-SERVICE HIRING SOLUTION

# HIRE | dimensions

Hire Dimensions specializes in attracting, recruiting, and retaining top-tier talent. When you need a position filled, pre-screened qualified applicants will be at-the-ready to become your next great hire!

We're here to save you time and money by simplifying the hiring process and helping you build the perfect team for your business.

Hire Dimensions offers a **5% discount\*** with a minimum 3-month commitment: (non-member commitment is normally 6-months)

\*Percentages are taken off standard pricing.

### Hire Dimension Solution Includes:

- Write Your Job Ads - Our experienced team will write optimized job ads using innovative, high-volume recruitment strategies.
- Post Your Job Ads - We will post your open positions across thousands of top-performing job boards and social media sites.
- Refresh Job Ads on Job Boards - Your job ads will be refreshed by our team every 15-30 days to ensure they appear at the top of all major job boards.
- Screen Applicants - We will automatically screen out unqualified applicants so you only have to view those that meet your specific requirements.
- Highlight Top Candidates - We will highlight the best candidates and move them to the top of your list.



## FIELD SERVICE MANAGEMENT TOOL

# Housecall Pro

**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.

### 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



## GE AIR & WATER SOLUTIONS LEARNING ACADEMY



E-learning courses are available across all Air & Water products for you and your employees. Topics range from selling features, service procedures, troubleshooting techniques and boosting business through marketing allowing you to learn, refresh or expand your knowledge in an on demand setting.

From plumbing basics to product specific content, to program resources, our Air & Water Solutions Learning Academy provides you with a world of industry knowledge at your fingertips with online, on-demand education.

The screenshot shows the Learning Academy website. At the top is the Learning Academy logo and a collage of various HVAC units. Below this are three main sections: 'ON-DEMAND COURSES' with a description and an 'Explore Now' link; 'SCHEDULED EVENTS' with a description and an 'Explore Now' link; and 'RESOURCES' with a description and an 'Explore Now' link. Below these is a section titled 'BROWSE OUR PRODUCT CATALOGS' with a dropdown arrow. This section contains six product categories, each with a thumbnail image, a title, a brief description, and an 'Approval required' or 'Open Access' status.

DUCTED	GE DUCTLESS	HAIER DUCTLESS	VRF	Zoneline PTAC & VTAC	WATER HEATING
A full line of residential HVAC equipment. Meet the ProCentric.	Ductless designed with the Pro in mind.	Easy to install. Easy to service.	High Efficiency. Easy to install. Optimized Comfort. Energy Saving.	Providing innovative solutions to our hospitality partners.	Bring the heat.
Approval required	Approval required	Approval required	Approval required	Open Access	Open Access



## CONSUMER FINANCING

Pro Solutions Plumbers are eligible to offer consumer financing by partnering with our preferred partner, financeit.





## PLUMBING REWARDS

Plumbers can earn points on their purchases of GE Water Heaters, Disposalls, and Water Treatment Products. These points can be accrued at the business level or by individual installer and can be redeemed for items such as trips, gift cards, technology items, and so much more. Get rewarded today for your purchases!

### WELCOME TO GE APPLIANCES PARTNER REWARDS

Earning Rewards on GE Appliances Air & Water Solutions products has never been easier. Learn about exclusive new offers and programs, keep track of all eligible sales and earn points!



#### INDIVIDUAL LEVEL >

Earn rewards at the individual level for eligible sales.



#### BUSINESS LEVEL >

Earn rewards at the business level for eligible sales.



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