

Contents for White River Premier Dealer Program:

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*Signed originals to be returned to:

White River™ Hardwoods-Woodworks, Inc.®

Attention: Premier Dealer Coordinator.

1197 Happy Hollow Road
Fayetteville, Arkansas 72701

Take Advantage of 20/20 Design

White River™

CEILING-MLD5840
CABINET CROWN-MLD5840
RANGE HOOD-MLD5842, MLD5903, MLD6024, CRV5172
CORBELS-CRV5115
UNDER CORBEL DETAIL-MLD5869



CEILING-MLD5868
CABINET-MLD5848
DROPS-CRV5644
RANGE HOOD-MLD5848, MLD5926, CRV5115, MLD6024
NOT SEEN-FT6294

CEILING CROWN-MLD5868
CABINET LCD-MLD5868, MLD1x3.5, MLD6024
CENTER CABINET-MLD5868, MLD5924, CRV5079, PM485
RANGE HOOD-MLD5868, MLD5924, CRV5635, MLD6024
CORBELS-CRV5104



CEILING-MLD5868, MLD5920
CABINET-MLD5868
RANGE HOOD-MLD5868, RH6084, MLD6024
CORBELS-CRV5114
UNDER CORBEL DETAIL-MLD5869
NOT SEEN-FT6272

Premier Dealer Program Information

White River Hardwoods and our distributors are looking to partner with a select group of “Premier Dealers”. By joining forces and respectfully representing one another, we can generate increased recognition and sales. We ask the Premier Dealer to display, promote and market White River Hardwoods as their primary embellished hardwood moulding and hand carved woodcarving company. Additional benefits will be extended to those dealers participating in and following the guidelines of this Premier Dealer Program.

Sales and Promotions

White River™:

Sales leads and referrals will be forwarded directly to the Preferred Dealer from White River's:

- National advertising
- Trade Shows
- Web-site
- Trade Associations
- Telephone Networking

Make joint sales calls and receive assistance from White River™ Reps.

Joint participation in local events with approval from White River™.

Achieve additional recognition through participation in the “Premier Builder Program”

Media advertising layout assistance from White River's Marketing Department.

Listing on White River's Web site.

Use of a White River™ Display for local trade shows (if available).

Premier Dealer Guidelines:

Follow-up and track the sales leads provided by White River™.

Promote White River™ to Architects, Interior Designers, Builders, Remodeling Contractors, Home owners and ...

Maintain an appropriate stock of White River™ carvings and/or mouldings. (Stock requirement to be quantified and approved by a White River™ Manager.)

Actively pursue existing and new users of White River™ products.

Participate in White River™ promotional activities. (Architect Days, Designer Information Service, etc.)

Training

White River™:

Regular updates on changes or additions to the White River™ product line.

Extended use of the AIA Continuing Education Program available.

Additional training aids provided as developed.

Premier Dealer Guidelines:

Receive and participate in regularly scheduled training provided or recommended by White River™.

Marketing

White River™:

White River™ Preferred Dealer promotional pricing extended from your local distributor.

White River™ will authorize the use of the White River™ Logo in body of your advertising.

White River™ will supply a limited number of promotional premiums:

- Hats
- Tee Shirts
- Product Literature
- Front Window Logo Decal
- Showroom Signage
- Display Boards

White River™ will supply a standard product display at a discounted, delivered cost of \$220.00! (A \$600.00 value)

Product for Custom displays will be offered at an extended discount off White River™ List prices.

White River™ will supply a set of four beautiful product wall graphics at no charge. (A \$200.00 value)

Each White River™ Premier Dealer will be presented an "Authorized White River™ Premier Dealer" plaque.

Premier Dealer Guidelines:

Maintain and have available White River™ displays, samples and literature.

Offer suggestions to increase builder involvement with White River™ products.

Provide feedback and literature in competitive situations to White River™ for the competitive library.

Aggressively promote White River™ products to Architects, Designers, Building Contractors, Re-Modelers, Homeowners and other users of White River products.

Promote Premier Builder Program (when available)

Promote Model Home Program

Promote Parade Of Homes Program

Prominently display the White River plaque.

Be professional and exercise high business ethics.

