

FISHER & PAYKEL

COOK, COOL, CLEAN +

SINGLE FAMILY RESIDENTIAL BUILDER PROGRAM

OBJECTIVE:

To provide registered and approved Single Family Residential Builders a progressive trade discount, and complimentary service warranty commitment, for purchase of Fisher & Paykel and DCS premium indoor/outdoor appliances through one of our Authorized Fisher & Paykel (F&P) and DCS Builder Dealers.

Program runs 2/1/2020 through 12/31/2020.

PRODUCT CATEGORY QUALIFIERS FOR COOK, COOL, CLEAN +

COOK	Purchase any Fisher & Paykel Range OR Cooktop/Rangetop + Single or Double Wall Oven.
COOL	Purchase any Fisher & Paykel Refrigerator or CoolDrawer™
CLEAN	Purchase any Fisher & Paykel Double DishDrawer™ dishwasher, two Single DishDrawer™ dishwasher units, or a Drop Down door dishwasher.

COOK, COOL, CLEAN + BUILDER DISCOUNT STRUCTURE

10%	10% DISCOUNT OFF UMRP Purchase qualifying appliances from any two categories above for a single residence
12%	12% PACKAGE DISCOUNT OFF UMRP Purchase qualifying appliances from all three categories for a single residence Must include a Freestanding Refrigerator* or a CoolDrawer™
15%	15% PACKAGE DISCOUNT OFF UMRP Purchase qualifying appliances from all three categories for a single residence Must include an Integrated Refrigerator* or (2) Column units*

ADDITIONAL BUILDER COOK, COOL, CLEAN + PROGRAM DISCOUNTS AND BENEFITS

OUTDOOR	Purchase any DCS Grill & Outdoor kitchen product and receive 10% Discount Off UMRP of those products
LAUNDRY	Purchase any Fisher & Paykel compact laundry pair and receive 10% Discount Off UMRP of that compact laundry pair
5 YEARS	With our compliments, register online at www.fisherpaykel.com to extend our standard limited manufacturer's warranty on all Fisher & Paykel appliances to 5 years

Complete one-time **builder registration form** to be reviewed and approved by F&P BDM/TM.

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WHAT IS A BUILDER ORDER?

The Cook, Cool, Clean + sales transaction must take place between the Authorized Fisher & Paykel (F&P) Builder Dealer and the approved Home Builder or purchasing trade professional.

This program is for business to business trade transactions only.

Builders are welcome to send a homeowner into the Authorized F&P Builder Dealer to select their appliances as long as the final purchase is transacted by the Builder.

The Cook, Cool, Clean + program supersedes any retail promotion and cannot be combined with any other discount.

TO PARTICIPATE, THE AUTHORIZED FISHER & PAYKEL BUILDER DEALER AGREES TO:

- ✓ Maintain an established outside Builder Sales force dedicated and trained to call on Home Builders.
- ✓ Maintain operations resources dedicated to handling and serving Builder Sales transactions and fulfillment.
- ✓ Display adequate F&P/DCS products on the sales floor, as agreed upon by a F&P Builder Development Manager (BDM) and Territory Manager (TM), that showcase examples of each product type available in the Cook, Cool, Clean + program. Cook, Cool, Clean + must be displayed on location, to be offered by that location.
- ✓ Work with the local F&P TM to ensure all Builder Sales Associates are fully trained on Fisher & Paykel/DCS products as well as the “Why F&P/DCS” brand story.
- ✓ Work with the Builder to complete the Cook, Cool, Clean + Builder Registration form for approval by the F&P BDM.
- ✓ Follow purchasing and ordering instructions as specified by the F&P TM or BDM.
- ✓ Agree to random invoice audits

HOW TO REGISTER AND TRANSACT THE COOK, COOL, CLEAN + PROGRAM:

- ✓ Contact the F&P TM or BDM for assistance with Registration.
- ✓ Complete one time builder registration form to be reviewed and approved by F&P BDM/TM.
- ✓ Follow purchasing and ordering instructions as specified by the F&P TM or BDM.

OTHER KEY ELEMENTS AND BENEFITS

No minimum number of homes or piece count totals, other than what is specified as a Cook, Cool, Clean + package, are needed to qualify.

All Cook, Cool, Clean + program discounts are to be calculated from F&P retail UMRP. F&P reserves the right to modify and/or cancel the program with written notice at any time.