



resideo pro PERKS

# PROGRAM OVERVIEW GUIDE

Canada

The Resideo Pro PERKS Loyalty Program is a tier-based program that offers an expansive suite of benefits for your company. The higher the tier, the more benefits you earn.



# Welcome to the RESIDEO PRO PERKS LOYALTY PROGRAM

We are proud to have you onboard and look forward to helping continue your success. We are committed to supporting and enabling our professional contractors as we move forward together in the world of the Connected Home.



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# What is Pro PERKS?

The Resideo Pro PERKS Loyalty Program offers your company the ability to earn even more with every dollar spent on Resideo products along with a collection of benefits that can help you grow your business.

## See how Pro PERKS works for you

### PERFORMANCE



Earn up to 4% back on your Resideo Product Purchase!

(Tier: Silver = 1%, Gold = 2%, Platinum = 3%)

\*Product mix boosters up to 1% available to earning level tiers)

### ENABLEMENT



Take advantage of our cutting-edge digital marketing platform and receive marketing support training. We'll share tips to help you grow your brand, source new leads, and win new business.

### REWARDS



Redeem your Resideo Pro PERKS points towards Product Certificates, Co-Op marketing, luxury items, promotional merchandise, or employee rewards.

### KNOWLEDGE



Access Resideo Academy's world-class library of training offerings that includes self-paced, online courses and webinars in addition to live, in-person and virtual classroom training.