Remain in good standing with local distributor.

Customer Service

White River™:

White River™ will make available a factory direct product specialist and design service for custom orders.

Provide as much competitive information as possible from the White River™ Competition Library for competitive situations.

Premier Dealer Guidelines:

Have at least one White River™ specialist on staff preferably having had a factory tour.

In competitive (or non-competitive) situations, forward as much competitive information as possible to White River™ Hardwoods.

This White River Hardwoods Premier Dealer Program is designed to encourage a long-term profitable and symbiotic relationship between White River Hardwoods, our Distributors and the Premier Dealer. As a living program, it may be modified as needed, but the concept will remain the same. To evaluate the effectiveness of this program, there will be an annual review with each Premier Dealer.

I have read and discussed this White River Premier Dealer Program and am willing to participate.

Company Name: _____

Representative: _____ Title: _____

(Printed Name) _____

Existing Stock Verification

(Fill in the other side if dealer is entering a new order to meet stocking requirements.)

Premier Dealer:

Please "check off" and give an estimated value of the White River™ products being stocked by this Premier Dealer.

- Mon Reale® Moulding \$ _____
- Ornamentally Embossed™ Hardwood Mouldings \$ _____
- Authentic Hand-Carved® Woodcarvings \$ _____
- Resin Corbels (PCORs) \$ _____
- Full Mantel Surrounds and Shelves \$ _____
- Adornments for Cabinetry & Furniture™ \$ _____
- Ultra Flex \$ _____
- Metalwood™ and Marblewood® Finishes \$ _____
- Traditional Hardwood Moulding \$ _____
- Embossed MDF Moulding \$ _____
- Primed MDF Mouldings \$ _____
- Korbel King 1 2 3 4 5 6 7 \$ _____
- Carving Wall 1 2 3 \$ _____
- Carving Kiosk \$ _____

I verify that the above is a reasonable estimate of the White River™ products carried as standard stock by this Premier Dealer.

White River™ Representative: _____

Date: _____

(This form must be sent in along with the signed agreement and information pages to activate this program.)

Joint Call Schedule

Scheduling Month: _____

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Authorization Request

	Local Event Request (Section A only)		Logo Request (Sections A & C)
	Temporary Use of Table Top or Booth Display (Sections A & B)		Image Request (Sections A & D)

(Must be pre-approved and all freight costs are paid by Premier Dealer.)
(Be sure to read agreements on the back of this form! Sections B, C, and D)



Premier Dealer: _____

Contact: _____

Phone: _____ E-mail: _____

Event description: _____

Starting Date: _____ Ending Date: _____

Premier Dealer is requesting White River™ to: _____

White River™ will: _____

Bruce or Joan Johnson OK: _____ Date: _____

B**TEMPORARY USE OF WHITE RIVER TRADE SHOW DISPLAYS:**

The temporary use of White River displays is based on availability, thus there may or may not be a display available! Please submit your requests as soon as possible.

Premier Dealer agrees to have the display returned to White River within 30 days and agrees to pay for damages to the display while in their possession.

Premier Dealer Representative: _____ Date: _____

C**LOGO REQUEST:**

The use of White River's logo has legal restrictions. Please ask your White River Contact for a copy of the **LIMITED INTELLECTUAL PROPERTY LICENSE**. White River must have this signed before the logo can be used.

Premier Dealer has read, signed and returned the **LIMITED INTELLECTUAL PROPERTY LICENSE** to White River™.

Premier Dealer Representative: _____ Date: _____

 LIMITED INTELLECTUAL PROPERTY LICENSE

Date Received: _____ By (W.R. Rep.): _____

D**IMAGE REQUEST:**

The use of White River graphics and images has two forms that must be completed and returned before White River™ can get these to you. Please ask your White River Contact for a copy of these forms.

1. White River™ – Request for Graphics/Images

(This is an information page to be sure we know what you want.)

2. **LIMITED INTELLECTUAL PROPERTY LICENSE** - The use of White River's images have legal restrictions. Please ask your White River™ Contact for a copy of the **LIMITED INTELLECTUAL PROPERTY LICENSE**.

White River™ must have this signed before the images can be used.

