

	ProPlumber	Competitor A	Competitor B	Competitor C	Competitor D
Priority Listing on Locator	✓	✓	✓	✓	✓
Reward Points	✓	✓	✓	✗	✓
Manufacturer-generated Leads	✓	✓	✓	✓	✓
Plumber Rebates	✓	✗	✗	✗	✗
Fleet Vehicle Discounts	✓	✗	✗	✗	✗
Co-op Program Advertising Funds	✓	✗	✗	✗	✗
Customized Websites	✓	✗	✗	✗	✗
Reputation Management Tool	✓	✗	✗	✗	✗
Social Media Content	✓	✗	✗	✗	✗
Concierge Line	✓	✗	✗	✗	✓
Mini Site on Manufacturer Website	✓	✗	✓	✗	✓
Online Appointment Booking Tool	✓	✓	✓	✗	✓
Ratings and Reviews	✓	✗	✓	✗	✗
Business Coaching	✓	✗	✓	✗	✗
Direct Mail Campaigns	✓	✓	✗	✗	✗
Customized Marketing Material	✓	✓	✗	✗	✗
Preferred Vendor Hub	✓	✗	✗	✗	✗