### SERVICES

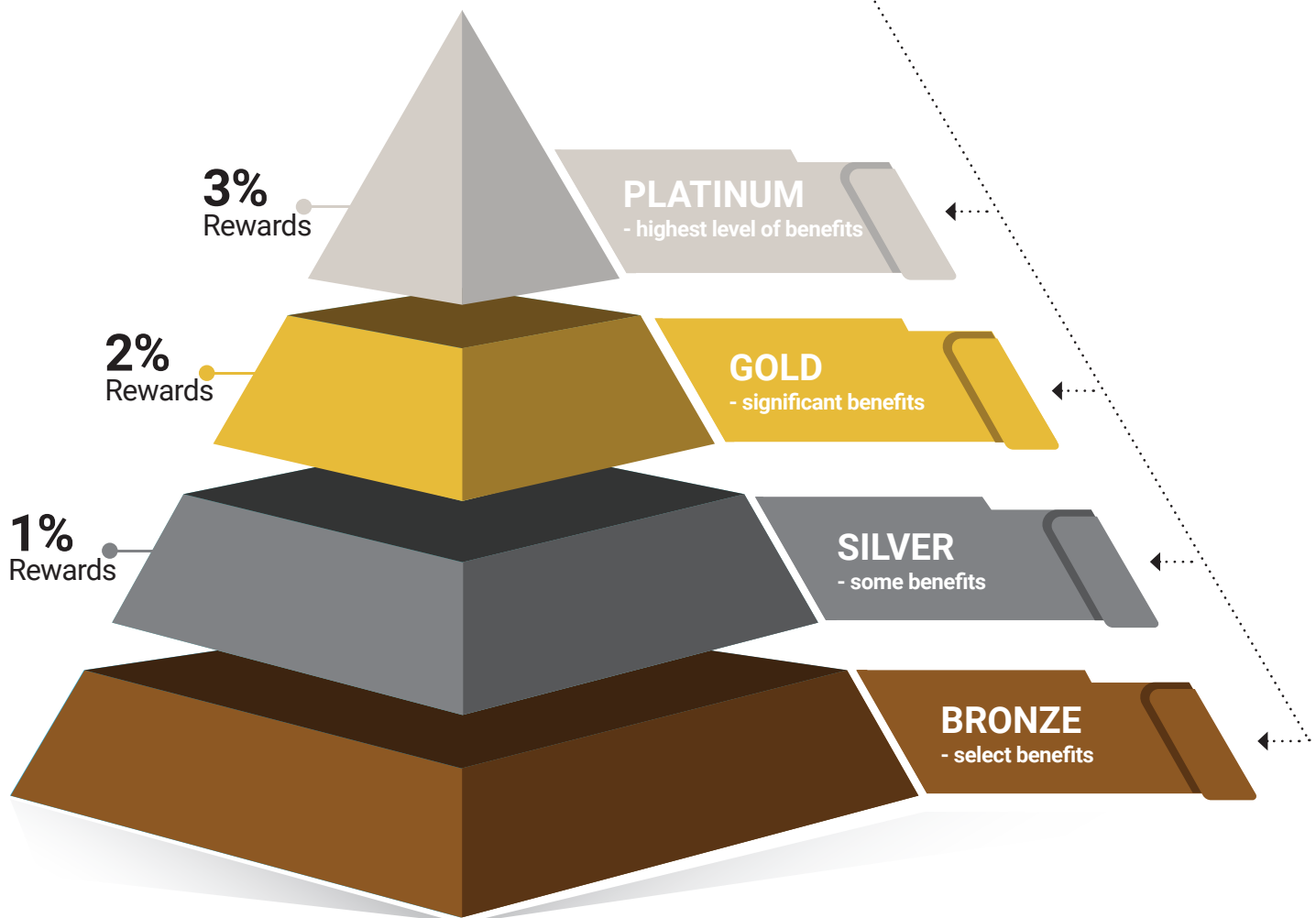


Receive the Resideo Pro PERKS monthly newsletter with updates on the latest program benefits, product technical tips, training schedule and much more

## Who is Eligible?

The program is open to all contractors in the HVAC, Electrical, and Plumbing industry. Resellers and individual consumers are excluded from the program.

The higher you tier,  
the more rewards you earn.



NOTE: Your tier is determined by the achieving set program criterion. Accounts are tiered annually.



# What determines your tier?

Pro PERKS is a flexible program designed to work for you and help your business grow. Your rewards tier is decided annually based on three qualification criteria –**Year-over-Year growth and Annual Volume**. With Pro PERKS, the more Resideo products you buy, the more rewards you will earn.

# What are eligible purchases?

Resideo product purchases from the qualifying product list which are reported by Resideo Distributors, are eligible under the program.\* View the [qualified product list](#).

\*The current qualifying product list is subject to change without notice. All purchases as part of the program are calculated as net of any returns or adjustments. Resideo maintains the authority to retroactively adjust tier status and points earned as returns and adjustments are processed.



# How to move up in Tier?

There are three criteria for raising your tier. At the end of each year, your achievements earned for each of the three criteria are reviewed and will decide your tier for the following year.



## 1. Annual Volume

- Each year, you will be measured on your total annual Resideo spend. Annual volume detail will allow you to earn tier thresholds.
- Purchase Entry Level = Bronze
- Purchase \$25k = Silver
- Purchase \$50k = Gold
- Purchase \$75k = Platinum

## 2. Year-Over-Year Growth

- You need to have 7% YoY growth of annual Resideo purchase volume

**Note:** All criteria must be achieved to tier for the following year (YoY growth & Volume)



## Product Boosters

In addition, as you spend across the Resideo product portfolio, you are afforded the ability to earn product boosters. These boosters can provide you up to an additional 1% in rewards on top of your tier percentage reward.

Product Family	Sales Target	Product Booster
Connectable Devices	\$10k	0.5%
IAQ	\$10k	0.25%
Zoning	\$10k	0.25%
Water	\$10k	0.25%
RTS	\$10k	0.25%
Thermostats	\$10k	0.25%
Security	\$30k	0.25%

\*Product boosters only made available upon reaching silver, gold & platinum level, boosters will be applied to your annual savings the following year atop your tier level %

# Program Benefits

Pro PERKS offers an expansive suite of benefits. The higher you tier, the more benefits you earn. Some benefits will require the use of your earned points, but many are included free of charge just for qualifying for your tier.

## How to earn points?

For each dollar spent on Resideo residential products, you earn points. The rate at which you earn points is decided by your tier.

