

**WEIL-McLAIN®****Weil-McLain Marketing Bulletin
MB1719 - September 5, 2017**

Weil-McLain approved for use in Home Depot HVAC Home Services Program

Dear Weil-McLain Sales Team & Agents,

I am pleased to announce that on August 22nd, Weil-McLain and The Home Depot executed an agreement in which Weil-McLain residential boilers and indirect water heaters are approved for use in The Home Depot's Home Services Program. We are very excited about this relationship, as it provides the opportunity to expose the Weil-McLain brand to homeowners through the world's largest home improvement store, and will also introduce us to contractors that may not currently be using our products. Previously, there were only two brands available for use in the program – Carrier and Lennox. The Home Depot approached us at the request of their Installation Providers due to the limited product offerings from these brands and their preference for our brand.

Below you will find details on the program:

- This program is installation only; **Weil-McLain product will not be sold through stores or online**
- Only residential products will be available through the program
- Leads for boiler installations will be provided to licensed, bonded and insured HVAC contractors via in-store lead generation or through inquiries on homedepot.com
- If a lead generated turns into an installed sale, the Home Depot Installation Provider will purchase product **through our network of wholesale distribution partners**. Pricing to our distributors will remain unchanged – there is no special pricing associated with this program.
- A rebate will be paid to The Home Depot by Weil-McLain for each of our boilers installed through their Home Services Program
- [Download the Overview here](#)

A [webinar](#) is scheduled for this Friday, September 8 at 8:00 a.m. CST to review the program and to answer any questions you have. In the meantime, below are our next steps:

- Weil-McLain will send our distributor list and Weil-McLain contact list to The Home Depot
- Home Depot will send a list of their installation providers to us along with contact information
- Home Depot will send Store listing and Installation Provider assignments. Each store will have only one Provider assigned to it. Once you receive and identify the Providers in your area, you will want to reach out to them to introduce yourselves and assess any training needs they may have
- Home Depot will also provide a list of their District Service Managers and contact information
- I will provide a copy of the announcement Home Depot sent to their Providers about our partnership once it is available

We are looking forward to growing our business through our partnership with The Home Depot, and are confident this will be beneficial to both Weil-McLain, our valued distributor partners and the Installation Providers. [Register now for the webinar on Friday, September 8th to review the program and provide an open forum for discussion.](#) In the meantime, please don't hesitate to reach out to me if you have any questions, concerns or comments.

Good Selling!

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