

Sunfire Target "Authorized Dealer" Information form

PAGE 2 OF 2

To be submitted for each dealer along with your Master Target Dealer List

Date: __/__/__ Submitted by: _____

Dealer Name: _____

Business Type: Check all that apply

- Independent Retail Specialist - Open to walk-in traffic with total business less than 50% installed
 Custom Retailer - Open to walk-ins with over 50% of business installed
 Custom Installer - By appointment only with 100% installed

How many selling locations? _____

How many inside salespeople? _____ How many outside sales people? _____

How many total installers? _____ How do they pay their installers? \$ per hour ____ Salary ____

Check all that apply below - leave blank if 'none':

- Project Manager?
 System Designer?
 Customer Service Dept? - Established "help desk" for their clients
 System Design Software? If checked, what is the program that they use? (such as d-tools)

Overall \$ Volume, all product categories, including labor, for the last 12 months - Check which one applies

- \$350,000 - \$500,000
 \$500,000 - \$750,000
 \$750,000 - \$1,000,000
 \$1,000,000 - \$2,000,000
 Over \$2,000,000

Major video brands carried: _____

Major audio electronics brands carried: _____

Major speaker brands: _____

Major whole house control brands: _____

Who is the closest Sunfire Direct Dealer? _____

How many miles away is this closest dealer? _____ miles

Does this target dealer share the same consumer demographic as our closest dealer? ___ yes ___ No