



## Dealer / Reseller Application

Please carefully fill out the proper information required to get your account setup.  
We will require the following information filled out and sent to us.

- Reseller Application – Page 2
- Reseller Permit Form – Page 3
  - A copy of the Resale Certificate as well
- Standard Payment Form (Credit Card Payment Only) – Page 4
  - 2 documents requested w/form
- KOBE MAP Policy – Page 5

After providing this information please send to one of following:

Email: [info@koberangehoods.com](mailto:info@koberangehoods.com) (Preferred method)

We will process the application as quickly as possible in order to get your business setup as a Kobe Partner.

At Kobe we prefer most orders sent via email.

Please use [order@koberangehoods.com](mailto:order@koberangehoods.com) to send over orders.

If you need it expedited, please also call to confirm that it can be done.

Payments:

- ALL Payments to be made payable to: **KOBE Range Hoods**
- Credit Card (Preferred and fastest method) – to avoid delays in getting products
- Check/Money Order/Cashier's Check (May take up to 14 business days to make sure the funds clear)

THANK YOU,

KOBE TEAM



DEALER / RESELLER APPLICATION

<b>Company Name:</b>		
<b>Address</b>		
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>
<b>Phone Number:</b>	<b>Fax Number:</b>	
<b>Primary Contact:</b>	<b>Phone:</b>	<b>Email:</b>
<b>Purchasing Contact (if different from above):</b>	<b>Phone:</b>	<b>Email:</b>
<b>Type of Business (Corp, LLC, Sole Proprieter, etc...):</b>	<b>Federal Tax ID:</b>	
<b>Year of Incorporation or First Year of Operations - State</b>	<b>D&amp;B Number:</b>	
<b>Company Principals - Name and Title</b>	<b>Phone</b>	<b>Email</b>
<b>Yearly Sales Volume:</b>	<b>Number of Employees</b>	<b>Number of Locations</b>
<b>Sales Channels (Storefront, Online, Showrooms, etc...)</b>		
<b>If sold online please tell us which websites and any other Store Names used (Marketplace Names):</b>		
<b>Types of Products Sold:</b>		
<b>Other RANGE HOOD Brands Sold:</b>		
<b>Name:</b>	<b>Title:</b>	
<b>Signature</b>	<b>Date:</b>	

# KOBE<sup>®</sup>

## MAP POLICY

In order to maintain marketplace integrity and a level playing field for our vendors, KOBE Range Hoods (hereinafter referred to as "KOBE") has established a Minimum Advertised Price (MAP) Policy. A Minimum Advertised Price is the lowest advertised price a vendor is permitted to market or advertise KOBE products for. By issuing a Purchase Order to KOBE for our products following the Official Price Quotation the reseller agrees by contract to the KOBE' MAP Policy Guidelines.

### **KOBE's MAP Policy Guidelines:**

1. KOBE's current MAP pricing for products is set forth in the above Price Quote Sheet and is subject to change from time to time upon notice by KOBE.
2. MAP and MSRP changes from time to time with price changes and/or additional products. Reseller will be sent and/or notified immediately of any changes in current MAP pricing.
3. Reseller will be given reasonable time to modify and adhere to any changes in MAP.
4. MAP Pricing will be updated whenever price quotes are issued to resellers or distributors.
5. All advertised prices using KOBE and KOBE trademarked names, must be at or above the pricing set forth if a MAP price has been established by KOBE.
6. Resellers are not required to list prices in advertising; however if a price is listed, it must be at or above MAP. Other statements such as "call for price" or "call for quote" are acceptable and permitted.
7. Resellers are responsible for ensuring their pricing is at or above MAP on internet search engines.
8. Resellers are free to set the actual resale price of any product.
9. Distributors are required to enforce their resellers to adhere to the MAP Policies or remove authorization and purchase for the reseller for KOBE products.
10. KOBE's MAP policy for its products applies to all advertisements employing KOBE trademarks, copyrighted images, or use of KOBE products.
11. RESELLER IS NOT ALLOWED TO CHANGE UPC, RENAME KOBE PRODUCTS, CHANGE ASIN OR ANY OTHER REGISTRATION NUMBER OR CHARACTERS TO SELL THE PRODUCT.

### **Internet Site Pricing:**

Pricing listed on an internet site is considered the "advertised price" and must adhere to KOBE's MAP Policy until the product is placed in the "virtual shopping cart". Once the product enters the shopping cart, it is considered part of the check-out procedure and is not subject to MAP Policy guidelines.

