

**THE AQUAFLOW DISTRIBUTOR PROGRAM**

For qualified distribution partners, territory operators, and capital groups.

# Build a distribution business on the AquaFlow platform.

Four independent distributor structures. An AquaFlow-funded free-trial engine that converts at 39 : 1. AquaFlow Sales Pro®, the optional AI sales layer.

Customers deploying AquaFlow valves have observed monthly water savings up to 30%.

<b>4</b> <b>DISTRIBUTOR PATHWAYS</b> Independent · Commission Non-Exclusive · Master	<b>39 : 1</b> <b>FREE-TRIAL CONVERSION</b> 39 free trials placed · one converts to a sale	<b>30%</b> <b>UTILITY SAVINGS</b> Observed monthly range on · the customer water bill	<b>2 – 4</b> <b>WEEKS TO EXECUTE</b> Qualification to signed · partnership agreement
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**PRODUCT & PARTNERSHIP CREDENTIALS****316L****MEDICAL-GRADE STEEL**

Surgical / marine / pharma alloy

**4****CERTIFICATIONS**

NSF · ANSI/CAN 61 · IAPMO · KIWA

**4****U.S. FACILITIES**

2 mfg · 1 sales · 1 warehouse

**USA****MANUFACTURED IN THE USA**

Lifetime manufacturer-backed warranty

**SECTION 01 — EXECUTIVE SUMMARY**

# Four independent distributor structures. One AquaFlow platform.

AquaFlow Technologies Inc. manufactures advanced water-efficiency valves that optimize flow, stabilize pressure, improve meter accuracy, and have delivered monthly water savings of up to 30% in observed customer deployments — across residential, commercial, municipal, and industrial properties. Today AquaFlow operates through an active network of distributors globally, spanning all four of the pathways described in this document, plus hybrid configurations matched to the operator's capital position and in-house capabilities.

**THE DISTRIBUTOR OPPORTUNITY**

AquaFlow sells into a category with an empirical value proposition: utility waste on a live meter, measured in dollars per month. Any property with a water bill is a potential customer. Monthly savings observed on deployed meters run up to 30%. Over 90% of customers recover their full investment inside 12 months; 98% recover inside 14 months. Product MSRP ranges from \$599 per residential valve up to \$700,000 per unit for large industrial and commercial configurations — a single distributor transaction can range from a one-valve retrofit to a multi-million-dollar commercial portfolio. Across AquaFlow's three registered home markets (US · CA · UK) and the additional territories served by partner-registered distributors, the platform is engineered to fit the distributor — not the other way around.

**4****DISTRIBUTOR PATHWAYS**Independent · Commission  
Non-Exclusive · Master**30%****UTILITY SAVINGS**Observed monthly  
customer reduction (up to)**90%+****12-MONTH PAYBACK**Customer ROI  
recovery rate**39 : 1****FREE-TRIAL CONVERSION**One sale  
per thirty-nine free trials**Four distinct pathways — not a ladder**

Each of the four pathways is a standalone, independent distributor relationship. A partner operates inside one pathway and is locked into that structure until they elect, by mutual agreement, to move to another. Partners do move between pathways — and hybrid structures are common, especially on Path 3 and Path 4, where distributors contract AquaFlow on a per-deal basis for engineering, installation, or large-client travel where their own bench is thinner. This is a platform, not a funnel.

**BACKED BY AQUAFLOW**Lifetime manufacturer warranty · 6-month money-back guarantee · U.S. technical support · IAPMO, KIWA, NSF, ANSI / CAN  
61 certifications · 316L medical-grade stainless steel · Manufactured in the USA

## SECTION 02 — PATHWAY OVERVIEW

# Four independent pathways. Pick one. Stay in it, or move by mutual agreement.

Each pathway is standalone — its own economics, capital profile, and operating model. Partners operate in one pathway at a time. You can stay in that pathway indefinitely, or elect to move to another by mutual written agreement. Movement is a decision, not a graduation — not a ladder. Paths 3 and 4 additionally support hybrid engagements.

**PATH 01**

## Independent Contractor

Individual reps. Sell. AquaFlow handles every piece behind it.

# 20%

OF GROSS SALES

- No capital · no team · no inventory · no AR.
- Operate under the AquaFlow name with a hosted affiliate site.
- Full turnkey wrap — cards, brochures, CRM, collateral, invoicing.
- M&V reconciliations free · AquaFlow-run on every deal.
- Sales Pro® — INCLUDED FREE · optional use (~\$500 / mo value).

**PATH 02**

## Commission Distributor Partner

Your company name on the front. AquaFlow funds the capital behind it.

# 30%

OF GROSS SALES

- US / CA / UK only · where the AquaFlow Free-Trial Agreement is enforceable.
- For distributors without the capital to run Path 3 or Path 4.
- AquaFlow funds 100% of free-trial valves, inventory, deployment.
- 20 valves / month minimum · M&V free, AquaFlow-run.
- Sales Pro® — \$250 / seat / mo (\$500 value) · optional.

**PATH 03**

## Non-Exclusive Distributor

Run your own distribution business as an authorized AquaFlow distributor.

# \$250K

OPENING ORDER

- Wholesale in · MAP resale out · full margin kept by you.
- \$25K minimum reorder · no monthly volume minimum · no exclusivity.
- Free-trial engine optional · hybrid engagement available per-deal.
- M&V reconciliations billed per valve size (optional).
- Sales Pro® — \$500 / seat / month · private-label option · optional.

**PATH 04**

## Exclusive / Master Distributor

Territory-scale deployment business — not a resale license.

# \$500K+

OPENING COMMITMENT (SIZED)

- Per-country exclusivity · 5-year term · earned against strict annual quotas.
- Commitment sized to market (water bills, TAM, enforceability, channel density).
- Fully built in-country machine · eng, install, ops, legal, AR, field.
- Master funds and runs the free-trial engine at 39:1 · hybrid AquaFlow optional.
- U.S., Canada, U.K. are AquaFlow-owned · Sales Pro® \$500 / seat / mo optional.

**SECTION 02A — THE PRODUCT**

# Engineered, certified, warrantied for decades — not years.

Medical-grade 316L stainless steel. Eighteen core valve models in regular and reverse orientation across multiple sizes from 3/4" through 32" — the product line covers residential retrofits through heavy industrial installations without substitution.

