



FIRE INSPIRED™

INSPIRED BY SAFETY. INNOVATED FOR YOUR LIFESTYLE.

DEALER INCENTIVE PROGRAM

"STRENGTHENING OUR PARTNERSHIPS"



At HPC Fire Inspired™, we continue to strive to be the premier fire and water feature manufacturer in the world. HPC's core values of: Family, Integrity, Team, and Compassion make up one half of our success. The other half to our success is the partnerships that we have with our Dealers. In an effort to strengthen our partnership, we are continuously looking for ways to add value and make it easier to do business with. The HPC Fire Inspired™ Dealer Incentive Program allows us to build stronger relationships with our Dealers, who in turn, can build stronger relationships with their customers.

In any partnership, it is critical that both parties have clear expectations of goals. At HPC, we are supporting these goals through the Dealer Incentive Program, Dealer Portal, BILT, over 400+ CSA Certified Products, and Industry Leading Innovation, Lead Times, Customer Support and NFI Technicians.

HPC Fire Inspired™
Inspired by Safety. Innovated for your Lifestyle

ORDERING

DEALER PORTAL:

The Dealer Portal has some great features showcasing HPC Products. It was built with the end user in mind and allows them to see what they order the most of, they can quickly re-order an entire order that has been placed in the past, it has an order entry page that allows for a quick search of any products and a quick add to the cart. We have also added marketing doc's on the site which holds pricing and all print material. The site also has shipping tracking built in so the customer can see where there order is.

STORE.HPCFIRE.COM

EXTENDED OFFICE HOURS:

Our office hours are 8:00 – 7:00 Monday thru Thursday and 8:00 – 5:00 Friday Standard Eastern Time. An answering service is on for 24-hour service.

PRICE CHANGES:

We make every effort to keep our price list current but due to changing material costs, prices are subject to change without notice.

TERMS AND CONDITIONS:

For HPC Fire Inspired™ terms and conditions please visit - hpcfire.com/terms-conditions.html

WARRANTY:

Information on HPC Fire Inspired™ lifetime warranty on all burners and additional HPC warranty information can be found by visiting - hpcfire.com/support/warranty.html



FIRE INSPIRED®

HPC Fire Inspired™
3050 Plainfield Rd.
Kettering, Oh 45432



Toll Free: 1-877-433-7001
Phone: 1-937-436-9800
Fax: 1-877-433-0704

HPCfire.com



VALUE ADDED BENEFITS

LOCKED-IN INCENTIVE PRICING STRUCTURE FOR AN ENTIRE YEAR:

When your yearly sales orders meet one of our incentive levels your price structure is locked in for a full calendar year. See dealer incentive schedule in this program.

PRODUCT DEMOS:

As a dealer you may request any available product demo for your sales needs.

PRODUCT PRESENTATIONS (POWER POINT BASED) – CUSTOMIZED TO YOUR NEEDS:

As a dealer you may request a customized powerpoint presentation prepared by HPC sales staff for your sales meetings.

COMPANY CONTACT INFORMATION LISTED IN OUR DEALER LOCATOR ON OUR WEBSITE:

As a dealer you will automatically be included in our searchable online referral database at hpcfire.com/buy-local.html

PREFERRED CUSTOMER ADVISORY COUNSEL DISCUSSIONS:

Each year HPC will put together and request certain dealers participate in an advisory council to voice product needs, value added ideas for the program going forward, and industry news and events.

ONLINE ORDER FULFILLMENT:

HPC offers a searchable online ordering site through the HPC Dealer Portal Store.hpcfire.com.

NEW PRODUCT DEVELOPMENT INPUT:

All dealers are encouraged to provide input on new product development initiatives.



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STANDARD DEALER PRICE IS 44% OR .56 MULTIPLIER OFF MSRP

DIAMOND: .50 MULTIPLIER

50%

Discount off MSRP

Diamond Member benefits provide you the most value that HPC offers. You will receive a 50% discount off MSRP on all orders for an entire calendar year when you have either ordered **\$25,000.00 (net)** the previous calendar year, or at such time that you reach **\$25,000.00 (net)** in sales during the current year.

*Example: If you reach **\$25,000.00** in sales in October, you are locked in at a 50% discount for the rest of the year plus the entire next calendar year.*

HPC REPRESENTATIVE SUPPORT AT DEALER MEETINGS

As a diamond member you may request that an HPC representative be present at your dealer meetings, customer appreciation events, or sales meetings. (based on availability and certain conditions apply).

PLATINUM: .52 MULTIPLIER

48%

Discount off MSRP

Platinum Member benefits provide you with outstanding value. You will receive a 48% discount off MSRP on all orders for an entire calendar year when you have either ordered **\$15,000.00 (net)** the previous calendar year, or at such time that you reach **\$15,000.00 (net)** in sales during the current year.

*Example: If you reach **\$15,000.00** in sales in October, you are locked in at a 48% discount for the rest of the year plus the entire next calendar year.*

HPC REPRESENTATIVE SUPPORT AT DEALER MEETINGS

As a platinum member you may request that an HPC representative be present at your dealer meetings, customer appreciation events, or sales meetings. (based on availability and certain conditions apply).

GOLD: .54 MULTIPLIER

46%

Discount off MSRP

Gold Member benefits give you the third tier value that HPC offers. You will receive a 46% discount off MSRP on all orders for an entire calendar year when you have either ordered **\$10,000.00** the previous calendar year, or at such time that you reach **\$10,000.00** in sales during the current year.

*Example: If you reach **\$10,000.00** in sales in October, you are locked in at a 46% discount for the rest of the year plus the entire next calendar year.*



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C US



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