



TRUE BLUE PRO DEALER NETWORK

Terms & Conditions

2026

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Definitions

- **True Blue PRO Dealer:** An independent water treatment professional who sells and services Pentair brand products (Autotrol, Fleck, Pentair, Pentek and Structural) and purchases through an authorized Pentair distributor. True Blue PRO Dealers are recognized experts in their local market, delivering best-in-class customer experiences and water treatment solutions.
- **Handed Off Lead:** A lead submitted through Pentair.com online forms and assigned to a True Blue Dealer. Dealers are notified via email when a new lead is assigned. These leads appear under the Leads page in the primary contact's Partner Center account. To ensure an excellent customer experience, True Blue Dealers should contact assigned leads (by email or phone) within 1–2 business days.
- **Products Sold Lead:** A lead marked as "Products Sold" indicates that a True Blue Dealer successfully sold Pentair products to the lead, completing a sale. The dealer's primary contact updates the lead status to "Products Sold" in the Partner Center account.
- **Rejected Lead:** A lead marked as "Rejected" means the True Blue Dealer was unable to complete a sale of Pentair products. The dealer's primary contact records the lead status as "Rejected" in the Partner Center account.

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Membership Requirements

To join and remain in the True Blue PRO Dealer Network, dealers must meet the following criteria:

- ✓ Complete the True Blue Application and send zip or postal codes to TrueBlue@Pentair.com using the provided Excel template.
- ✓ Sell and Service the majority of Pentair brand lines (Autotrol, Fleck, Pentair, Pentek, and Structural) within your product portfolio.
- ✓ Maintain Google My Business (GMB) rating of 4.0 stars or higher.
- ✓ Purchase products exclusively from an authorized Pentair distributor.
- ✓ Ensure the primary contact is approved and has access to their Partner Center account.
- ✓ Report all lead activity through the Partner Center.
- ✓ Review 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 agree to have your business displayed on the **Pentair.com Find-A-PRO Dealer Locator** and **Where to Buy** pages. Dealers closest to the homeowner's address (by miles) will appear at the top of the search results.

Homeowners can search by entering their address and then select their preferred dealer from the list.

Example: A homeowner enters their address on the Find-A-PRO Dealer Locator. Dealer A appears first, located 1 mile away. Dealer B appears second, located 5 miles away. The homeowner may choose either dealer.

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Personalized Webpage (Optional)

As a True Blue PRO Dealer, you may opt to have a personalized business webpage on **Pentair.com**. This page can include:

- Company name
- Address with Google Maps location
- Logo
- Email
- phone number
- Hours of operation

You can opt in or out of this benefit by completing the agreement in your Partner Center application.

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Zip and Postal Code Service Areas

You may submit your zip or postal code service areas using the provided Excel template to **TrueBlue@Pentair.com** along with your completed application or after your membership is approved.

Important: If your membership is approved and your company is displayed on Pentair.com without submitted zip or postal code service areas, Pentair will assign a standard service area:

- Dealers in Los Angeles, San Francisco (CA), and New York City (NY): 25-mile radius from your physical address.
- All other U.S. and Canadian dealers: 50-mile radius from your physical address.

True Blue Dealers must contact handed off leads within Pentair's assigned zip/postal code service areas.

Leads within your designated service areas will be delivered in real time to your company's primary contact. As part of this membership benefit, you are required to reach out to each lead within **1–2 business days**, excluding weekends and holidays.

Water Treatment Professional applicants must be located at least 50 miles away from existing True Blue PRO Dealer members OR sell and service Pentair products outside established dealer territories. Exceptions may apply.

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Canadian Dealers ONLY

Canadian dealers should provide only the first three characters of their postal codes (not the full six-character code).

Example: Correct: G0A | Incorrect: G0A 1H0

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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:

- If a lead purchased products, provide the product category and product line for the item sold. If multiple products were purchased, report only the primary product rather than any add-on items.
- If a lead did not purchase a product, provide the rejected reason.

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How to Track Leads

1. Log in the Partner Center at partners.pentair.com
2. Select the tab, “Leads”
3. Click on the leads chart and select “View Report”
4. Select the handed off lead’s name and select “Update Lead”
5. Complete the prompted questions.
 - Products were sold to a lead: Update Products Sold -> select Product Category and Product Line
 - Products were not sold to a lead: Reject Lead -> click “Yes” & select Rejection Reason
6. Click “Finish”

For tracking purposes, residential water softening systems are defined as systems that uses under a 1.5” valve. System valves that are 1.5” or larger are considered as commercial water softening systems. If you sell a system that uses the Fleck 9100 Valve, please consider this as a commercial product.

For questions, please email us at true.blue@pentair.com.

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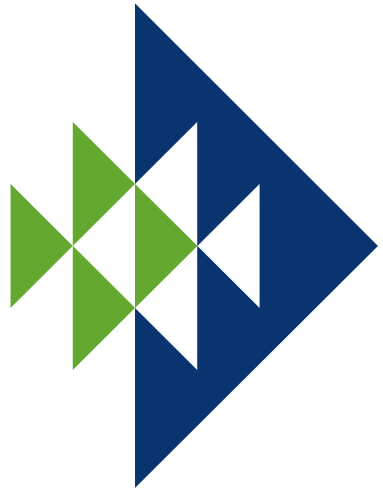
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Additional Information

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.



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