<b>316L</b> <b>MEDICAL-GRADE STEEL</b> Surgical · marine pharmaceutical-grade alloy	<b>4</b> <b>CERTIFICATIONS</b> NSF · ANSI/CAN 61 IAPMO · KIWA	<b>4</b> <b>U.S. FACILITIES</b> 2 manufacturing · 1 sales 1 distribution warehouse	<b>LIFE</b> <b>WARRANTY</b> Transferable Manufacturer-backed
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**CERTIFICATIONS · INDEPENDENT VERIFICATION**

Approved to every standard that matters.

Mark	Standard · What It Certifies
NSF	National Sanitation Foundation · drinking-water public-health standard
ANSI / CAN 61	U.S. / Canada health-effects standard for drinking-water components
IAPMO	Uniform plumbing code compliance for North American installations
KIWA	European potable-water regulatory approval

**316L MEDICAL-GRADE STAINLESS STEEL**

The alloy specified for surgical instruments, marine hulls, and pharmaceutical process lines. Higher molybdenum content than 304-grade stainless, superior chloride and potable-water corrosion resistance, service life measured in decades — the basis on which AquaFlow offers the transferable lifetime warranty.

**CUSTOMER GUARANTEE STACK**

Buying risk, removed entirely.

Protection	Term
Free trial	90 days, AquaFlow-funded
Money-back guarantee	6 months, no questions asked
Lifetime warranty	Manufacturer, transferable
Observed ROI	12–14 mo. payback · up to 30% monthly

**FOUR U.S. FACILITIES · U.S. TECHNICAL SUPPORT**

Two manufacturing sites with vertically integrated production, one corporate sales office, one distribution warehouse. Eighteen core valve models, each in regular and reverse flow orientation, sizes 3/4" through 32". U.S.-based technical support on every deal, every pathway.

**SECTION 02B — THE FREE-TRIAL ENGINE**

# Four ways to transact. One clearly wins.

Customers buy, finance, rent, or start on a free trial. All four are viable — the free trial out-performs every other, which is why it powers every pathway.

<p><b>BUY</b> OUTRIGHT</p> <p>Customer pays at close Fastest close of the four</p>	<p><b>FINANCE</b> AF PARTNERS</p> <p>Multi-year terms via AquaFlow finance partners</p>	<p><b>RENT</b> 36 MO. · \$1</p> <p>AquaFlow-direct \$1 buyout at month 36</p>	<p><b>TRIAL</b> 39 : 1 ENGINE</p> <p>Free install Proven on the water bill</p>
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**HOW THE SALES PROCESS ACTUALLY RUNS**

## Qualify. Survey. Specify. Install. Convert.

The 39 : 1 ratio is the engine. For every one valve sold, roughly thirty-nine go out on free trial in the same window — all funded upfront, installed at the meter, and running against the customer's actual bill. When the 90-day data proves out, the customer converts: buy outright, finance through an AquaFlow finance partner, or rent from AquaFlow direct on a 36-month / \$1-buyout structure.

■ **Stage 1 — Qualify**

Water bill profile, property size, decision-maker.

■ **Stage 2 — Site survey**

Customer's plumber conducts the site survey.

■ **Stage 3 — Specify**

AquaFlow selects the correct valve from 18 models.

■ **Stage 4 — Install**

Free-trial valve installed at the meter · 14-day install window.

■ **Stage 5 — Convert**

Buy outright, finance through AF partners, or rent 36 mo / \$1.

**WHY IT CONVERTS**

## The free trial removes the only real objection.

Water efficiency is an empirical category — customers do not buy on pitch, they buy on proof. The free-trial engine replaces the pitch with their own utility data.

Customer Outcome	Result
Observed monthly savings	Up to 30%
ROI recovery · 12–14 mo.	Over 90% · 98%
Free-trial → paid	39 : 1
Capital cycle · install → collect	90 – 150 days
Transaction range / valve	\$599 — \$700K+

**Path 3 free-trial engine is optional**

When AquaFlow funds a Path 3 free trial, AquaFlow controls the agreement, contract, and recovery — economics revert to AquaFlow's controlled model.

**PATHWAY 01 — INDEPENDENT CONTRACTOR (20%)**

# Individual reps sell. AquaFlow handles every piece behind the sale.

Path 1 is a standalone, independent distributor pathway built for individual 1099 reps. Every piece of sales infrastructure is provided by AquaFlow at no cost to the contractor — hosted affiliate site, business cards, brochures, CRM, AquaFlow Sales Pro® AI (optional, included free), invoicing, collections, engineering, site-survey coordination, and install support. Free measurement & verification reconciliations on every deal, performed by AquaFlow at no charge. The contractor sells. AquaFlow handles the rest.

<b>20%</b> <b>OF GROSS SALES</b> <small>Commission paid on collection</small>	<b>\$0</b> <b>CAPITAL REQUIRED</b> <small>No inventory · no AR no sales team required</small>	<b>FREE</b> <b>SALES PRO®</b> <small>Optional AI layer ~\$500 / mo value</small>	<b>FREE</b> <b>M&amp;V RECON.</b> <small>AquaFlow funds and runs reconciliations</small>
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**AQUAFLOW PROVIDES — FULL TURNKEY WRAP**

Function	What AquaFlow Handles
Company identity	Operate under AquaFlow name · @aquaflow.com email · hosted affiliate site
Cards, brochures, CRM, AI	Co-branded collateral + full CRM + Sales Pro® (optional, included free)
Invoicing & collections	AquaFlow invoices the customer directly and collects payment
Engineering & proposal support	Sizing, specification, quoting, submittals — fully handled
Site survey & install support	Customer's plumber runs the survey · AquaFlow on-call install support
M&V reconciliations	AquaFlow-funded and AquaFlow-run · free on every deal
Onboarding + training + marketing	30-day structured program, weekly cadence, collateral library

## INDEPENDENT CONTRACTOR · A STANDALONE PATHWAY

Path 1 is its own pathway — not a stepping stone. Contractors operate fully inside the AquaFlow system: the customer sees AquaFlow on the invoice, the warranty, and every supporting document. Every contractor plugs into the free-trial engine at the 39 : 1 ratio and sits inside a rep organization of more than 500 AquaFlow contractors nationwide. AquaFlow Sales Pro® AI is included free — not as a loose add-on, but as a fully supported sales operations layer running alongside the contractor around the clock. M&V reconciliations on every deal are AquaFlow-funded and AquaFlow-run at no charge.