		BRONZE NO POINT / \$1	SILVER 1 POINT / \$1	GOLD 2 POINT / \$1	PLATINUM 3 POINT / \$1
Points Redemption Categories	Product Certificate	—	○	○	○
	Branded Merchandise	—	○	○	○
	Co-Op Activities	—	○	○	○
	Luxury Items	—	○	○	○
Additional Program Benefits	Find a Pro	●	●	●	●
	Marketing Collateral	●	●	●	●
	Training (Virtual & On-Demand)	●	●	●	●
	Training (In-Person)	—	—	—	●

● Included in Tier      ○ Points Required\*





## How To Spend Your Points

### Resideo Product Certificates

Product certificates can be redeemed for Resideo products at qualifying Resideo distributors. Product certificates can be bought (with points) in increments of \$50 and are eligible for use towards the product subtotal amount.<sup>1</sup>

### Resideo Branded Merchandise Catalog

Resideo branded merchandise includes drinkware, cool tech items, golf balls and more. Resideo Branded merchandise can be bought (with points) through Resideo's Rewards catalog. Merchandise will be shipped directly from the catalog vendor.<sup>3</sup>

### Luxury Rewards Catalog

Luxury items include Health & Beauty, House & Garden, Technology items (i.e., TVs, iPads, etc.), Accessories, and Travel Experiences. Luxury items can be bought (using points) through Resideo's Rewards catalog. Items will be shipped directly from the catalog vendor.<sup>3</sup>

### Co-Op Funds

The Co-Op funds can be applied to a wide variety of campaigns and promotional activities, including advertising, digital marketing, events, printing, promotional (logo wear), signage, and training programs. Co-Op funds can be bought (with points) and used towards up to 50% of an approved marketing activity. Approved claims will be processed as a check back to your business.