**Restrictions: Amazon, Ebay, Walmart.com, NewEgg and similar Marketplaces MUST have MAP Pricing only. Purpose of this is to keep all resellers in Parity and allow all resellers to have fair margins and opportunity to sell products.**

### **Price Mark-Outs:**

Resellers are permitted to advertise KOBE products with price "mark-out" or "mark-through" provided the price reflected on the advertisement is at or above the MAP. "Mark-out" or "mark through" pricing consists of pricing advertised with a line striking through the retail price denoting a discount or special price offering.

### **Pricing Statements:**

KOBE's MAP Policy does allow resellers to omit pricing entirely from advertisements and/or ad statements such as "Call for Price" or "Call for Quote."

### **KOBE End-User Rebates:**

If a KOBE authorized end-user rebate promotion is underway with an KOBE product, resellers may advertise a price lower than MAP - provided the reseller notes (below the price and on the same page) that the rebate has been deducted from the advertised price and the amount of the rebate. Advertising a rebate outside of the authorized rebate time frame is not allowed and is considered a violation of the MAP Policy.

**KOBE<sup>®</sup>**  
**MAP POLICY**

**KOBE Product Bundles:**

If a KOBE authorized bundle is available, it must also be advertised at or above MAP price for the KOBE products.

**Price Matching Policies:**

Price matching policies are acceptable; however, they cannot be used as a valid reason for violations of KOBE's MAP Policy. Advertised price must always be at MAP or higher.

**Failure to Comply with the MAP Policy:**

At the discretion of KOBE, intentional and/or repeated failure to abide by KOBE's MAP Policy can result in the loss of authorization status and the ability to participate in marketing programs, access and funding, including but not limited to:

Advertising or marketing reimbursement via MDF, co-op, or other KOBE funds

Manufacturers rebates available through your store(s)

Reseller representative sales incentives (i.e., KOBE SPIFs, or other additional sales contests or promotions)

Vertical market discounts and incentives. (i.e., discounts for government, trade, education, religious, and other non-profit institutions)

Ability to receive special or bid pricing.

Delayed allocation or cancellation of future shipments for purchase orders.

Acknowledged and Accepted by:

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Printed Name, Title and Company

---

Signature

DATE



## Dealer / Reseller Application

### RESALE CERTIFICATE REQUIREMENTS

ALL RESELLERS MUST HAVE A CALIFORNIA RESALE CERTIFICATE IF THEY SELL ANY PRODUCT IN THE STATE OF CALIFORNIA.

### **THIS INCLUDES OUT OF STATE RESELLERS....**

As of April 1, 2019, an out of state seller must register with the California Department of Tax and Fee Administration (CDTFA) and collect and remit California sales if you fall into certain parameters.

Please go to the following site to verify if you are required to get a Reseller Permit (Resale Certificate) for California:

<https://www.cdtfa.ca.gov/>

If you currently have one, please fill out the form on Page 2.

## California Resale Certificate

**I HEREBY CERTIFY:**

1. I hold valid seller's permit number: \_\_\_\_\_

2. I am engaged in the business of selling the following type of tangible personal property:  
\_\_\_\_\_

3. This certificate is for the purchase from \_\_\_\_\_ of the item(s) I have listed in paragraph 5 below.  
[Vendor's name]

4. I will resell the item(s) listed in paragraph 5, which I am purchasing under this resale certificate in the form of tangible personal property in the regular course of my business operations, and I will do so prior to making any use of the item(s) other than demonstration and display while holding the item(s) for sale in the regular course of my business. I understand that if I use the item(s) purchased under this certificate in any manner other than as just described, I will owe use tax based on each item's purchase price or as otherwise provided by law.

5. Description of property to be purchased for resale:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. I have read and understand the following:  
**For Your Information:** A person may be guilty of a misdemeanor under Revenue and Taxation Code section 6094.5 if the purchaser knows at the time of purchase that he or she will not resell the purchased item prior to any use (other than retention, demonstration, or display while holding it for resale) and he or she furnishes a resale certificate to avoid payment to the seller of an amount as tax. Additionally, a person misusing a resale certificate for personal gain or to evade the payment of tax is liable, for each purchase, for the tax that would have been due, plus a penalty of 10 percent of the tax or \$500, whichever is more.

NAME OF PURCHASER \_\_\_\_\_

SIGNATURE OF PURCHASER, PURCHASER'S EMPLOYEE OR AUTHORIZED REPRESENTATIVE \_\_\_\_\_

 \_\_\_\_\_  
PRINTED NAME OF PERSON SIGNING \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS OF PURCHASER \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_ DATE \_\_\_\_\_  
(     )