**PATHWAY 02 — COMMISSION DISTRIBUTOR PARTNER (30%)**

# Your company name on the front. AquaFlow funds the capital behind it.

Path 2 is available only in countries and territories where the AquaFlow Free-Trial Agreement is legally enforceable and approved by AquaFlow legal — product recovery, lien filing, and court remedy must all be available. The United States, Canada, and the United Kingdom are AquaFlow-owned markets, reserved, and not open for partner selection under this pathway. Outside those reserved markets, approved countries may be available on a case-by-case basis following AquaFlow legal review. Path 2 is built for operators who do not want to fund free-trial capital, inventory, and contract risk themselves — AquaFlow funds 100% of the free trials and inventory, owns the free-trial agreement, contract structure, and recovery rights, and the partner keeps 30% of gross on a 20-valve-per-month volume model.

<b>30%</b> <b>OF GROSS SALES</b> <small>Paid on collection AquaFlow retains 70%</small>	<b>100%</b> <b>FREE TRIALS FUNDED</b> <small>AquaFlow covers every free-trial valve</small>	<b>20/MO</b> <b>VALVE MINIMUM</b> <small>Required to maintain the 30% structure</small>	<b>FREE</b> <b>M&amp;V RECON.</b> <small>AquaFlow-funded and AquaFlow-run</small>
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**PROGRAM MECHANICS**

Line Item	Detail
Territory eligibility	Approved countries only · free-trial agreement must be legally enforceable · subject to AquaFlow legal review
Reserved markets	US / CA / UK are AquaFlow-owned and reserved · not open under Path 2
Commission · capital · risk	30% partner / 70% AquaFlow · \$0 capital, no inventory held by partner · AquaFlow fronts 100%
Free-trial funding & control	AquaFlow funds every free-trial valve and owns the agreement, contract, and recovery rights · 39 : 1 conversion baseline
Free-Trial Agreement terms	14-day install · 10 business-day return or deemed purchased · ACH / credit-card pre-shipment
Volume minimum · 90-day ramp	20 valves / month to maintain 30% · partner has 90 days to hit the threshold or commission reverts to 20%
Back-office wrap · branding	Invoicing, collections, engineering, site-survey, install · market as an authorized AquaFlow distributor under your company name
M&V · Sales Pro®	M&V reconciliations FREE — AquaFlow-run · Sales Pro® \$250 / seat / month (\$500 value) · optional

**PATHWAY 03 — NON-EXCLUSIVE DISTRIBUTOR · INVENTORY MODEL**

# Your company, your margin. Hybrid engagements supported on every deal.

Path 3 is the primary distributor structure for qualified operators running their own business under their own company name as an authorized AquaFlow distributor. The product sold, installed, and certified is always the AquaFlow valve. Wholesale in, MAP-enforced resale out — you keep the full spread. Inventory is your call: hold your own, have AquaFlow hold and fulfill on your behalf, or mix the two. Most Path 3 distributors prefer AquaFlow-held inventory because it is cheaper and operationally easier, but both options are available. Hybrid also extends to execution — self-execute where you have bench, retain AquaFlow selectively for engineering, technical review, installation, M&V, complex client support, travel, or specialized assistance. Free trials are optional on Path 3; if you fund them yourself, you run the contract. If AquaFlow funds them, AquaFlow owns the contract, terms, recovery rights, and the economics revert to AquaFlow's controlled model on those transactions. The distributor cannot treat AquaFlow-funded free trials as its own inventory-margin deals.

<b>\$250K</b> <b>OPENING ORDER</b> Minimum initial valve purchase order	<b>\$25K</b> <b>MIN REORDER</b> Per subsequent PO No monthly minimum	<b>FULL</b> <b>WHOLESALE MARGIN</b> MAP-enforced resale Full spread kept	<b>\$500</b> <b>SALES PRO®</b> Per seat / mo · optional Private-label available
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**PROGRAM MECHANICS**

## Your company name. The AquaFlow product. AquaFlow-held certifications.

Line Item	Detail
Opening order	Minimum \$250,000 at wholesale · tiered pricing applies
Minimum reorder	\$25,000 per subsequent PO · no monthly volume minimum
Pricing & margin	Wholesale in · MAP-enforced resale out · full spread kept
Exclusivity & territory	Non-exclusive · annual review at contract anniversary
Distributor controls	Website, company branding, hiring, payroll, comp, inventory risk · product always represented as AquaFlow
Free-trial engine	OPTIONAL — run your own playbook or run ours
Hybrid engagement · M&V	Per-deal engineering / install at daily rate · M&V billed per valve size
Territory & registration	US / CA / UK: AquaFlow-registered · elsewhere: partner per \$06A
Sales Pro® license	\$500 / seat / month · OPTIONAL · private-label available

## PATHWAY 03 — HYBRID ENGAGEMENT, INVENTORY, TRAINING

# Mix AquaFlow in where it helps. Self-execute where you don't need us.

Path 3 is the most flexible pathway by design. Distributors pick the inventory model that matches their working-capital profile, elect whether to run the free-trial engine, and engage AquaFlow a la carte for engineering, installation, or M&V reconciliation on a per-deal basis. Training is standardized across every Path 3 partner.

**HYBRID INVENTORY OPTIONS**
**Carry it, share it, or skip it.**

Option	How It Works
<b>A — Carry</b>	Full \$250K PO shipped to distributor's warehouse. You hold, pick, pack, ship.
<b>B — AquaFlow Holds</b>	Pay \$250K to AquaFlow. We warehouse it and ship to your customers on demand.
<b>C — Drop-Ship</b>	AquaFlow ships every order directly to the end customer under your company name.
<b>D — Mix</b>	Any blend of A, B, C — configured per distributor based on capital and logistics profile.