Premier Dealer has read, signed and returned the **LIMITED INTELLECTUAL PROPERTY LICENSE** to White River™.

Premier Dealer Representative: _____ Date: _____

 LIMITED INTELLECTUAL PROPERTY LICENSE

Date Received: _____ By (W.R. Rep.): _____



Beautifully Made | Made Easy

Policy for Custom Quotes

NOTICE

QUOTE VALID FOR 30 DAYS, TO BE ORDERED AND SHIPPED AT ONE TIME. QUOTE BASED ON SPECS LISTED. ANY CHANGES OR DELETIONS ARE SUBJECT TO REQUOTE. FOB FAYETTEVILLE, RLL. 3-4 WEEKS OUT. NET PRICING - NO DISCOUNT. SPECIFIED LENGTH CAN ADD 2-3 WEEKS TO LEAD TIME. CUSTOM QUOTES ARE SUBJECT TO OVERRUN FEES THAT WILL BE CHARGED TO ACCT: UP TO 10% FOR RANDOM LENGTHS LONG OR 20% FOR SPECIFIED LENGTHS.

The above stamp appears on every custom quote.

Quotes are based on information given. You must give us the species needed, footage or pieces required, and the product you need.

- * Example: 100' CR67 Mahogany
- * Any reduction in overall quantities or change in lengths specified changes the price of the quote. For example, if we quote 100' and you send in a PO for only 50' of moulding, it will need to be re-quoted. Or if we quote random lengths and you order specified lengths, such as 10-10' pieces, you will also be subject to a re-quote.
- * Quotes are always based on Random Long Lengths (RLL), unless you request specified lengths. If lengths are specified, we must know what lengths specifically!
- * To honor pricing, your PO must be for at least the amount originally quoted.
- * Quotes show price per foot or per piece and will also show machine set-up charges.

Do not take items that were quoted together and send in separate PO's for them.

Quotes are assumed to be for one PO, so they must be sent in on a single PO when ordered.

Quoting 10 items, then ordering only 2, is subject to a re-quote.

Pricing is always NET pricing, unless otherwise noted.

Do not take an additional discount off quoted price.

Typical lead times for custom mouldings are 3-4 weeks. Specified Lengths (SL) can add 2-3 additional weeks to the lead time, as we may have to bring in lengths not currently in inventory.

Custom mouldings are subject to a 20% overrun that will be charged to the customer.

The customer's account will be charged for the overage up to 10% for random lengths or 20% for specified lengths. White River Hardwoods tries to keep overages to a minimum, but they do happen.

There is an 8' minimum for custom lineal runs. Please keep in mind

that pricing is based on footage; the more footage you request, the better the price.

There are minimums for custom carvings in other species.

For larger carvings, at least 6-10 pieces are required to order.

For smaller carvings, at least 20-40 pieces are required to order.

Always order enough product to complete the job.

If additional mouldings or carvings are needed, the old pricing cannot be honored. It will be treated as a new quote and priced accordingly by footage needed. When figuring lineal footage needed, use actual lineal footage plus a 20-30% waste factor to match repeats and to cut to installed lengths. Cutting loss varies and must be considered by customer.

When placing a PO for customs, simply return a copy of the quote we provided with your PO.

Species in-stock for custom mouldings:

Poplar Maple(Northern Soft or Northern Hard)
Pine(Clear or Knotty) Alder(Clear or Knotty)
Red Oak White Oak Walnut Mahogany
Cherry Ash Birch

Species available for custom carvings:

Lindenwood White Oak Cherry Maple
Mahogany Beechwood Rubberwood
Rosewood

Custom knife and/or custom die charges will apply when producing new, non-stock

moulding designs. White River Hardwoods produces its own knives in-house. We can enlarge a profile or do restoration or renovation work for your jobs.

	Model Home Request
	Showroom Request

Effective 7/07

White River Hardwoods-Woodworks, Inc.® promotes the participation in Model Home and Showroom programs. Any professional exhibiting White River™ products in their Model Homes and Showrooms can receive a considerable discount and special services.

Advantages:

- White River™ embellished products contribute to warmth and style.
- Decorative wood products are in high demand.
- Creates immediate opportunity to increase sales, profit and customer awareness.
- Adds permanent value to the home.
- Sets Builder/Developer/Sub-division apart from competitors.
- White River™ makes it easy for Builders to create attractive interiors.

