



# The Haines' **Loyalty Club** Program

## Quick Glance 2010

Features	Benefits
<b><i>Rewards-4-Business</i></b>	<ul style="list-style-type: none"> <li>➤ Valuable rebates offered on selected product purchases (<b>Quarterly status reports, paid once a year</b>)</li> <li>➤ Exclusive spiff programs</li> </ul>
<b><i>Annual Summit Meeting</i></b>	<ul style="list-style-type: none"> <li>➤ One (1) Nights' lodging, meals, and meeting materials for two people</li> <li>➤ Networking with manufacturers, business experts, distributor management, fellow retailers</li> <li>➤ Seminars covering Program Features &amp; Benefits, Best Business Practice, and Product Knowledge</li> <li>➤ Showcase Event – Great deals on products and displays, Win prizes, and have FUN!</li> </ul>
<b><i>Loyalty Funds</i></b>	<ul style="list-style-type: none"> <li>➤ <b>\$700 per Membership</b></li> <li>➤ <b>100% for new displays, merchandising, Flooring Gallery store signage</b></li> <li>➤ <b>50/50 Advertising co-op for promoting Haines' product portfolio</b></li> <li>➤ <b>Corporate Trip (Room credit, against balance owed up to 50% of fund (\$450 Max))</b></li> <li>➤ <b>Summit (Extra night and/or attendees up to 50% of fund (\$450 Max))</b></li> <li>➤ <b>100% to off-set additional attendees for Haines' training programs, mill trips, and seminars</b></li> </ul>
<b><i>Annual Sale Events Calendar</i></b>	<ul style="list-style-type: none"> <li>➤ Three (3) Exclusive Events Yearly (Annual calendar published in January)</li> <li>➤ Product Pricing Support</li> <li>➤ Coordinated Advertising Materials</li> <li>➤ Coordinated Consumer Financing Promotions</li> <li>➤ Print Professional Sale Tags with Free Tag Maker Software</li> <li>➤ Optional consumer incentives</li> </ul>
<b><i>Internet Marketing</i></b>	<ul style="list-style-type: none"> <li>➤ Professionally designed 16-page dealer website at no additional cost</li> <li>➤ Customization tools that allow dealers to control their content</li> <li>➤ <b>Optimization tools to help dealers align with search engine criteria - NEW 2010</b></li> <li>➤ Registered with Google Map &amp; Local Search</li> <li>➤ Optional on-line consumer credit application for BrandSource/GECAF participants</li> <li>➤ Website analytics tool allows dealer to track traffic on their website and more</li> <li>➤ Free Domain registration and hosting</li> <li>➤ Technology Director available for support – Tech Manual – “How To Use” Training</li> <li>➤ Easy access to program information in the Online Notebook</li> </ul>
<b><i>Advertising &amp; Promotion</i></b>	<ul style="list-style-type: none"> <li>➤ BrandSource Co-Marketing &amp; National Identity with BrandSource Flooring Gallery</li> <li>➤ Professionally Designed Advertising &amp; Promotional Materials</li> <li>➤ PR tie-in with the BrandSource/ Ronald McDonald House Sponsorship</li> </ul>
<b><i>Consumer Financing</i></b>	<ul style="list-style-type: none"> <li>➤ Two (2) Options for Bank Card Processing               <ul style="list-style-type: none"> <li>○ Bank of America</li> <li>○ GECAF a division of GE Money</li> </ul> </li> <li>➤ BrandSource Private Label Card Program with GECAF               <ul style="list-style-type: none"> <li>○ Exclusive promotions at reduced cost</li> <li>○ Exclusive marketing to card holders</li> </ul> </li> </ul>
<b><i>Savings on Business Resources</i></b>	<ul style="list-style-type: none"> <li>➤ Free participation for all Haines Product Training Seminars offered through out the year</li> <li>➤ Aligned with Preferred Partners to provide a complete menu of professional services at reduced cost               <ul style="list-style-type: none"> <li>○ Expert Care (Health Care Insurance Plans)</li> <li>○ Expert Insure (property &amp; liability, commercial auto, umbrella, worker comp.)</li> <li>○ HR Services</li> <li>○ Payroll Services</li> <li>○ Store Design Services</li> <li>○ Mystery Shopper Services</li> <li>○ Telephone On Hold Systems</li> <li>○ Computer Software</li> <li>○ Computer Hardware</li> <li>○ Appliances, home electronics, furniture from BrandSource for personal use</li> <li>○ GE Fleet (Car, van, and truck leasing)</li> </ul> </li> </ul>
<b><i>Training and Education</i></b>	<ul style="list-style-type: none"> <li>➤ <b>One (1) Free Pass to Haines' Installation Training or Certification Class \$99 to \$129 value</b></li> <li>➤ <b>One (1) person to attend a mill visit at no charge (transportation included) – on a first come first serve basis.</b></li> </ul>