



ADVANTAGE

Growth & Loyalty Program Overview



Get what you **DESERVE**

Status, recognition & rewards

The Weil-McLain Advantage Program is designed to help contractors grow their business while earning valuable rewards. As you build your partnership with Weil-McLain, you'll unlock member benefits including rebate and reward points, on-demand technical training, business tools and exclusive visibility through our Contractor Locator. As your business grows with Weil-McLain, more opportunities and benefits become available.



Sign up for Weil-McLain Advantage today!

Scan or visit Weil-McLain.com/advantage

TRANSFORM your business

With our digital tools and business solutions



Market Development

Accelerate growth and increase sales with qualified homeowner leads and Market Development Funds



Performance Solutions

Digital tools and ProTools® app help increase your profitability and business efficiency by helping your team with quicker installations and service



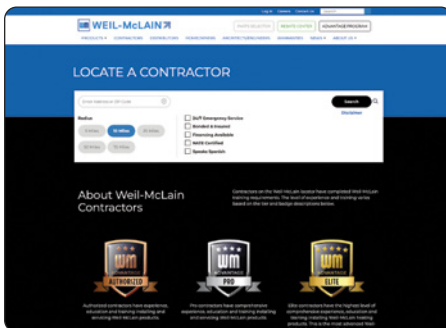
Education & Training

Access to on-demand eLearning and dozens of educational resources to expand your team's hydronic expertise anytime, anywhere

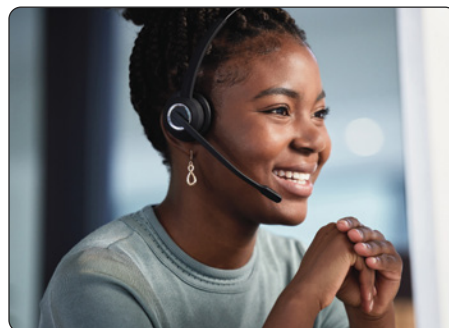


Incentives & Rewards

Earn Advantage Points with every registered installation and unlock greater rewards as your performance grows over time



As a tiered member, get listed in our Contractor Locator to receive real-time leads, close more sales and gain repeat customers.



VIP Technical Support will put you at the front of the line to get answers when you need them most.



Grow your team's technical knowledge with our free eLearning modules designed to build product expertise, installation confidence and service skills.

ACHIEVE your status & recognition through product registrations



ADVANTAGES

	AUTHORIZED	PRO	ELITE
Weil-McLain Contractor Locator Position	•	•	•
Digital eLearning Platform	•	•	•
Remote Visual Technical Support	•	•	•
Extended HE Warranty for Registered Units	•	•	•
Weil-McLain Exclusive Digital Assets/Content	•	•	•
Consumer Financing	•	•	•
Homeowner Leads	•	•	•
VIP Digital Warranty Process	•	•	•
Field Service & Application Support		•	•
School of Better Heating Discount(s)		•	•
Merchandise Catalog Rewards		•	•
VIP Technical Support Line		•	•
Incentive Rebates & Promos		•	•
Prioritized Homeowner Leads			•
Marketing Development Funds			•
Accelerated Accruals			•

ANNUAL MINIMUM REQUIREMENTS

Installed & Registered Products*	2 Total	10 Condensing or 20 Mixed	25 Condensing or 50 Mixed
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*Mixed can be any combination of condensing or non-condensing products.
Heat Pump product count towards condensing registrations.



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