

Agreement for Dealer Locator Overview

1. Encourages Dealer to be “brand loyal” – meaning that a dealer should primarily promote the Ruud product over another.
2. Dealer identifies with the Ruud Brand (e. g. uses brand signage, advertising, etc.)
3. Dealer purchases the majority of its total air conditioning equipment purchases from Ruud and
 - Purchases \$50,000.00 or more in one year in the majority Ruud Brand.
 - Participates in any (2) of the following Ruud dealer programs.
 - Dealer locator
 - Ruud brand-specific promotional campaigns
 - Cash Back Program
4. With respect to each lead received by dealer as a result of the Dealer Locator, Dealer agrees to offer only the Ruud brand of equipment.
5. Dealer agrees to participate in one or more Ruud brand distributor training classes per year.
6. Dealer agrees to carry a comprehensive liability insurance policy, including contractual liability, of not less than \$1 million dollars per occurrence and a motor vehicle insurance policy of not less than \$1 million dollars per accident.
7. Dealer shall carry worker’s compensation and all other required insurance and shall comply with all applicable Federal, State, local or municipal laws or statutes.
8. Ruud or McCall’s Supply may terminate this agreement without any liability to the dealer.
9. Dealer may terminate this agreement at anytime by sending McCall’s Supply written notice.