

Oelo offers the following Dealer Tiers to support its dealer network in its sales and installation efforts. For additional descriptions of each benefit or requirement, please see Page 2 and 3.

REQUIREMENTS / BENEFITS	OELO CONTRACTOR	OELO AUTHORIZED DEALER	OELO PREFERRED DEALER
Startup Cost	No Cost	\$5,000 USD	Dealers must <u>either</u> : 1) Pay the Authorized Startup Cost of \$5,000 USD and purchase at least \$20,000 USD of product credit (at time of sign-on), OR 2) Elevate from Authorized Dealer status (at any time) as soon as \$25,000 in Oelo purchases has been made.
Purchase Requirements	–	\$5,000-\$24,999 per fiscal year	\$25,000> 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	Active business and or tax license and certificate of business liability insurance.	Active business and or tax license and certificate of business liability insurance.	Active business and or tax license and certificate of business liability insurance.
CRM Lead Distribution	None	Included	Included
Payment Options	Credit Card or eCheck Payment through store.	Credit Card or eCheck Payment through store.	Credit Card or eCheck Payment through store; Terms available after 1 year of purchase history. (Restrictions may apply.)
Installation Training	Online training resources available.	Online and/or one on-site, in-person training.	Online, plus one on-site, in-person training at a location of dealer preference (Oelo headquarters in Fort Collins or the dealer location).
Installation Support	Online support	Online, as well as phone support available.	Online, as well as phone and in-person support available. (Restrictions and/or charges may apply for in-person support.)
Project Design Support	–	Available upon request	Available upon request
Dealer Website Presence	–	Oelo web page required	Oelo web page required
Ad Match	–	Up to \$2,500 (at the beginning of each year).  Plus, Sales Match for previous-year Oelo purchases (\$500 for \$50K in purchases, \$1,000 for \$100K or \$2,000 for \$200K).	Up to \$5,000 (at the beginning of each year).  Plus, Sales Match for previous-year Oelo purchases (\$500 for \$50K in purchases, \$1,000 for \$100K or \$2,000 for \$200K).
Marketing Collateral	Pre-printed Oelo collateral available through the website at a 5% discount.	Included: 50 residential, 50 commercial and 50 municipal brochures at time of signup.  Additional pre-printed Oelo collateral available through the website at a 15% discount.	Included: 50 residential, 50 commercial and 50 municipal brochures at time of signup.  Additional pre-printed Oelo collateral available through the website at a 25% discount.

## Startup Cost Details

**Authorized Dealer Level** – To receive Authorized Dealer incentives/pricing, dealers must pay an Authorized Dealer Startup Cost of \$5,000 USD.

Note: The startup fee covers setup, training and a Dealer Point-of-Sale Starter Kit. This starter kit includes 1 sales board, 50 residential brochures, 50 commercial brochures, 50 municipal brochures, sample acrylic cover, sample aluminum cover, powder-coated color fan deck, sample acrylic colors, first-year ad match. Training includes a series of online training videos (covering sales, ordering, installation, marketing and more) and one on-site training.

**Preferred Dealer Level** – To receive Preferred Dealer pricing and benefits, dealers must either: 1) Pay the Authorized Startup Cost of \$5,000 USD and purchase at least \$20,000 USD of product credit (at time of sign-on), OR 2) Elevate from Authorized Dealer status (at any time) as soon as \$25,000 in Oelo purchases has been made. Note: Product Credit is issued in the form of a Discount Credit Code that can be applied to any future orders on the Oelo Dealer Portal at [oelodealer.com](http://oelodealer.com).

Note: The startup fee covers setup, training and a Dealer Point-of-Sale Starter Kit. This starter kit includes 1 sales board, 50 residential brochures, 50 commercial brochures, 50 municipal brochures, sample acrylic cover, sample aluminum cover, powder-coated color fan deck, sample acrylic colors, first-year ad match. Training includes a series of online training videos (covering sales, ordering, installation, marketing and more) and on-site and/or Oelo factory installation training.

**Purchase Requirements** – To maintain active dealer status and price levels, dealers must meet the outlined yearly purchase requirements. This includes the total amount of product purchased each fiscal year, from January to December. (Purchase requirements will begin during the first fiscal year after signup.)

**Business Requirements** – A Business Tax License or Certificate of Good Standing from state of business is required of all Oelo dealers. Proof of business insurance is also required.

**Online Business Reviews** – Dealers should frequently monitor online feedback reviews (Google, Yelp, etc.) and maintain a high level of customer satisfaction. Negative reviews may be monitored by Oelo and any dealer falling below a 4.0 rating may be asked to disclose certain details regarding negative reviews.

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

**CRM Lead Requirements** – Oelo allocates ALL leads to dealers via the HubSpot CRM platform. These leads are provided to Authorized and Preferred Dealers, free of charge, to help grow your business. All Oelo dealers are required to input customer/prospect information into the Oelo CRM (HubSpot) for sales 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 the Oelo CRM. Please contact your Oelo Dealer Sales Manager for your HubSpot login credentials.

**Ordering Options** – Dealers must place all orders through the Oelo Dealer Portal at [oelodealer.com](http://oelodealer.com).

**Payment Options** – Preferred Dealers are allowed to order material under a Net 30 agreement after one year. No more than one order can be on terms. Each dealer must provide references and bank information to receive approval. Contact [orders@oelo.com](mailto:orders@oelo.com) to start the terms process.

**Installation Training** – Several 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 pending the Oelo factory team's availability.

**Installation Support** – For large installation projects, dealers can request Oelo factory installer assistance; costs for installation assistance may vary on project size, complexity and duration.

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

**Demo Display** – Battery-operated, point-of-sale Demo Displays are available to demonstrate light/app capabilities to potential customers. Each Authorized and Preferred Dealer receives one complimentary Demo Display at signup. Additional Demo Displays are available for purchase on the Oelo Dealer Portal.

**Dealer Website Presence** – Authorized and Preferred Dealers are required to maintain a web page that features Oelo's logo and products on its business website. Logo and images are available via the Oelo 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.

**Ad Match** – Oelo will match the advertising/marketing dollars spent up to the dollar amount noted in each tier. All advertisements must be pre-approved using the Oelo Dealer Portal Co-Op Approval Form at [oelodealer.com/co-op-program/#approval](http://oelodealer.com/co-op-program/#approval). Following placement and proof of ad, Oelo will reimburse for the ad/marketing match in the form of a physical check. For reimbursement, the following proof of placement must be submitted at [oelodealer.com/co-op-program/#reimbursement](http://oelodealer.com/co-op-program/#reimbursement): 1) proof of advertising and 2) proof of payment.

**Marketing Collateral** – A variety of downloadable images, pre-designed materials, and pre-printed collateral are available on the Oelo Dealer Portal ([oelodealer.com](http://oelodealer.com)) and Oelo Marketing Hub ([marketinghub.wedia-group.com](http://marketinghub.wedia-group.com)). Need Marketing Hub credentials? Contact your Oelo Dealer Sales Manager.

**Terms and Conditions** – The terms and conditions above are subject to change at any time without notice. Oelo will make every effort to communicate changes to the dealer platform in a timely manner.