



# TRUE BLUE PRO DEALER NETWORK

Terms & Conditions

2025

# True Blue PRO Dealer Network

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### Definitions

- **True Blue PRO Dealer:** Independent Water Treatment Professional, that sells and services Pentair brand lines and purchases from a Pentair Authorized Distributor. True Blue PRO Dealers are knowledgeable water treatment experts in their local market and provide the best-in-class customer experience and water treatment solutions.
- **Handed Off Lead:** Pentair receives leads through Pentair.com online forms and passes these leads to True Blue Dealers. True Blue Dealers are notified when a new lead has been assigned to them via email. Handed off leads are leads that have been assigned to a local True Blue Dealer. A list of handed off or open leads can be found in the primary contact's Partner Center account, under the Leads page. To maintain the best customer experience, we ask all True Blue Dealers to contact (via email or phone) assigned leads within 1-2 business days.
- **Products Sold Lead:** A lead converted to "Products Sold" is defined when a lead is handed off to a True Blue Dealer and the True Blue Dealer sells Pentair products to the lead, resulting in a final sale. The True Blue Dealer's primary contact records the lead status as "Products Sold" in their Pentair Partner Center account.
- **Rejected Lead:** A rejected lead is defined when a lead is handed off to a True Blue Dealer and the True Blue Dealer cannot sell Pentair products. The True Blue Dealer's primary contact records the lead status as "rejected" in their Pentair Partner Center account.

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### Membership Requirements

To qualify for the True Blue PRO Dealer Network, dealers must meet and maintain the following program requirements:

- ✓ Complete True Blue Application and send zip or postal code service areas to [TrueBlue@Pentair.com](mailto:TrueBlue@Pentair.com) using the preferred Excel template.
- ✓ Sell and Service majority of Pentair brand lines (Fleck, Autotrol, Pentair, Pentek, and Structural) in overall product portfolio.
- ✓ Maintain Google My Business (GMB) rating of 4.0 stars or higher.
- ✓ Purchase from an Authorized Pentair Distributor.
- ✓ Primary contact is approved and acquires access to Pentair Partner Center account.
- ✓ Primary contact reports on leads in Partner Center account.
- ✓ Read and agree to the Pentair Channel Partner Brand Guidelines and Program Terms and Conditions.

Water Treatment Professional applicants must be 50 miles or more away from participating dealers **OR** sell and service Pentair products outside established participating dealers' zip/postal code territories to be eligible for the program. Some exceptions may apply.

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### Find-A-PRO Dealer Locator & Where to Buy Webpages

The True Blue PRO Dealer Network is a Pentair lead generation-based program. As a member, you must agree to have your business displayed on the Pentair.com Find-A-PRO Dealer Locator and Where to Buy Webpages. True Blue Dealers who are closest in proximity to the homeowner's address (in miles) will appear at the top of the webpage. By conducting a search on the Find-A-PRO Dealer Locator or Where to Buy webpages, the homeowner has the right to select their preferred dealer.

I.e. A homeowner enters their address on the Find-A-PRO Dealer Locator. Dealer A is the first True Blue dealer listed and is 1 mile away. Dealer B is displayed as the second dealer on the page and is 5 miles away. The homeowner can choose which True Blue dealer they wish to contact.

### Personalized Webpage (Optional)

As a Pentair True Blue PRO Dealer, you have the option of having a personalized and dedicated business webpage on Pentair.com. Your personal business information consists of: Company name, address & Google Maps location, logo, email, phone number, hours of operation, water treatment and/or filtration services. You can opt-in or opt-out of the personalized webpage benefit in your Partner Center application by completing the agreement.

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### Zip and Postal Code Service Areas

You can send your zip or postal code service areas using the provided Excel template to [TrueBlue@pentair.com](mailto:TrueBlue@pentair.com) with your completed application or after your membership approval. **IMPORTANT:** In the case your membership is approved, your company is displayed on Pentair.com and we did not receive your zip or postal code service areas, Pentair will set a standard zip code service area for your company. Dealers located in LA and San Francisco, CA and New York City, NY territories will be expected to sell and service a 25-mile radius surrounding their physical address. All other True Blue Dealers in the US or Canada will be given a 50-mile radius circumference from their physical address. True Blue Dealers are required to reach out to handed off leads in Pentair's assigned zip and postal code service areas.

Leads within your zip or postal code service areas will be delivered to your company primary contact in real-time. As a requirement of this membership benefit, you are required to reach out to the lead between **1-2 business days**, excluding weekends and holidays.

Water Treatment Professional applicants must be 50 miles or more away from True Blue PRO Dealer program members **OR** sell and service Pentair products outside established True Blue PRO Dealer's zip/postal code territories to be eligible for the program.

### **Canadian Dealers ONLY**

Canadian dealers must provide the first three characters of their postal codes and are not required to provide the full postal code (6 characters long).

I.e., Correct: G0A, Incorrect: G0A 1HO

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### Lead Tracking

True Blue Dealers are required to provide a company primary contact. The primary contact must have a Partner Center login with access to the portal. The primary contact is required to track handed off leads in the Partner Center under the “**Leads**” tab. Tracking homeowner leads consists of, providing the following information:

1.) Select “Update Lead.”

2.) Determine if products were sold or unsold by selecting “Update Products Sold” Or “Reject Lead.”

3.)  
Products sold option: Select product category and product line sold.  
Rejected leads option: Select rejected reason.

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### Additional Information

Pentair.com leads are generated from organic search results. Pentair does not fund targeted advertisement for True Blue Dealers.

Number of leads and sales growth per True Blue Dealer depend on variable factors such as: territory (zip or postal code), demand, population and cost of living. Pentair does not guarantee a fixed number of handed off leads and lead sales. It is the sole responsibility of the True Blue Dealer to sell and service Pentair products to a handed off lead.

**Pentair has the right to deny True Blue application or membership and/or change the True Blue PRO Dealer Network at any time.**



**PENTAIR**