**Hybrid engagement · engineering, installation, M&V — per deal**

Path 3 distributors may engage AquaFlow on a per-deal basis for engineering support, certified installation, large-client travel, or M&V reconciliation. Published daily rate for engineering and install; M&V billed per valve size (3/4"–3", 4"–8", 10"–32"). Use us on the deals where we add value, self-execute the rest.

**TRAINING — ENGINEERING, INSTALL, SALES**
**Three weeks onsite. Ongoing weekly.**

Module	Scope
<b>Engineering</b>	Valve sizing, flow calcs, spec review, pressure modeling.
<b>Installation</b>	Field install, commissioning, meter-side retrofit protocols.
<b>Sales</b>	Free-trial engine playbook, objection handling, portfolio deals.
<b>Sales Pro® AI</b>	Platform onboarding, CRM workflows, private-label setup.
<b>Recurring</b>	Weekly sync · quarterly business review · annual summit.

**AquaFlow Sales Pro® is optional · private-label available**

Sales Pro® is optional on Path 3 — distributors elect in or out at any time. Priced at \$500 / seat / month. Elect the private-label option and the platform runs under your distributor company name — caller ID, email domains, and quote documents all render in your identity. The AquaFlow product is always represented as the AquaFlow valve on certified, NSF / ANSI / IAPMO / KIWA-bearing deliverables. Private-label setup takes ~10 business days.

## PATHWAY 04 — EXCLUSIVE / MASTER DISTRIBUTOR

# Per-country exclusivity. Enterprise commitment. Earned, not granted.

Path 4 is a territory-scale deployment business — not a resale license. Master Distributors replicate the AquaFlow free-trial engine inside their country at scale: carrying the capital, hiring the team, building the infrastructure, and giving away valves for free at volume as the top of the 39 : 1 conversion funnel. Opening commitment, quotas, and term are sized to the market — number of water bills, total addressable market, enforceability, regulatory regime, and channel density all shape the number. Exclusivity is per-country and earned against strict annual performance quotas. Hybrid AquaFlow engagement is available on Path 4 where bench is thinner (engineering, install, large-client travel, M&V), but the default expectation is that a Master has a fully built in-country machine and is not leaning on AquaFlow for routine execution the way smaller pathways do.

<b>\$500K+</b> <b>OPENING (SIZED)</b> Sized to water bills TAM · enforceability	<b>5-YR</b> <b>TERM</b> Per-country exclusivity Strict annual quotas	<b>BUILT</b> <b>IN-COUNTRY</b> Eng · install · ops Legal · AR · support	<b>\$500</b> <b>SALES PRO®</b> Per seat / mo · optional Private-label available
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**MASTER PROGRAM TERMS**

Line Item	Detail
Structure · commitment · term	Territory-scale deployment business, not a resale license · market-sized \$500K – \$3M+ · 5-year agreement
Exclusivity · quotas	Per-country, earned · strict annual quotas tied to free-trial deployment scale
Free-trial engine funding · run	Master-funded and Master-run in-territory at the 39:1 deployment ratio
In-country infrastructure required	Engineering · install · accounting · legal · operations · inventory · contract admin · marketing · field support
Financial vetting	Required — capital to fund engine to quota, not just the opening PO
Hybrid engagement · M&V · Sales Pro®	Optional per-deal AquaFlow support (engineering, install, travel) at published rates · M&V billed per valve size or Master-run · Sales Pro® \$500/seat/month optional, private-label
Registration · excluded markets	Master-funded in-country registration per §06A · U.S., Canada, U.K. are AquaFlow-owned and not open as Master territory

## PATHWAY 04 — FINANCIAL VETTING &amp; ANNUAL QUOTAS

# We underwrite the distributor before we underwrite the territory.

Master status is underwritten like a franchise. AquaFlow verifies capital to fund the free-trial engine, capital to execute quota, and operational bench to run the program — before any exclusivity is issued.

**FINANCIAL VETTING — WHAT WE VERIFY**

## Can you fund the engine, not just the opening PO.

The opening commitment is the smallest number we look at. The math that governs a Master partnership is the capital required to place enough free-trial valves to hit annual quota at the 39:1 ratio — plus working capital to carry inventory, payroll, and installation across the sales cycle. AquaFlow will not issue per-country exclusivity to an operator who cannot demonstrate that capital on paper.

**■ Audited financials — trailing 3 years**

Balance sheet, P&L, and cash flow. Reviewed by AquaFlow finance.

**■ Proof of capital — unrestricted**

Bank letter or statement verifying liquid capital to fund engine.

**■ Insurance — \$2M liability minimum**

Per distributor agreement — AquaFlow named additional insured.

**■ References — banking + manufacturer**

One banking reference; one manufacturer or supplier reference.

**ANNUAL QUOTAS — STRUCTURE**

## Strict. Scheduled. Non-negotiable.

Quotas are written into the Master agreement per country and per year. They scale against installed base, territory size, and free-trial deployment schedule. Material shortfall triggers AquaFlow's right to re-open the territory non-exclusively or convert to a Path 3 structure.

Quota Lever	Purpose
Annual dollar quota	Revenue floor tied to territory size.
Free-trial deployment schedule	Minimum free-trial valves placed per quarter.
Conversion discipline	Quarterly free-trial-to-sale conversion review.
Installed-base milestone	Cumulative installed units at year-end.
Shortfall remedy	Cure period → non-exclusive conversion → termination.

**Who typically qualifies for Path 4**

Masters are underwritten to enterprise standards. Typical profile: an existing distributor with 12–24 months of validated in-market performance, a Fortune-500-grade financial position, in-country references, and the capital to fund the free-trial engine against country-level quota. Moving to Path 4 is a decision by mutual agreement — not a graduation.

**SECTION 06A — INTERNATIONAL DISTRIBUTION**

# Strong baseline certifications — local add-ons clearly assigned.

AquaFlow holds NSF, ANSI/CAN 61, IAPMO, and KIWA certifications — a baseline dossier accepted directly or recognized with light local add-on in most countries AquaFlow does business in. Local marks (CE / UKCA / WRAS / SASO / KS / JIS) are partner-funded and partner-executed; AquaFlow supplies the manufacturer dossier and letter of support. Path 2 is restricted to approved countries where the AquaFlow Free-Trial Agreement is legally enforceable — U.S., Canada, and U.K. are AquaFlow-owned.

