

## Dealer Network Advantage

### Welcome to the Gutter Covers International (GCI) Dealer Network Advantage (DNA) program.

This program is designed to help grow your business by offering you tools, training, support, and rewards. As your DNA level increases, so do the benefits. Below is a chart that illustrates the requirements and benefits for each level. If you are new to GCI, please connect with us to begin the enrollment process. If you are an existing customer and are unsure of your current status or have any questions, please connect with us and we will be happy to assist you.

	Dealer Primary	Dealer Plus	Dealer Pro
<b>Requirements:</b>			
Invitation by GCI	N/A	Yes	Yes
Sales of GCI (yearly - let them know 3rd Qtr.)	Below \$29K	\$29K-\$69K per year	Over \$70K per year
General Liability Requirement	Yes	Yes	Yes
Worker's Compensation	As Required by State	As Required by State	As Required by State
Licensing Requirement	As Required by State	As Required by State	As Required by State
<b>Benefits:</b>			
New Dealer Fund*	Yes	N/A	N/A
Rebate Program†‡	N/A	Increase of at least 10% per year- Receive 10% credit rebate on amount of increase only	Increase of at least 10% per year- Receive 15% credit rebate on amount of increase only
Listing on GCI Website	N/A	Yes	Yes
Marketing Tools	Standard	Custom (added company logo)	Custom (added company logo)
Annual Pro Conference	Yes	Yes	Yes
Sales Network & Training	Yes	Yes	Yes
Co-Op Digital Marketing Dollars§	N/A	1% POP reimbursed	1.5% POP reimbursed
Discounted demonstration units (sink units and bigger units)	N/A	10%	25%
Discount on promotional items	N/A	10%	25%
Discounted presentation kit (sink units, bag)	N/A	10%	25%

\* New Dealer Fund- Available only to new customers for the first year.

† Rebate Program- Rebate based upon amount of increase.

‡ Account must be current.

§ Co-Op Digital Marketing Dollars- Reimbursed for preapproved digital marketing. Yearly maximum of 1% or 1.5% of sales.

