

Project Registration Guidelines for Dealers

By implementing this system, we aim to foster healthy and fair competition while rewarding proactive Dealers who are committed to securing our products as part of their projects.

Project Registration Eligibility

- Only **Dealers** are eligible to register projects; **Reps** are not permitted to do so.

First-Mover Advantage

- When a project is registered, the **first Dealer** to complete the registration will be recognized as the project lead. This designation entitles the lead Dealer to an **additional 2% discount** on the project.

Bonus Discount for Specification Inclusion

- To further incentivize Dealers, an additional **2% discount** can be earned if the Dealer successfully gets our products written into the project specifications as the **basis of design** or listed as a **preferred supplier**. This step solidifies our position within the project and rewards Dealers for their efforts in securing this status.

Open Quoting Policy

- Registration **does not preclude other Dealers from quoting on the same project**. We must operate within legal boundaries that prohibit the exclusive selection of a single Dealer for a project.
- If another Dealer requests a quote on a registered project, we are obligated to inform them that a different Dealer has already registered the project. However, we are **not permitted to disclose the identity** of the Dealer who initially registered it.
- Dealers understand the implications of this notification. Some may opt to withdraw from quoting, recognizing the competitive advantage held by the original registering Dealer. Others may still choose to proceed but will be aware that they need to adjust their pricing strategy, either by reducing their margin or finding other cost efficiencies, to stay competitive.

Key Points Summary

- **Only Dealers** can register projects, not Reps.
- The first Dealer to register gets a **2% lead discount**.
- An **additional 2% discount** is available if the Dealer gets us listed in the project spec.
- **Project registration is non-exclusive**; other Dealers can still quote.
- We inform competing Dealers of a prior registration but do not disclose the registering Dealer's identity.

Link: <https://forms.monday.com/forms/b5125c9557e6735af0e76b6dbeea9779?r=use1>