<b>NSF</b> US / CA BASELINE NSF 61 · ANSI recognized internationally	<b>IAPMO</b> NA / EU BASELINE IAPMO · KIWA accepted across Europe	<b>ADD-ON</b> PARTNER-FUNDED CE / UKCA / WRAS SASO / KS / JIS as required	<b>6–18</b> MONTHS Typical local add-on timeline · varies by market
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**RESPONSIBILITY MATRIX — WHO DOES WHAT**

Item	AquaFlow Provides	Partner Handles In-Country
Baseline certifications & technical docs	NSF · ANSI/CAN 61 · IAPMO · KIWA dossiers · test reports · DoC · MSDS · letter of support	Local add-on marks (CE / UKCA / WRAS / SASO / KS / JIS) · translated manuals
Submission & labeling	Configurable artwork · submission package · engineering support	Filing with plumbing / water authority · local labeling compliance
Import · legal · tax · local add-on cost	—	Importer of record · duties · VAT · insurance · filing fees & legal counsel partner-funded
Ongoing audits & renewals	Certification maintenance at manufacturer level	In-country renewals per local regulatory cycle

## AQUAFLOW BASELINE CERTIFICATIONS · LOCAL ADD-ONS PARTNER-FUNDED

AquaFlow Technologies Inc. holds and maintains all manufacturer certifications under the AquaFlow mark (NSF, ANSI/CAN 61, IAPMO, KIWA), and supplies the dossier, test reports, and letter of manufacturer support. Distributors may market under their own company name but the product is always represented, sold, installed, and warranted as the AquaFlow valve. Rebranding, re-marking, or representing the valve as a different product voids all certifications and is a material breach. Where a local mark is required (CE, UKCA, WRAS, SASO, KS, JIS, and similar), the partner funds the filings, labeling, importer-of-record, tax, insurance, and renewals. All terms governed by the written distributor agreement.

**SECTION 06B — MEASUREMENT & VERIFICATION RECONCILIATIONS**

# IPMVP-protocol savings verification — the acceptance pillar on every enterprise deal.

Enterprise buyers do not approve capital spend on vendor-reported savings. They require independent, protocol-based measurement and verification (M&V) — billed against the customer's own utility data, reconciled before and after install — following the IPMVP protocol. AquaFlow performs this reconciliation in-house; it is the pillar that converts enterprise opportunity into signed PO.

<b>IPMVP</b> PROTOCOL International Performance Measurement & Verification	<b>PRE/POST</b> BILLED DATA Utility-bill reconciliation Independent third-party	<b>1 + 2</b> PATHS · AF-RUN AquaFlow-funded Free to the distributor	<b>3 + 4</b> PATHS · OPTIONAL Billed per valve size Or partner-provided
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**WHAT M&V DELIVERS**

## The acceptance pillar on every enterprise deal.

Enterprise buyers — municipalities, REITs, multifamily operators, federal facilities — require third-party-protocol savings verification before releasing capital. AquaFlow's M&V function reconciles billed utility data pre- and post-install to IPMVP standard. The reconciliation becomes the acceptance record that unlocks the signed PO.

**■ Baseline**

12-month pre-install billed consumption, normalized for weather and occupancy.

**■ Measurement**

Post-install billed consumption vs. baseline under IPMVP Option A / B / C / D.

**■ Ownership**

Paths 1 + 2: AquaFlow-funded and AquaFlow-run. Paths 3 + 4: billed per valve size or partner-provided.

**M&V PRICING BY PATHWAY**

## Who pays · who runs.

Pathway	M&V Handling
<b>Path 1 · Contractor</b>	FREE · AquaFlow-funded and AquaFlow-run
<b>Path 2 · Commission</b>	FREE · AquaFlow-funded and AquaFlow-run
<b>Path 3 · Non-Exclusive</b>	OPTIONAL · billed per valve size or partner-provided
<b>Path 4 · Master</b>	OPTIONAL · billed per valve size or Master-run

**Enterprise acceptance — not optional at scale**

On commercial, municipal, and multifamily deals above a certain threshold, M&V is the acceptance pillar. AquaFlow runs it to IPMVP standard on Paths 1 and 2 at no charge, and offers it on Paths 3 and 4 as a billed service. Distributors running the engine without M&V are capping out of enterprise deals.

**SECTION 07 — PATHWAY COMPARISON**

# Side-by-side at the decision level.

A single view of capital required, economics, free-trial funding, territory, M&V, and Sales Pro® pricing across all four independent pathways. Use this page to narrow to one or two models before engaging the AquaFlow partnerships team.

Pathway	Capital	Economics	Free Trial	M&V Recon.	Sales Pro®
1 · Independent	\$0	20% of gross	AquaFlow funds	FREE	FREE · optional
2 · Commission	\$0 · Approved	30% of gross	AquaFlow funds	FREE	\$250 / mo
3 · Non-Excl.	\$250K + \$25K	Full wholesale	Optional	Billed per size	\$500 / mo
4 · Master	\$500K – \$3M+	Margin + rebate	Master funds	Billed per size	\$500 / mo

**HOW TO CHOOSE**

## Three diagnostic questions.

### ■ How much capital can you deploy?

\$0 → Independent Contractor or Commission Distributor Partner. \$250K → Non-Exclusive Distributor. \$500K – \$3M+ → Exclusive / Master.

### ■ Do you already have a sales team?

Solo operator → Independent Contractor. 10+ reps doing 20+ valves / month → Commission Distributor Partner. Full sales organization + capital → Master.

### ■ Do you want territory exclusivity?

Exclusivity is only available on the Master pathway — earned against strict annual performance quotas, not granted at signing.

## FOUR INDEPENDENT PATHWAYS · HYBRID ENGAGEMENT ON EVERY DEAL

Each of the four pathways is a standalone distributor relationship. Partners operate inside one structure and may move between pathways by mutual agreement. On Paths 3 and 4, AquaFlow can be engaged on a per-deal basis for engineering, installation, large-client travel, or M&V reconciliation — mix and match the way the deal calls for.

