PARTNERSHIP. SOLVED.

GPDA Program Overview - 2019

SUMMARY TO THE BENEFITS OF THE GOULDS PROFESSIONAL DEALER ASSOCIATION PROGRAM
Program Overview

Welcome to the 2019 GPDA Program. Founded in 1969, the Goulds Professional Dealers Association (GPDA) has been helping professional pump installers grow their businesses by providing tools, education and support. This support allows professional installers to provide the best possible service and translate the quality and reliability of Goulds Water Technology into stronger sales and satisfied customers.

Program Rewards

Every enrolled GPDA member can participate in the Point Rewards Program. All qualified purchases made from January 1, 2019 through December 31, 2019, are eligible to earn points.

These points can be redeemed throughout the year for valuable prizes, such as Xylem stock, Goulds Water Technology branded merchandise and popular merchant gift cards. There are hundreds of options to choose from!
<table>
<thead>
<tr>
<th>Program Benefits Summary</th>
<th>IRON LEVEL</th>
<th>BRONZE LEVEL</th>
<th>STAINLESS LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points needed to achieve status level</td>
<td>2,500</td>
<td>40,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Point multiplier</td>
<td>N/A</td>
<td>1.5X</td>
<td>2X</td>
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<tr>
<td>Rewards catalog</td>
<td>●</td>
<td>●</td>
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</tr>
<tr>
<td>Educational support (training &amp; scholarships)</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Extended warranty</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Dealer locator (customer referrals)</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Goulds.com dealer web page</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Homeowner focused sales tools</td>
<td>●</td>
<td>●</td>
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</tr>
<tr>
<td>New product information</td>
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<td>●</td>
</tr>
<tr>
<td>Benefits</td>
<td>IRON LEVEL</td>
<td>BRONZE LEVEL</td>
<td>STAINLESS LEVEL</td>
</tr>
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<td>-------------------------------------------------------------------------</td>
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<tr>
<td>GM Fleet discounts</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<tr>
<td>GPDA plaque and year bars</td>
<td>•</td>
<td>•</td>
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<tr>
<td>GPDA newsletter</td>
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<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Access to Goulds Water Technology tradeshow display materials and equipment (loaner program)</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Access to Goulds Water Technology customized marketing materials</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<tr>
<td>Build your own business website</td>
<td></td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Exclusive business discounts</td>
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</tbody>
</table>

For additional details, visit gpda.info.