

UPDATED 2013

HEAT & GLO[®]

**AUTHORIZED
DEALER
PROGRAM**



TRUE Direct-Vent Gas Fireplace



Tiara II Gas Stove



Grand-I35 Gas Insert

By closely aligning your business with the Heat & Glo brand and the Authorized Dealer Program, you have the opportunity to maximize your hearth business.

With five distinct levels within the program, each with increasing benefits such as display credits and advertising dollars, higher priority on consumer leads and dealer locator ranking, and access to myhht Training for your staff. These along with many other program elements will allow you to solidify your strong relationship with Heat & Glo and be among the best dealers in the hearth industry.

To enroll in the Authorized Dealer Program today, contact your Account Manager or email us at programs@hearthnhome.com for additional information.

The five distinct levels within the program, each with increasing benefits are:

HEAT & GLO
Authorized
DEALER

Authorized dealers meet the basic requirements needed to sell Heat & Glo hearth products.

HEAT & GLO
Gold
DEALER

Gold dealers have at least five Heat & Glo products on display and enjoy the next level of benefits within program.

HEAT & GLO
Platinum
DEALER

Platinum dealers have at least ten Heat & Glo products on display and receive high priority on dealer locator and leads.

HEAT & GLO
Platinum Plus
DEALER

Platinum Plus dealers have high sales performance, high priority on dealer locator and leads and enjoy higher discount on purchases.

HEAT & GLO
Fireside Premiere
DEALER

Fireside Premiere dealers are held to the highest standards of sales, displays and training while receiving the most benefits within the program.

Program Requirements



		AUTHORIZED	GOLD	PLATINUM	PLATINUM PLUS	FIRESIDE PREMIERE
Minimum Product Purchases Required minimum number of Heat & Glo fireplaces, stoves and inserts purchased during the previous calendar year. New dealers must be approved by Regional VP's.		15	50	100	150	150
Showroom Burning Displays* Minimum number of Heat & Glo products prominently and accurately displayed on the showroom floor. Displays meet required product display guidelines, be fully installed and burning. Safety point of sale messaging must accompany burning displays, per current POS program. Select either displays or percentage of showroom floor. See dealer handbook for required displays.	DISPLAYS	2	5	10		NA
	% OF SHOWROOM FLOOR	NA	30%	50%		100%
Consumer Satisfaction Index Index measures consumer complaints against the dealer compared to dealer purchases. This index is calculated by subtracting the % of consumer complaints from 100%.		GREATER THAN 97%				99%
Training	myhht Service & Installation Training Dealers are required to send one person per location per fuel category sold to complete training. Fireside Premiere dealers are required to send all employees servicing and installing Heat & Glo products by fuel category to complete training.	REQUIRED (ONE PERSON PER LOCATION FOR EACH FUEL CATEGORY SOLD)				100% (EVERYONE SERVICING AND INSTALLING BY FUEL CATEGORY)
	myhht Online Training All assigned myhht Online Training modules must be completed by December 31, 2013.	100%				
Warranty Registration All Heat & Glo products sold, must be registered in myhht.com.		BUSINESS STANDARD				100%
Lead Close Rate Close rates will be calculated based upon warranties registered for all Heat & Glo products sold.		15%				20%
HHT Core POS HHT Core POS must be installed on all Heat & Glo products on display in showroom.		REQUIRED				
Business Plan Platinum, Platinum Plus and Fireside Premiere dealers are required to meet all areas of business planning as agreed upon with your Account Manager.		NA	NA	EXECUTE THE AGREED UPON PLAN WITH ACCOUNT MANAGER		

BUSINESS STANDARDS

PROVIDE SERVICE AND SUPPORT

All Heat & Glo dealers are required to provide complete sales, technical support and service for every Heat & Glo product they sell. Dealers must also provide service for all Heat & Glo products installed within a reasonable distance from their location. All dealers are required to follow up on consumer leads within 24 hours.