## SECTION 08 — AQUAFLOW SALES PRO® · OPTIONAL

# A standalone AI sales platform — optional on every pathway.

AquaFlow Sales Pro® is a separate software business, operated by AquaFlow Sales Pro Inc., available to AquaFlow distributors as an opt-in seat-licensed AI sales platform. It is never bundled, never required — distributors elect in by the seat, or not at all. When deployed, it runs as a full virtual sales organization: inbound and outbound 24 hours a day across voice, SMS, email, and web chat — qualifying, discovering, quoting, booking, summarizing, following up, drafting customer communications, and scaling across unlimited reps and territories. Reps spend their time on closing, not chasing. (Trademark: AquaFlow Sales Pro® is a registered mark of AquaFlow Sales Pro Inc.)

**24/7****AI COVERAGE**

Every inbound and every outbound

**90 SEC****SPEED TO LEAD**

Median first-touch response time

**5x****REP PRODUCTION**

Observed 2.5–10x lift in deployment vs. baseline

**NO CAP****SEAT CAPACITY**

Unlimited seats across reps and territory

**QUALIFY****AI inbound & outbound receptionist.**

Every inbound answered in under 90 seconds across voice, SMS, email, and web chat. Outbound runs 24/7. Leads are scored, enriched, and routed automatically.

**DISCOVER****Full property and decision-maker profile.**

Property details, water bill, meter location, decision-maker, and buying trigger captured before the first call. Reps pick up a prepared deal.

**QUOTE****Branded quotes & proposals, auto-generated.**

Pathway-specific and fully branded — private-labeled on Paths 3 and 4. Quote → proposal → contract with e-signature and audit trail built in.

**NURTURE****Multi-channel, multi-touch, close the loop.**

Drip and trigger-based sequences across SMS, email, and voice. Every conversation transcribed, summarized, and attached to the CRM record.

**SECTION 08.1 — SALES PRO® CAPABILITY GRID**

# An AI sales operating system. A standalone software business.

Twelve integrated capabilities run an entire sales organization end-to-end — lead generation, qualification, follow-up, proposal, close, and customer communication. Operated by AquaFlow Sales Pro Inc. and priced by the seat.

**24/7 AI sales assistant**

A full virtual sales rep across voice, SMS, email, and web chat. Every inbound handled in under 90 seconds — 24/7, nights, weekends, holidays.

**Automated lead generation & outreach**

AI outbound dialer, email sequencing, and multi-channel outreach across uploaded lists, CRM segments, and AI-generated leads. Runs continuously at scale.

**Intelligent lead scoring & routing**

Property size, water bill, decision-maker, and buying trigger — every lead scored, enriched, and routed to the right rep in the right territory.

**Automated discovery**

Property profile, water-bill history, decision-maker, and buying trigger all captured pre-call. Every rep picks up a prepared deal with full context, not a cold one.

**Live calendar & booking engine**

AI negotiates meeting times directly into rep calendars. Confirmations, reminders, reschedules, and no-show recovery fully handled end-to-end.

**Branded quotes & proposals, automatically generated**

Pathway-specific, fully branded — or private-labeled on Paths 3 and 4. Quote → proposal → contract moves through with full e-signature and audit trail.

**Automated customer follow-up**

Every prospect nurtured through drip and trigger sequences across SMS, email, and voice — tuned precisely to the water-efficiency buying cycle.

**General customer communications drafting**

AI drafts replies, quotes, renewal outreach, and service updates — all queued for rep review. Removes 70%+ of the repetitive writing load.

**Queue & review workflow**

Every AI-drafted message, call summary, and proposed next action lands in a review queue. Reps approve, edit, or release with full oversight.

**Built-in CRM & pipeline**

Deal stages, property records, contact timeline, task lists, and call transcripts. Native CRM with bi-directional sync to HubSpot and Salesforce.

**Analytics, telemetry & seat-level ROI**

Pipeline, conversion, productivity, cost-per-close, and seat-level ROI visible in real time. Exportable to BI — built for multi-territory orgs.

**Private label & global scale**

Run the entire platform under your own distributor brand on Paths 3 and 4. Unlimited seats, territories, and reps — anywhere water meters exist.

**SECTION 08.2 — DEPLOYMENT & SEAT PRICING**

# Live in 14 days. Flat seat pricing across every pathway.

Sales Pro® is installed, configured, and trained for the distributor's specific workflow in a standardized 14-day deployment. Seat pricing is flat — no volume steps, no hidden usage charges.

**DEPLOYMENT — 14-DAY STANDARD**
**One track. Predictable timeline.**

Phase	Days	Outcome
Kickoff + brand lock	1 – 2	Logo, voice, brand approved
Data + CRM connect	3 – 5	Lists, segments, integrations live
AI training + tone	6 – 9	Scripts, objections, pathway tuning
Channel go-live + launch	10 – 14	Voice / SMS / email / web chat active

**CHANNELS ACTIVATED**
**Four channels, one queue.**

Channel	Function
Voice	Inbound + outbound
SMS	Two-way messaging
Email	Nurture + transactional
Web chat	Site + landing pages
Calendar	Live booking & reschedule
CRM	Built-in + HubSpot/SFDC

**Private-label configuration on Path 3 & Path 4**

Distributors on Path 3 and Path 4 may elect private-label deployment of the Sales Pro® software layer — the platform is branded under the distributor's company identity across customer-facing surfaces (caller ID, email domain, quote documents). Adds ~10 business days to the timeline. Private-label applies to the software only; the physical valve is always represented, certified, and warranted as the AquaFlow product.