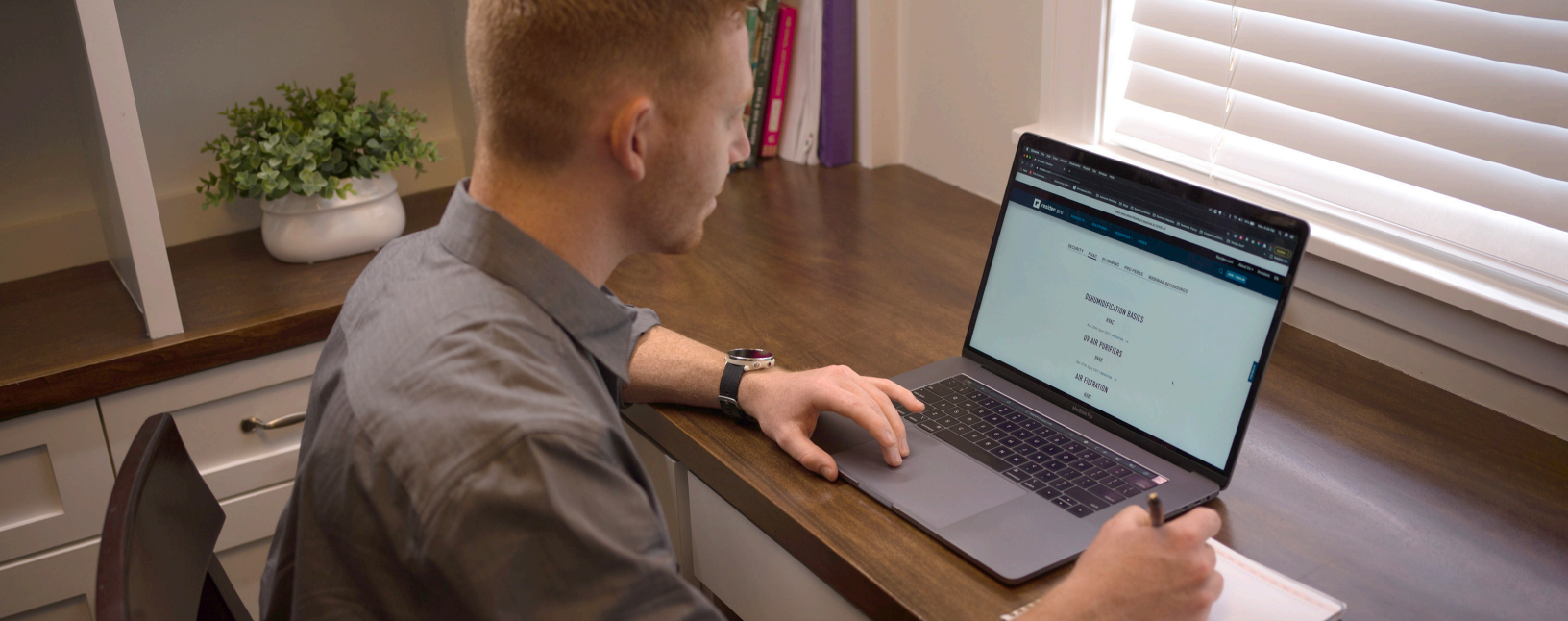
- **Pre-Approval**

All Co-Op Marketing initiatives require pre-approval. Please allow up to 2 weeks for approval. Reimbursement for pre-approved activities will be made up to 50% unless otherwise noted.

- **Proof Of Purchase**

Proof of Performance documentation is needed for claim reimbursement, including calculating the return on investment. Please refer to the Co-Op Program Guidelines for specific details.<sup>2</sup>

1. Taxes, shipping, and handling fees are ineligible.
2. Co-Op funds must be used towards an activity that occurs within the same calendar year in which the funds were acquired. Any unused funds will expire on the second to last business day of the calendar year in which they were issued (typically on 12/30); they will not carry over into the next calendar year nor can they be applied toward funding an activity that takes place in the following calendar year. The deadline for Pre-Approvals is Dec. 15th of each calendar year
3. Any import duties and/or fees will be billed separately and are the responsibility of the contractor.



## Educational Benefits

### Online Technical/ Product Training

Unlimited access to Resideo Academy with content to enhance technical knowledge (product specifications, installation, maintenance, etc.). Training will be accessible from a desktop computer as well as mobile devices. (e.g., smart-phone, iPad, etc.).

### Online Sales Training

Unlimited access to the Resideo online LMS with content to enhance sales tactics/knowledge (needs assessment, negotiation, overcoming objections, etc.). Training will be accessible from a desktop computer as well as mobile devices (e.g., smart-phone, iPad, etc.).

### Webinars

Unlimited access to Resideo's online seminar series. Resideo personnel walk participants through a wide range of topics including industry trends, sales tactics, installation tips, as well as Resideo product offerings (e.g., NPIs (New Product Introductions), industry trends, etc.). Webinars will be posted to the Resideo PERKS website and available for on-demand consumption.

## Sales and Marketing Benefits

### Social Media “Best-Practices” and Content

Social media marketing, best-practices guide, and unlimited access to Resideo's bundled and prepared social media content and campaigns (i.e., social media, literature, sales sheets, images, etc.). Content will be posted from the Resideo Pro PERKS Marketing Tools portal and available for download.

### Co-Branded Digital Marketing Material

Unlimited access to Resideo branded marketing material to support the sale of Resideo products. This includes turnkey collateral such as email templates and digital flyers. Additionally, high-resolution images will be available for partners to use for websites, catalogs, etc. Content will be posted on the Resideo Pro PERKS Marketing Tools portal and available for download.

### Digital Marketing Assets

We offer digital marketing assets including videos, social media content, co-branded collateral, images, product sheets, email content, and more.



# Sharing or Advertising your Pro PERKS status

## PLATINUM

You can use the term Resideo Pro, Resideo Pro Platinum, Resideo Platinum, on any digital or non-digital assets

## GOLD

You can use the term Resideo Pro, Resideo Pro Gold, Resideo Gold on any digital or non-digital assets

## SILVER

You can use the term Resideo Pro, Resideo Pro Silver, Resideo Silver on any digital or non-digital assets

## BRONZE

You cannot use the term "Resideo Pro" on any digital or non-digital assets

## Points Expiration Policy

All points will expire 12 months from the date they are deposited into your account. Example: Points awarded February 17, will expire at midnight on February 17 of the following year.