RESPECT BRAND POSITION

Heat & Glo is a premium brand. All Heat & Glo dealers must understand the brand position including: proper usage of the logo and tagline, installation of HHT Core POS and advertising requirements.

REPORT REQUIRED DATA

All Heat & Glo dealers may be asked to provide forecast and sell-through data as well as register all Heat & Glo product sales on myhht.com.

Program Benefits

	AUTHORIZED	GOLD	PLATINUM	PLATINUM PLUS	FIRESIDE PREMIERE
Column Pricing Your level of achievement in the program designates the discount you receive on your Heat & Glo purchases. In order to be a Fireside Premiere dealer, you need to qualify for the Platinum Plus level in one of the HHT brands.	COLUMN 2 PRICING	COLUMN 3 PRICING	COLUMN 4 PRICING	COLUMN 5 PRICING	PER BRAND VOLUME
Display Credits Receive credit towards Heat & Glo burning and static displays in your showroom. Fireside Premiere dealers receive 100% display credit on the required Heat & Glo displays only and on new product when displayed within 90 days of launch. Limits and restrictions apply.	25% BURN	50% BURN 10% STATIC	60% BURN 10% STATIC		100% BURN 10% STATIC
Co-op Advertising Dollars Based on a percentage of your previous year's purchases, you will be provided with increasing levels of co-op advertising dollars to promote your business and the Heat & Glo brand.	1%	2%	3%		4%
Point of Sale Program A wide variety of effective point of sale materials and merchandise is eligible for co-op and can be used to educate consumers.	50% CO-OP	50% CO-OP	75% CO-OP		100% CO-OP
Consumer Website Dealer Locator Your dealership will be listed at www.heatnglo.com as an Authorized, Gold, Platinum or Fireside Premiere dealer based on ADP level and distance.	STANDARD	PRIORITY	HIGHER PRIORITY		HIGHEST PRIORITY
Lead Referrals Receive consumer leads in your area from Heat & Glo to help drive business into your store.	STANDARD	PRIORITY	HIGHER PRIORITY		HIGHEST PRIORITY
Service Reimbursement Rate Warranty service on Heat & Glo product is reimbursed at \$55. Fireside Premiere dealers are eligible for a \$65 reimbursement rate once all service and installation employees have completed the myhht Service & Installation Training. Limits and restrictions apply.			\$55		\$65
Priority Call Routing Incoming calls from Fireside Premiere customers that present themselves as such will receive priority call routing within our Technical and Customer Service departments.			NA		YES
Employee Purchase Plan Employees that are directly related to the hearth product sale will enjoy the benefits of being able to purchase Heat & Glo products at 30% off the dealer price. Limits & restrictions apply.			30% OFF DEALER PRICE		
myhht Service & Installation Training Intensive service and installation training on all Heat & Glo products is offered at our factories throughout the year. Each factory offers hands-on training courses for all fuel technologies.			50% CO-OP ON COURSE FEE UP TO 2 NIGHTS HOTEL FREE (PER COURSE), 2 MEALS FREE (BREAKFAST / LUNCH)		
myhht Online Training Your staff will have full access to sales training curriculum that can be completed online whenever it is convenient.			AVAILABLE TO ALL DEALERS		
myhht.com This password-protected website features all Heat & Glo tools in one place. Track product orders, order marketing materials, process warranties, claims and much more.			AVAILABLE TO ALL DEALERS		
myhht Rewards The myhht Rewards program recognizes both owners and dealer sales representatives for their hard work and dedication to our industry leading brands through rewards points and destination trip.			AVAILABLE TO ALL DEALERS		

Program benefits, requirements and other terms and conditions are administered by, and subject to change or discontinuation by, Hearth & Home Technologies at its discretion. Other terms and conditions apply.



No one builds a better fire

7571 215th Street West | Lakeville, MN 55440 | myhht.com | a brand of *Hearth & Home Technologies Inc.*