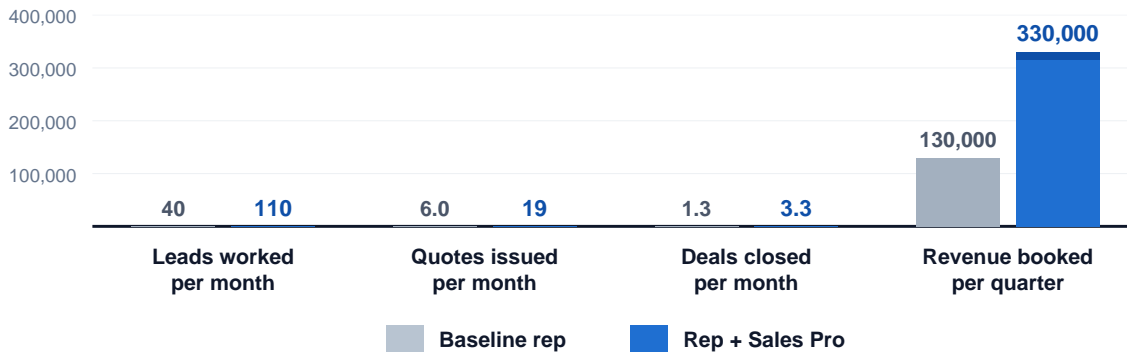
**SEAT PRICING · OPTIONAL ON EVERY PATHWAY · FLAT, NO VOLUME DISCOUNTS**

Pathway	Seat Price	Opt-In / Notes
1 · Independent Contractor	FREE	OPTIONAL · included free for every contractor (~\$500 / mo value)
2 · Commission Distributor	\$250 / mo	OPTIONAL · per seat · \$500 / mo value · unlimited seats
3 · Non-Exclusive Distributor	\$500 / mo	OPTIONAL · per seat · private-label available
4 · Exclusive / Master	\$500 / mo	OPTIONAL · per seat · private-label available

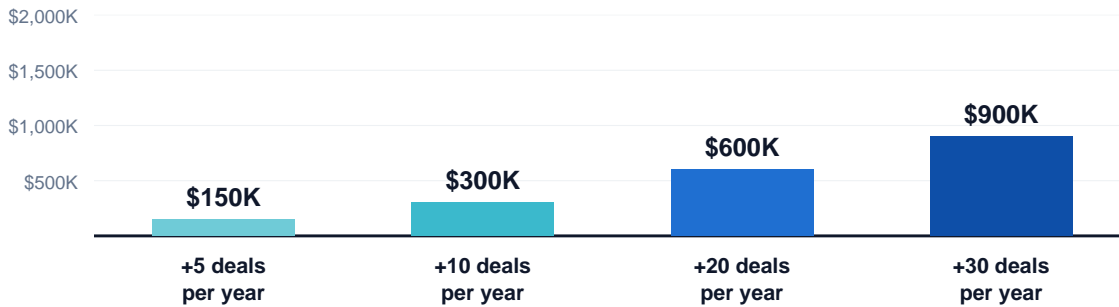
**SECTION 08.3 — SALES PRO® ROI (30% ECONOMICS)**

# The math, illustrated.

Modeled on the 30% economics that apply to the Commission Distributor pathway at \$250 per month per Sales Pro® seat (\$3,000 / year). All figures are conservative and exclude rebates, residuals, and commercial portfolio deals.

**REP PRODUCTION — WITH VS. WITHOUT SALES PRO**


Source: AquaFlow partner telemetry, observed in deployment. Deployed reps run 2.5x – 10x more conversations and book 2.5x or more revenue per quarter than baseline depending on organization size and utilization.

**INCREMENTAL GROSS PROFIT — \$100K AVG DEAL · 30% MARGIN**
**Incremental annual gross profit per rep**


Average deal size: \$100,000 (representative mid-range AquaFlow installation). Every \$100,000 in booked revenue returns \$30,000 in gross profit at the 30% distributor margin. Ten additional deals per year = \$300,000 in new gross profit.

**The bottom line — 2.5x – 10x observed productivity, <1 deal to breakeven**

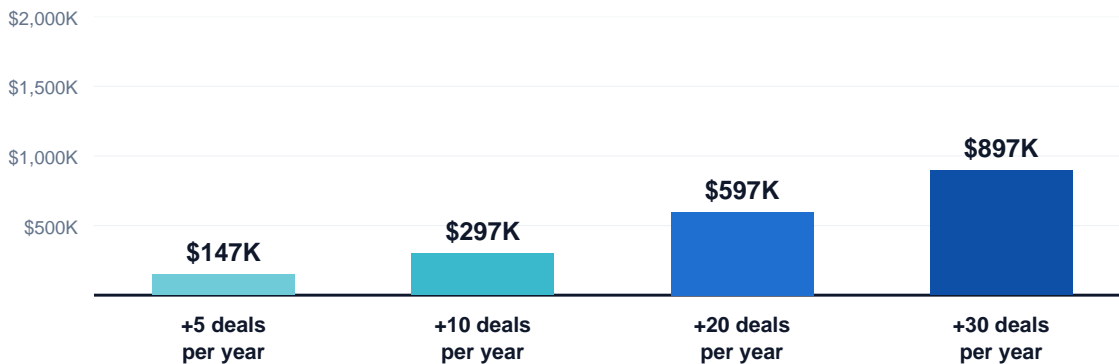
A \$250 / month seat (\$500 / month value) delivers 2.5x – 10x observed lift in leads, quotes, and bookings depending on org size. Annual license cost (\$3,000) is recovered inside the first qualified deal. Every deal after is net margin — and the model scales linearly across unlimited seats.

**SECTION 08.4 — WHAT THE 30% PARTNER KEEPS**

# Dollars booked, dollars kept.

A line-by-line view of the net economics to a Commission Distributor running one seat of Sales Pro® at \$250 per month (\$3,000 per year). Same math scales linearly by seat.

Extra Deals	Revenue	Gross Profit	License Cost	Net Profit	ROI
+5 / year	\$500,000	\$150,000	\$3,000	\$147,000	49x
+10 / year	\$1,000,000	\$300,000	\$3,000	\$297,000	99x
+20 / year	\$2,000,000	\$600,000	\$3,000	\$597,000	199x
+30 / year	\$3,000,000	\$900,000	\$3,000	\$897,000	299x

**NET TO DISTRIBUTOR — AFTER SALES PRO LICENSE**
**Net incremental profit per rep, per year (30% distributor)**

**Breakeven — the first deal.**

\$3,000 annual cost covers itself inside the first qualified deal Sales Pro sources. Every deal after is net margin to the distributor.

**Scales linearly with headcount.**

A five-rep distributor running Sales Pro at \$15,000 per year generates \$1.5M in incremental gross profit at the modeled productivity gain.

## SECTION 09 — DECISION FRAMEWORK

# How partners actually choose.

A field-tested framework AquaFlow uses with prospective partners to narrow to the right pathway in a single conversation.

## THE FIVE-VARIABLE SCORECARD

Rate yourself on each. Your pathway will surface itself.