## Points Return Policy

Once points have been redeemed towards any reward (i.e., Co-Op funds, product certificates, etc.), they cannot be refunded. Also, any unused funds cannot be converted back into points.

## Mid-Year Registration

Customers may register for the program at any point throughout the year. Once registered, you will be placed into the tier you qualify for based on the 2 criteria using the previous year's sales history as reported by any participating Distributors. Your tier status will remain in effect until the following year when your account is re-tiered (accounts are tiered on an annual basis). Unfortunately, if no historical sales data is available for us to use to tier your account, then your account will be tiered as "bronze" for the rest of that year.

## Program Changes

Resideo retains the authority to change any element of the program, at any time, without advance notice.



# FAQ's

## Resideo Pro PERKS 2023

**1. What Are the Benefits of Joining The Resideo Pro Perks Loyalty Program?**

Resideo Pro PERKS provides access to marketing tools, assets, and rewards that can help you grow your business and strengthen your relationships with your customers. In addition, you have access to Resideo Academy to help train your technicians and salespeople.

**2. How Do I Join and Activate My Resideo Pro Account?**

Enroll online at [pro.resideo.com/get-started](https://pro.resideo.com/get-started) with your email address and create a password. You will then be able to enroll in the Pro PERKS loyalty program. Once you complete your online credentials, you will be able to manage your account information, view your account balance, and access all our great benefits to help you grow your business.

**3. How Much Does It Cost to Join the Resideo Pro Perks Program?**

Membership is free. Always. Simply complete the online enrollment form at [pro.resideo.com/get-started](https://pro.resideo.com/get-started) to join.

**4. How Can I Find My Pro Perks Loyalty Number?**

Your Pro PERKS account number can always be found in the top left corner of your dashboard

**5. How Do I Change the Company Name on My Account?**

To protect your valuable points, name changes must include supporting legal documentation, signature, date, and Pro PERKS account number. All other name changes can be done by the company administrator on their account profile. For further help, please contact [proPERKS@resideo.com](mailto:proPERKS@resideo.com).

**6. How Does Our Company Ensure We Are Getting Our Points for All Resideo Product Purchases?** You can reach out to [proPERKS@resideo.com](mailto:proPERKS@resideo.com) with any questions regarding distributor purchase reporting.

**7. How Does the Company Admin Role Work?** This role gives you complete control over your company's points, visibility to the dashboard, purchase & tier information, and allows you to add or remove users from your account.

**8. How And When Do My Points Expire?**

Pro PERKS points expire at a rolling 12-month basis. For example, points earned on November 1, will expire at midnight on November 1 of the following year. Co-Op dollars, which can be purchased with Pro PERKS points, must be spent in the same calendar year they were redeemed. Any unused Co-Op funds in your account will expire the last week of that calendar year. Product Certificates are valid for six months from the date issued and can be applied towards qualified Resideo and/or Honeywell Home branded products

**Note: The Value of A Product Certificate Cannot Be Applied Towards Taxes, Shipping, and/or Handling Fees.**

**9. How Do I Cancel or Close My Account?**

You may cancel or close your account at any time by sending written notice of cancellation to [proPERKS@resideo.com](mailto:proPERKS@resideo.com). All unredeemed points, redemption awards, and promotional awards as well as achieved tier status will be lost and may not be reinstated or transferred.



## Visiting Distributors as a Pro PERKS member

All participants are advised to tell their Distributors that they are enrolled in the Resideo Pro PERKS Program and to include their purchases on their monthly reports. The company administrator will be able to log in to their dashboard to see the total number of points deposited into their Pro PERKS account based on the Distributors who report for them.

### BRONZE

You cannot use the term “Resideo Pro” on any digital or non-digital assets

### SILVER

You can use the term Resideo Pro, Resideo Pro Silver, Resideo Silver on any digital or non-digital assets

### GOLD

You can use the term Resideo Pro, Resideo Pro Gold, Resideo Gold on any digital or non-digital assets

### PLATINUM

You can use the term Resideo Pro, Resideo Pro Platinum, Resideo Platinum, on any digital or non-digital assets

For more information visit our complete Resideo [Terms and Conditions](#) as well as the [Terms of Participation](#) for Pro PERKS.





