

Show Your Customers that You're “**BW FACTORY TRAINED**” And get noticed on the Contractor Directory.

As you read this, potential customers in your area are searching for help through the Bradford White Contractor Directory. Now you can instantly stand out from your competition by adding a “**BW FACTORY TRAINED**” badge to your profile.

Below, we've outlined the steps to become “**BW FACTORY TRAINED**”.

1 SIGN UP FOR A **FREE ONLINE LISTING IN BRADFORD WHITE'S CONTRACTOR DIRECTORY**

2 SIGN UP FOR **BRADFORD WHITE'S FOR THE PRO[®]**

3 ACCESS FOR THE **PRO[®] TRAINING ACADEMY THROUGH FOR THE PRO[®]**

4 COMPLETE THE **BRADFORD WHITE KNOWLEDGE SERIES eLEARNING PROGRAM.**

For more detailed instructions, see the back page.

Built to be the Best[®]


BRADFORD WHITE[®]
WATER HEATERS
www.bradfordwhite.com

1 SIGN UP FOR A FREE ONLINE LISTING IN BRADFORD WHITE'S CONTRACTOR DIRECTORY.

If you currently have a profile, that's great! Skip to step 2.

- 1 - Go to contractorfinder.bradfordwhite.com/listbus or scan this QR Code:
- 2 - Fill in the prompts and once complete, proceed to Step 2.



2 SIGN UP FOR BRADFORD WHITE'S FOR THE PRO® CONTRACTOR PORTAL

This exclusive online portal is loaded with tools to help you do your job and grow your business, including access to our eLearning training option, For The Pro® Training Academy.

- 1 - Go to fortheopro.bradfordwhite.com or scan this QR Code:
- 2 - Choose the 'Register Now' button and fill in the prompts.



3 SIGN UP FOR BRADFORD WHITE'S FOR THE PRO® TRAINING ACADEMY.

This self-paced online training can be completed at your convenience from any location.

- 1 - While logged into For The Pro®, you'll access the eLearning site under the 'TRAINING' tab.
- 2 - Select 'First Time Registration' which will redirect you to the Online Course Self Sign Up Page.
- 3 - Once you've been redirected to the Online Course Self Sign Up page, fill in the prompts & enter the access code **KNOWLEDGE**.

Online Courses Self Sign Up

Register to access courses by entering the code provided to you

First Name:

Last Name:

Email:

We will send account login information to this address

Confirm Email:

Language:

Code:

You're officially signed up for For The Pro® Training Academy!

4 COMPLETE THE BRADFORD WHITE KNOWLEDGE SERIES eLEARNING PROGRAM.

- 1 - Log in with your username and password.
- 2 - Select 'Content Library' in the top left corner. You'll be redirected to a page full of programs.
- 3 - Select "Bradford White Knowledge Series Path". This program consists of 13 brief training modules.
- 4 - Upon completion of this course you'll receive the "BW FACTORY TRAINED" badge on your Contractor Directory Profile, identifying you as a Bradford White professional.



THIS BADGE WILL ALLOW YOU TO PROUDLY SHOW YOUR POTENTIAL CUSTOMERS THAT YOU'RE COMMITTED TO DOING EVERY JOB RIGHT.

Have any questions? Contact bwc.marketing@bradfordwhite.com