Variable	Low signal	High signal	Pathway implied
Capital to deploy	\$0	\$500K – \$3M+	Path 1 or Path 2 · Path 4
Existing sales team	Solo operator	10+ active reps	Path 1 · Path 2
Inventory appetite	None	\$250K+ opening	Path 3 or Path 4
Territory ambition	Opportunistic	Country-level	Path 1 / 2 · Path 4
Exclusivity requirement	Not required	Must have exclusive	Path 4 · earned

### Pick one pathway · move between them by mutual agreement

Each pathway is a standalone distributor relationship. Partners operate inside one structure and are locked in until they elect to move. Many AquaFlow distributors have moved between pathways over time — Independent to Commission, Commission to Non-Exclusive, Non-Exclusive to Master — but the move is a decision, not a graduation, and it happens by mutual agreement with AquaFlow.

### Movement between pathways · by mutual agreement

Distributors may transition from one pathway to another when the capital position, sales organization, and territory performance justify it. The move is underwritten by AquaFlow the same way the original pathway was — references, financials, quota alignment, and contract execution.

### Hybrid and per-deal engagement · Paths 3 & 4

On Paths 3 and 4, distributors may retain AquaFlow on a per-deal basis for engineering, installation, large-client travel, or M&V reconciliation. Many Fortune-500-grade Path 3 partners self-execute every deal; others mix AquaFlow in where the capability gap is. Both are supported.

**SECTION 10 — LEGAL FRAMEWORK**

# The contract architecture, at a glance.

Every AquaFlow partnership is governed by a written agreement. Pathway-specific addenda handle territory, volume, and pricing.

Provision	Summary
<b>Term</b>	Initial 24-month term, auto-renewing 12-month terms thereafter.
<b>Termination</b>	For cause: 30-day written notice and opportunity to cure material breach · For convenience: either party, 60-day written notice after initial term.
<b>Exclusivity · pathway movement</b>	Path 4 Master pathway only, subject to written volume commitment · Paths 1–3 are non-exclusive · movement between pathways by mutual written agreement — by decision, not graduation.
<b>Path 2 eligibility</b>	Commission pathway available only where the AquaFlow Free-Trial Agreement is enforceable — currently US, Canada, and United Kingdom. Paths 3 and 4 available globally subject to §06A registration.
<b>Free-Trial Agreement</b>	14-day install window · 10 business-day return or deemed purchase · ACH / credit-card authorization pre-shipment · AquaFlow retains title and removal rights until paid.
<b>Hybrid engagement · M&amp;V</b>	Paths 3 & 4 may retain AquaFlow per-deal for engineering, installation, or travel at published daily rate · M&V AquaFlow-funded on Paths 1 & 2, billed per valve size on Paths 3 & 4.
<b>AquaFlow Sales Pro®</b>	Optional on every pathway — separate subscription agreement · no pathway is contingent on Sales Pro adoption.
<b>IP · brand · certification</b>	AquaFlow Technologies Inc. retains all IP and holds all product certifications (NSF, ANSI/CAN 61, IAPMO, KIWA) · distributor operates under its own company name, but the valve is always represented, sold, installed, and warranted as the AquaFlow product · rebranding voids certifications and is a material breach · Sales Pro® private-label permitted.
<b>Warranty · indemnity</b>	Manufacturer warranty held by AquaFlow Technologies Inc.; partner not liable for product defects · mutual indemnification for own acts and omissions.
<b>Governing law · disputes · NDA</b>	State of Florida · venue Broward County · good-faith negotiation → mediation → binding arbitration (AAA) · standard two-way NDA with 3-year tail.

Sample contract available on request — redlined agreement delivered to qualified prospects after initial qualification; counsel review within 10 business days. This summary is for discussion purposes only and does not constitute a contract; all terms are subject to the fully executed written agreement between the parties.

**SECTION 11 — NEXT STEPS**

# From this document to a signed agreement.

A transparent four-step process. Most partners go from first call to signed agreement in 2 to 4 weeks.

<b>01</b> <b>QUALIFY</b> 30-minute intro call	<b>02</b> <b>DILIGENCE</b> Territory, volume and references	<b>03</b> <b>TERMS</b> Pathway agreement drafted and redlined	<b>04</b> <b>LAUNCH</b> Sales Pro live in 14 days or less
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**WHAT WE'LL ASK FOR****■ A 30-minute conversation**

Scope, existing business, target pathway, timeline.

**■ Three references**

Manufacturer, financial, end-customer — any one of each.

**■ A territory or account list**

So we can pressure-test overlap and lead routing.

**■ An honest revenue expectation**

First-year target and the investment you're prepared to make against it.

**WHAT YOU GET BACK****■ A 24-hour response**

From qualified inbound to first call — same business day.

**■ A pathway recommendation**

Scored against your capital, team, and territory.

**■ A drafted agreement**

Pathway-specific addenda for volume, territory, and price.

**■ A 14-day launch**

From signed agreement to Sales Pro® live in-market.

<b>24 HR</b> <b>RESPONSE TIME</b> From qualified inbound First call back	<b>14 DAYS</b> <b>TO LAUNCH</b> Signed agreement to Sales Pro® live	<b>90 DAY</b> <b>FREE TRIAL</b> On every customer valve	<b>LIFE</b> <b>WARRANTY</b> Transferable Manufacturer-backed
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**NEXT STEPS / CONTACT**

[sales@aquaflow.com](mailto:sales@aquaflow.com) · [support@aquaflow.com](mailto:support@aquaflow.com) · 1-800-348-FLOW · [aquaflow.com](http://aquaflow.com)

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**COLOPHON**

# About this document.

The AquaFlow Distributor Partnership Program is the definitive guide to how AquaFlow Technologies Inc. goes to market through third-party partners.

**DOCUMENT****Doc. AF-DPP-2026.Q1 · Rev 3.4.128**

Issued by AquaFlow Technologies Inc.

**CORPORATE ENTITIES**

AquaFlow Technologies Inc. — designs, manufactures, and distributes the AquaFlow valve platform. AquaFlow Sales Pro Inc. — proprietary AI sales operating system, offered as a standalone SaaS subscription. The two companies operate under common leadership but are separate legal entities with separate commercial agreements.

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