



**PREMIUM  
ELECTRIC FIREPLACES  
& TV LIFTS**

Exceeding Expectations

208 Philips Rd  
Exton, PA 19341  
800-215-1990

July 1, 2023

Greetings Partners,

We are excited to launch our incentive program for the remaining quarters of 2023. The goal is to give our partners the opportunity to earn a larger margin for achieving these specific sales goals. Performance is evaluated every quarter and released to our partners. As an authorized reseller, you are eligible for these incentives. The program has 2 tiers. For each tier, a sales goal is set for the reseller. Achieving Tier 1 set forth will result in a 5% rebate to be paid of the quarterly sales. If a reseller is able to achieve Tier 2, the rebate will be 10% of the quarterly sales. It is important to note, that the reseller will receive either a 5% bonus or a 10% bonus.

**Quarterly Incentive Program:**

2 tier bonus program

Tier 1 - 5% issued as bonus for hitting first tier quotas

Tier 2 - 10% issued as bonus for hitting second tier quotas

Requirements:

- Daily front page product recognition.
- Customized review of Touchstone and the products that can easily be found on your website (preferred manufacturer)
- All policies outlined in the reseller agreement including MAP, must be followed. At the sole discretion of Touchstone Home Products, any sales during any time a reseller is in violation, will not count towards their sales numbers.
  - MAP violations include:
    - Advertising prices below MAP.
    - Any strike-through alterations, or use of “click here for your price” or “add to basket to see your price” model that ultimately displays a lower price.
    - Advertisement of free or discounted products with Touchstone products.
    - Advertisement of discounts in search engine advertisements (ex. Google Ads) or shopping search engines (ex. Google Shopping).

Sales needed per quarter for bonus:

Tier 1 - \$150,000 of sales for the third quarter of 2023

Tier 2 - \$250,000 of sales for the third quarter of 2023

Sales incentive quota will be reset for each quarter of the year

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Process:

- Quarterly bonus based on discounted price sold to reseller. It will not include taxes or additional shipping/service cost
- Quarterly bonus is calculated bi-weekly and resellers will be given an update accordingly
- Quarterly bonus is issued the second week of the first month in the next quarter
- Must adhere to MAP Policy
- All guidelines regarding the Reseller Agreement must be followed
- Touchstone will collect all sales tax from states it is required to do so. Sales tax ID/exemption is the only exception. No other forms of exemptions will be excepted.