



LIGHTING SOLUTIONS

Oelo offers the follow Dealer Tiers to support its dealer network in its sales and installation efforts. For additional descriptions of each Requirement or Benefits, please see Page 2. Note: To become an Oelo Preferred Dealer, you must be an Oelo Authorized Dealer first.

REQUIREMENTS / BENEFITS	OELO CONTRACTOR	OELO AUTHORIZED DEALER	OELO PREFERRED DEALER
Startup Cost	—	\$5,000	No Cost once Authorized Criteria is met
Purchase Requirements	—	\$5,000-\$19,999 per fiscal year	\$20,000> per fiscal year
Dealer Discounts	Tier 1 - 5% off list price	Tier 2 - 15% off list price	Tier 3 - 25% off list price
Business Requirements	Good financial standing	Good financial standing	Good financial standing
CRM Lead Requirements	Required	Required	Required
Ordering Options	Online Ordering	Online or via phone	Online or via phone
Payment Options	Before shipment	Terms available	Terms available
Installation Training	Online training resources	Online and/or onsite in-person training	Online, onsite or in-person training at Oelo headquarters in Fort Collins, Colo.
Installation Support	—	Available upon request (restrictions may apply)	Available upon request (restrictions may apply); yearly visit included
Project Design Support	Available upon request	Available upon request	Available upon request
Oelo Sales Board	Available for dealer purchase (Dealer cost = \$400)	1 included (Oelo cost) Additional \$250	1 additional (Oelo cost) Additional \$250
Dealer Website Presence	—	Oelo page required	Oelo page required
Marketing Ad Match	—	Up to \$2,500	Up to \$5,000
Marketing Collateral	Pre-designed Oelo collateral	Pre-designed Oelo collateral	Pre-designed collateral with dealer logo inclusion

Startup Cost – To receive Authorized Dealer incentives, dealers must invest an Authorized Dealer Fee of \$5,000; in order to move on to Preferred dealer status purchase requirements must be met (>\$20,000)

Purchase Requirements – To retain tiered dealer status, dealers must meet the outlined sales/purchase requirements (the total amount spent with Oelo) each fiscal year, from January to December.

Business Requirements – A certificate of good standing issue from Home state Secretary of State is required of all Oelo dealers. An explanation of negative Google/yelp reviews if applicable. Proof of insurance is required.

Dealer Discounts – Oelo dealers receive discounted pricing (off list price) based on the dealer's respective tier (purchase volume)

CRM Lead Requirements – All Oelo dealers are required to input customer/prospect information into Oelo's CRM (HubSpot) for sale tracking, marketing, ordering and warranty purposes. To claim the contact as your working lead (which protects customers from purchasing from other dealers), your lead must be documented in Oelo's CRM. Please contact Oelo Marketing Director Amy Speer at amys@oelo.com if you do not have HubSpot credentials.

Ordering Options – Dealers are encouraged to place all orders through Oelo's Dealer Parts Store (at oelo.com/my-account). - Authorized and Preferred Dealers have the option of placing orders via phone with an Oelo sales representative.

Payment Options - Authorized and Preferred Dealers have access to customized payment terms, based upon previous payment history with Oelo. 30 day payment terms is available for Preferred and Authorized Dealers for purchases above \$10k.

Installation Training – A number of online installation training resources are available for all dealers- Authorized and Preferred Dealers can opt to receive in-person onsite training for the dealers' first install where purchase consists of at least 200 feet or more. Preferred Dealers are also invited to come to Oelo's headquarters to participate in factory training.

Installation Support – For large installation projects, dealers can request Oelo factory installer assistance; Oelo will charge \$85/hour + travel expenses. Preferred Dealers will receive an annual visit from an Oelo representative to help reinforce install procedures and discuss dealer suggested improvements, visits will occur when annual purchases exceed \$20000.

Project Design Support – Oelo can assist in designing and pricing for special or large projects on a case-by-case basis.

Sales Board – Battery-operated demo boards are available to demonstrate light/app capabilities to potential customers. \$400 for initial sales board, - Authorized and Preferred Dealers are able to purchase additional for \$250 each.

Dealer Website Presence – - Authorized and Preferred Dealers are required to maintain a page that features Oelo logo and products on said dealer website. Logo and images are available via Oelo's Dealer Marketing Hub (noted below under Marketing Support). In kind, Oelo will link to dealer webpages via the oelo.com dealer locator to drive traffic to dealer websites for direct customer contact.

Marketing Ad Match – Oelo will match the advertising dollars spent up to the dollar amount noted in each tier. All advertisements must be approved in advance. For reimbursement, the following must be submitted to General Manager Devin Rodarmel at devinr@oelo.com: 1) proof of advertising, 2) proof of payment. Reimbursement is available in trade or check.

Marketing Collateral – A variety of images and pre-designed marketing collateral (like printed mailers, door hangers and yard signs in print-ready downloadable formats) are available on the Oelo Marketing Hub (at marketinghub.wedia-group.com). Select brochures (Oelo's Commercial Brochure and Residential Tri-Fold) are available in physical format and can be ordered via the Open Order Form button on the Marketing Hub. Need credentials? Contact Oelo Marketing Director Amy Speer at amys@oelo.com. Preferred Dealers can request logo inclusion on materials.