

Control4





2017 PREMIER DEALER PROGRAM

The Control4 Premier Dealer Program rewards and recognizes dedicated Control4 dealers for their purchase volumes from Control4. Premier dealers can leverage the benefits of this program to grow their business, improve profitability, and elevate their standing with potential customers.

CONTROL4 PREMIER DEALER STATUS LEVELS





For 2017, there are three Control4 Premier status levels—Gold, Platinum, and the new, Diamond, which recognizes dealers driving the highest volumes of Control4 sales annually. Premier status is earned based on annual purchases of Control4, Pakedge, and partner products.

QUALIFICATION CRITERIA

STATUS LEVEL	 DIAMOND	 PLATINUM	 GOLD	 AUTHORIZED
ANNUAL PURCHASE REQUIREMENTS	£150,000	£100,000	£50,000	N/A
CONTROL4 APPROVED DEMONSTRATION FACILITY	YES*	YES	YES	YES
CONTROL4 TRAINED TECH II TECHNICIANS	4	3	2	1
STRONG CREDIT AND TECH SUPPORT STANDING	YES	YES	YES	YES

All dealers must maintain ASM/RSM recommendation. *Must include a Control4 approved showroom.

PROGRAM BENEFITS

STATUS LEVEL	 DIAMOND	 PLATINUM	 GOLD	 AUTHORIZED
TRAINING AND SUPPORT				
FREE TRAINING COURSES	YES	YES	YES	YES
TECHNICAL SUPPORT PHONE & CHAT	YES*	YES	YES	YES
INSTALLATION RESOURCES				
PRIORITY DESIGN SERVICES	YES	YES	NO	NO
TECHNICAL FIELD SUPPORT	YES	YES	YES	YES
FREE STANDARD NEXT-DAY SHIPPING	YES	Authorized at £1500	Authorized at £1500	Authorized at £1500
SALES AND MARKETING SUPPORT				
BID REVIEWS	YES	YES	YES	YES
DESIGN SUPPORT COLLATERAL/SHOWROOM	YES	YES	YES	NO

*Diamond dealers are given priority access.

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QUARTERLY REBATES

A key benefit of your Premier status is the quarterly rebate which provides dealers with up to 10% back on all purchases of Control4 and Pakedge products based on reaching quarterly purchase targets.

Make sure you factor these thresholds into your 2017 purchases planning so you are sure the get Premier status benefits next year. Earn your Premier status faster and increase your status for next year by purchasing the full line of Control4 and Pakedge solutions as well as our broad line of third party products available on the Control4 portal.

MAXIMIZING YOUR PREMIER STATUS AND QUARTERLY REBATES

By purchasing Control4, Pakedge, and partner products, dealers can more easily reach their quarterly purchase minimums and maximize their quarterly rebates. Higher status also means larger potential rebates.

In 2017, purchases of third party partner products continue to count toward your 2018 Premier status and towards your 2017 quarterly rebates. However, quarterly rebates are only paid on Control4 and Pakedge branded products and are not paid on partner product purchases. As in previous years, quarterly rebates are paid in the form of a credit to your account.

2017 QUARTERLY REBATE DETAILS

■ DIAMOND £150,000 ANNUAL SALES			
QUARTERLY PURCHASES	£70,000	£55,000	£40,000
QUARTERLY REBATE LEVELS	10%	7.5%	5%

■ PLATINUM £100,000 ANNUAL SALES			
QUARTERLY PURCHASES	£55,000	£40,000	£25,000
QUARTERLY REBATE LEVELS	7%	5%	3%

■ GOLD £50,000 ANNUAL SALES			
QUARTERLY PURCHASES	£40,000	£25,000	£12,500
QUARTERLY REBATE LEVELS	4%	3%	2%

The rebate will be paid in the month following the quarter's end (For example: the first quarter's rebate will be paid in April and the second quarter's rebate in July). Rebates will be paid as an account credit. Rebates will only be paid to dealers that reach the quarterly minimum purchase threshold and are in good standing on the date that quarterly rebates are issued. Dealers not in good standing on that date automatically forfeit their rebate for that quarter.