



Dealer Application

*Thank you for your interest in becoming a **Western Timber Frame** dealer.
We specialize in being the Premier Timber Frame Specialists Nationwide.*

Dealer Benefits:

- Custom pergola design
- Technical support
- Sales leads (For exclusive Premium Dealers)
- Aggressive commission structure
- Referral incentives

Dealer Compensation: (check the one that applies)

- Simple Referral---5%
- Standard Dealer Sales 10% off
- Premium Dealer Exclusive Sales 20-30% off (For this option we do not allow other competing wood/timber pergolas to be offered by your company.) You will receive leads from Western Timber frame based on your area, volume, and trade. (Example: if you are a landscaper in Houston, TX we will send you landscape leads from our clients in Houston, TX and pergola kit installs from kits we ship to that area that may need to be installed, if you are a "certified" Western Timber Frame installer.)

This application form is designed to give **Western Timber Frame** a clear picture of your business. The time that you invest in completing this form will help us determine your eligibility and develop our relationship with you. In order to avoid delays in processing, please fill-out this application completely and provide all requested collateral materials.

Western Timber Frame looks forward to building a mutually beneficial working relationship and having your organization as a pergola dealer.

Brad Lavery, President

Application # _____



Western Timber Frame Dealer Application

Please TYPE or PRINT clearly the following information for Western Timber Frames review.
All information will be kept confidential.

1. Company Information:

Company Name: _____

Tax ID #: _____ Reseller ID#: _____ (Please attach a copy of Reseller Tax Exempt TC721 Certificate.)
(Or Business account # for Canada)

Corporation Partnership Subsidiary or Branch-office Sole Proprietorship LLC

Year Established: _____

Name of Western Timber Frame Design Manager your working with: (leave blank if your not sure) _____

1a. Mailing and Billing Address:

Address 1: _____

Address 2: _____

City: _____ State or Province: _____ Zip or Postal Code: _____ Country: _____

1b. Shipping Address (No P.O. Boxes):

Address 1: _____

Address 2: _____

City: _____ State: _____ Zip: _____ Country: _____

Is this the primary location? Yes No _____

2. Contact Information:

Primary Telephone #: _____ Fax #: _____

Web Site URL: _____

Principal Contact: _____ Title: _____

Phone #: _____ E-mail Address: _____

Technical Contact: _____ Title: _____

Phone #: _____ E-mail Address: _____

Sales Contact: _____ Title: _____

Phone #: _____ E-mail Address: _____



3. Business Profile

3a. What is your approximate annual sales revenue?

- <\$500K \$500K- \$1M \$1M - \$5M \$5M - \$10M >\$10M

3b. Which of the following best describes your primary business?

- Landscape Contractor Architect Nursery Other _____

3c. What is your primary geographical coverage?

- Local - 0-50 miles 0-100 miles 0-150 miles or Regional (describe) _____

3d. How many employees does your company have?

- 1 - 5 5 - 10 10 - 15 15 - 20 > 20

3e. What other products do you sell and support?

(1) _____ (2) _____

(3) _____ (4) _____

3f. Do you have a forklift and loading doc for shipping? Yes No _____ Will call pick up from factory.

4. Business Goals

Describe your business goals for **Western Timber Frame**:

- A minor new product line addition
- A unique product line addition
- A complimentary product line addition that I would like to even offer to my existing customers
- Expected annual sales of \$10,000 to \$50,000/year
- Expected annual sales of \$50,000 to \$100,000/year
- Expected annual sales greater than \$100,000/year

5. Marketing

5a. What percentage of revenues do you spend on marketing? <2% 2% - 5% 5% - 10% >10%

5b. How do you market your products and company?

- Company web site (URL: _____)
- Google (or Yahoo etc.) ads
- Printed catalog
- Print advertising
- Direct mail
- Newsletter
- Tradeshow participation
- Other (Please describe: _____)



6. Communications

6a. Which are your preferred methods of vendor communications (please rank 1-3)?

___ Hard copy ___ Telephone ___ E-mail ___ Fax ___ Web

6b. Which trade journals do you read to learn about new products and industry news?

(1) _____ (2) _____

(3) _____ (4) _____

6c. Which trade shows do you attend to learn about new products and industry news?

(1) _____ (2) _____

(3) _____ (4) _____

7. Application Review

This application is being submitted for the sole purpose of becoming a **Western Timber Frame** dealer. The Applicant understands and agrees that this application does not ensure that the Applicant will be chosen as an Authorized Dealer. If chosen to be a dealer for Western Timber Frame you agree that you will not discuss nor disclose any dealer pricing with anyone that is not authorized. You also agree that you will not use Copyrighted and Trademarked pictures or materials, from Western Timber Frame and affiliated companies, without written permission.

If you have questions, contact your account rep or the corporate office of **Western Timber Frame**.

All sections of this application must be filled out in whole. Incomplete applications will not be processed.

8. Authorized Signature

By signing below, the applicant warrants that they have the authority to submit this information for the purpose of entering into an agreement for the submitting organization and that the information provided in this application to **Western Timber Frame** is accurate and true. If the information is determined to be inaccurate, the applicant acknowledges and agrees that **Western Timber Frame**, at any time and at its sole discretion, may terminate the applicant as a **Western Timber Frame** Authorized Dealer. Furthermore applicant agrees to keep their profile information updated if it changes or as requested from time to time by **Western Timber Frame**. You also agree to keep dealer pricing confidential.

Signature: _____ Title: _____

Name (print): _____ Date: _____

Western Timber Frame
181 S. 1200 E. Ste. B Lehi, UT 84043

For Western Timber Frame internal use:

Approved By: _____ Date: _____ Assigned Customer #: _____