



### Introduction to the Basement Tuxedo Family

**Protected Territories:** Based on designated counties A, B, and C, territories are divided by population, number of basements in the area, income, etc. Leads that come in through The Basement Tuxedo website and office are sent to appropriate installer/dealer.

\*Due to radio and TV advertising, there may be some overlapping of territories.

#### What do you get for your Territory?

- The highest quality basement finishing product on the market
- Use of The Basement Tuxedo logo and mascot
- Technical support and training
- Sales tools and promotional products available upon request (subject to availability)
- Advertising Co-Op and national advertising opportunities
- Profit Sharing
- A network of successful dealers

#### Network Dealers Receive:

- **A Territory:**
  - 5 [Sales Kits with Samples](#)
  - 500 [Flyers](#)
  - 500 [Brochures](#)
  - 100 [Sales Folders](#)
  - 5 [Yard Signs](#)
- **B Territory:**
  - 3 [Sales Kits with Samples](#)
  - 250 [Flyers](#)
  - 250 [Brochures](#)
  - 75 [Sales Folders](#)
  - 3 [Yard Signs](#)
- **C Territory:**
  - 2 [Sales Kits with Samples](#)
  - 250 [Flyers](#)
  - 250 [Brochures](#)

- 50 [Sales Folders](#)
- 2 [Yard Signs](#)

**Profit Sharing among Dealers:** 15% of gross profit is to be divided equally among dealers annually at fiscal year.

**Marketing Plan:** Marketing strategy is based on many planes with one thing in mind ♦Follow the successful business model♦.

- Internet Marketing through The Basement Tuxedo website, which is linked to many key sites. In one year our internet presence will be optimal.
- Visibility through national and local home shows
- Access to a marketing firm that will allow for optimal print publicity.

**Advertising Co-op:** ALL proceeds of seam tape are allocated to advertising. Fifty percent of these proceeds are awarded directly to the dealer for marketing. The remaining 50% is deposited into a general advertising fund to benefit all dealers.

**Branding:** The Basement Tuxedo logo and mascot are set up to brand out the product and allow for cross-marketing.

**Literature & Sales Material:** DVD♦s, CAD Program, postcards, brochures, billboards, yard signs, door hangers, business cards, trailer wrap, presentation folders, samples, coloring books, and trade show packages are available.

**Training:** Training is split into 2 categories: Sales training and installation training.

**Sales training** is held once a month, usually on the 2nd Tuesday and requires 2 ♦ days. Accommodations are taken care of by Advanced Basement Products, The Basement Tuxedo.

**Installation training** is provided once the first job is sold. Please contact Advanced Basement Products, The Basement Tuxedo directly to schedule a date for a technical representative to travel to the given job site. Training is scheduled for and completed in two days. There is no charge for the initial installation training, as this is built into the Dealership fee.

**What are over and above costs?** It is recommended that a 16ft. enclosed trailer is used to transport product safely to the jobsite. Average cost is approx. \$8,000.00. Due to pallet delivered orders, it is highly recommended that a pallet loader is present for deliveries.