## How do I redeem Points?

The primary company Pro PERKS administrator will control who in their company can redeem points. The company administrator can transfer points to other team members to allow them to redeem those points for rewards. If you do not know who the administrator for your company is or if you need to change the administrative contact, please contact your Resideo Sales Rep or email [proPERKS@resideo.com](mailto:proPERKS@resideo.com)

### Can I Buy Points?

No, points can only be earned by purchasing Resideo products through participating Distributors who report transactional purchase data to Resideo.

### Do Points Expire?

Yes, points will expire at a rolling 12-month pace. For example: Points earned on February 17, will expire at midnight on February 17 of the following year.

### What If I Do Not Have Enough Points To Redeem For A Specific Item Or Items?

You will need to wait to buy the item until you have enough points in your account.



For any additional questions or assistance please email us at [proPERKS@resideo.com](mailto:proPERKS@resideo.com)

# Pro PERKS Product Category List

Air Quality Solutions (IAQ)
Dehumidification Dehumidifiers
Filtration Air Cleaner Filters
Filtration Electronic Air Cleaners
Filtration Media Air Cleaners
Humidification Bypass Humidifiers
Humidification Evaporative Humidifiers
Humidification Controls
Humidification Humidifier Filters
Humidification Humidifier Replacement Parts
Humidification Steam Humidifiers
UV IAQ UV Air Treatment Systems
UV IAQ UV Replacement Parts
Ventilation Controls
Ventilation Ventilators
Forced Air Zoning (Zoning)
Bypass Dampers
Forced Air Zone Panels
Replacement Actuators
Zone Dampers
Thermostats (Thermostats)
Thermostats Line Volt Thermostats
Thermostats Non-Programmable
Thermostats Programmable*
Thermostats RedLINK™*
Thermostats WiFi Thermostats*
Thermostats Thermostat Accessories
Security Awareness Systems (Thermostats)
Smart Home Security*
Energy Programmable Switches (Thermostats)
EconoSwitch™
Security Video Cameras (Thermostats)
Connected Cameras*
Energy Thermal Adjacencies (RTS)
Electric Furnace Sequencers
Electronic Fan Timers
Fan Centers
Pressure Controls
Relays

\*Products that are WiFi and/or connect to an IOT network qualify towards the connectible device category. Thermostats that are non-connected or do not provide WiFi connectivity will fall under the product category "Thermostat".

\* Pro PERKS [qualified product list](#) subject to change.

Energy Water Heaters (RTS)
Water heater controls
Energy Boiler System (RTS)
Aquastats
Aquastats Multi-Function
Aquastats Single Function
Aquastats Wells & Accessories
Gas Valves
Oil Burner Controls Flame Detectors
Oil Burner Controls Oil Primaries
Pilot Burners Intermittent Pilot Burners
Pilot Burners Standing Pilot Burners
Thermocouples
Thermopiles
Transformers
Energy Ducted Solutions (RTS)
Defrost Controllers
Fan & Limit Controllers
Gas Ignition Controls Hot Surface
Gas Ignition Controls Ignition Control Accessories
Gas Ignition Controls Integrated Furnace Controls
Gas Ignition Controls Intermittent Pilot
Pilot Igniters
Water Hydronic Solutions (Water)
Air Vents
Boiler Fill Valves
Circulating Pumps
Expansion Tanks
Hydronic Zone Panels
Radiator Controls
Radiator Valves
Valve Cartridges
Zone Valve Replacement Motors
Zone Valves
Water Control Solutions (Water)
Mixing Valves
Pressure Reducing Valves
Water Filters
Water Leak Detectors (Water)
Water Leak Detectors & Accessories

**Questions?**  
proPERKS@resideo.com

**resideo**

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08-00014 | JC | 11/22  
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