Rules:

- **Must be pre-approved** before discount will apply to PO.
- Building or area, must be “Open to the Public”
- Must display White River™ literature and acknowledge White River™ products.
- Distributor Stock: Once the list of products has been pre-approved, any items supplied from Distributor’s stock, may be replaced to stock at the appropriate Model Home or Showroom discount.
- White River™ can drop ship to a Dealer or job site to reduce Distributor handling cost.
- **Model Home orders** must exceed \$2000.00 at List Price.
- **Showroom orders** have no minimum but **must** have a National Sales Manager approval.
- Standard freight terms apply.
- Product mix must be a minimum 70% Embellished Products.

Notes: (1) This is a finish only and does not include the cost of the product. There is a \$500.00 minimum order per finish. Call White River™ for more information.

Notes	This group must make up at least 70% of the order.	Model Home Discount	Showroom Discount
	Mon Reale® Mouldings	-57% Off List	-67% Off List
	Ornamentally Embossed™ Hardwood Mouldings	-57% Off List	-67% Off List
	Authentic Hand-Carved® Lindenwood Woodcarvings	-57% Off List	-67% Off List
	Ultra Flex	-47% Off List	-47% Off List
	Full Mantel Surrounds and Shelves	-52% Off List	-52% Off List
(1)	Metalwood™ and Marblewood® Finishes	Quoted	Quoted
	Adornments for Cabinetry and Furniture™ (Maple & Cherry)	-57% Off List	-57% Off List
	Elegant Openings	-50% Off List	-50% Off List
Notes	This group can make up to 30% of the order.	Model Home Discount	Showroom Discount
	Traditional Hardwood Mouldings	-52% Off List	-52% Off List
	Embossed MDF Mouldings	-52% Off List	-52% Off List
	Primed MDF Mouldings	-52% Off List	-52% Off List
	Plaster Medallions & Niches	-57% Off List	-57% Off List

White River™ provides:

- Literature and images for handouts and product information.
- Advertising layout support for local publications and sub-division brochure.
(Requests for advertising support must be pre-approved; Distributor participation is encouraged.)
- Sales and product training to Dealer Rep., Realtors, Designers and others involved with the project.
- Sales aids such as a CD used for PowerPoint presentations.
- Design support.

White River™ believes that Model homes and Showrooms are the best methods to display our products and create immediate customer demand. We support and encourage you to get involved in these projects.

QUALIFICATION APPROVAL FORM

Model Home Request _____ Showroom Request _____
Distributor: _____ Account #: _____ PO #: _____

Dealer Information

Company: _____
Contact: _____
Address: _____
City, ST, Zip: _____

Builder / Developer Information (Or Showroom Program Location)

Company: _____
Contact: _____
Address: _____
City, ST, Zip: _____

Model Home/Design Home Information (Does not apply to Showroom Program)

Event: _____ Dates: _____
Subdivision
Name: _____
Home Plan
Names: _____

Please "check" the White River™ products being used in any of the above projects:

- | | |
|--|--|
| <input type="checkbox"/> Mon Reale® Moulding | <input type="checkbox"/> Ornamentally Embossed™ Hardwood Mouldings |
| <input type="checkbox"/> Authentic Hand-Carved® Woodcarvings | <input type="checkbox"/> Primed MDF Mouldings |
| <input type="checkbox"/> Full Mantel Surrounds and Shelves | <input type="checkbox"/> Adornments for Cabinetry & Furniture™ |
| <input type="checkbox"/> Ultra Flex | <input type="checkbox"/> Metalwood™ and Marblewood® Finishes |
| <input type="checkbox"/> Traditional Hardwood Moulding | <input type="checkbox"/> Embossed MDF Moulding |

Complete form and fax to WHITE RIVER HARDWOODS™ at 479-442-0257.

Office Use Only

Date Received: ____/____/____
Date Approved: ____/____/____
Date Shipped: ____/____/____

Received By: _____
Approved By: _____
Shipped to: Dealer _____ | Show Home _____

Effective 7/07