



# IMPERIAL

MAILBOX SYSTEMS

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**DEALER PROGRAM**  
**VOLUME I**



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# WELCOME TO OUR DEALER PROGRAM

Greetings and welcome to the 2024 Dealer Program of Imperial Mailbox Systems. We are thrilled to have you join us on our mission to provide every community with the most premier curb appeal solutions in the nation!

As a member of our Dealer Program, you'll have access to the latest and greatest in mailbox system technology and design. Our team of experts is dedicated to ensuring that you have all the necessary tools and resources to succeed in your business.

We believe that our success is directly tied to the success of our dealers, and we're committed to providing you with the support you need to thrive in your market. From training to marketing materials, we're here to help you every step of the way.

We invite you to thoroughly read through this catalog that discusses all aspects of the dealer program, including overall program benefits, rewards program, and rules and regulations.

Thank you for joining us, and we look forward to working with you to set the standard in community curb appeal with Imperial Mailbox Systems.

# SIGN-ON INTRODUCTION

Welcome to our esteemed dealer program. We are delighted to have you on board and are eager to foster a fruitful partnership that drives business growth. To become a dealer, we offer a variety of packages and options to suit your needs.

On the following page, you will discover our new dealer sign-on options. These options offer varying activation fees and product discounts, which are associated with the different dealer tier levels, enabling you to optimize the benefits received from day 1 of our journey together. We encourage you to review the offered options thoroughly and make the best decision for you and your business. Our Base Package is perfect for those who are just starting their business or looking to expand their product offerings. For businesses that are looking to maximize dealer benefits and product discounts on day 1, we offer Silver and Gold Packages that provide additional discounts and benefits. Our sales managers are always available to provide further information or answer any questions you may have.

We understand that becoming a dealer can be a significant investment, which is why we are committed to providing you with the support you need to succeed. Our team of experts is always available to offer advice and answer any questions you may have about our products or program.

For concerns regarding a dealer reactivation, please refer to our terms on page 13.

Once again, we are excited to embark on this journey with you and look forward to a mutually beneficial partnership.



# PACKAGES OFFERED

## Base Package

### New Dealer

- Activation fee of \$250 for a 30% discount on Imperial product
  - This fee **is not included** in your required sales volume for the calendar year
- Purchase of (2) systems of your choice required at a 30% discount
  - These will come as displays. There is the option to convert to direct burial for \$55 each
- 40% discount to be attained if sales are \$10,000 during 90 day initiation period
- 50% discount to be attained if sales are \$45,000 during 90 day initiation period
- Activation will include catalogs, brochures, price lists, color swatches, neighborhood listings\* in 60 mile radius, website tutorial, weekly meetings with account manager during first 30 days of initiation, and access to start gaining dealer rewards.

## Silver Package

### New Dealer

- Activation fee of \$750 for a 40% discount on Imperial product
  - This fee **is not included** in your required sales volume for the calendar year
- Purchase of (2) systems of your choice required at a 40% discount
  - These will come as displays. There is the option to convert to direct burial for \$55 each
- 50% discount to be attained if sales are \$45,000 during 90 day initiation period
- Activation will include catalogs, brochures, price lists, color swatches, neighborhood listings\* in 60 mile radius, website tutorial, weekly meetings with account manager during first 30 days of initiation, and access to start gaining dealer rewards.
- Savings of \$500

## Gold Package

### New Dealer

- Activation fee of \$5,000 for a 50% discount on Imperial product
  - This fee **is included** in your required sales volume for the calendar year
- Purchase of (2) systems of your choice required at a 50% discount
  - These will come as displays. There is the option to convert to direct burial for \$55 each
- Activation will include catalogs, brochures, price lists, color swatches, neighborhood listings\* in 60 mile radius, website tutorial, weekly meetings with account manager during first 30 days of initiation, and access to start gaining dealer rewards.
- Savings of \$5,000

**\*NEIGHBORHOOD LISTINGS TO BE PROVIDED IF AVAILABLE FOR PARTICULAR REGION**



# THE DEALER PROGRAM

A detailed look  
inside our dealer  
program.

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Imperial Mailbox Systems

# TIERS + BENEFITS

	BASE	SILVER	GOLD	DIAMOND
SALES VOLUME	\$5,000-\$12,499	\$12,500-\$49,999	\$50,000-\$199,999	\$200,000+
RETAIL DISCOUNT	30%	40%	50%	50%
PAYMENT TERMS*	PREPAID	NET 30	NET 30	NET 45
ACH DISCOUNT*	0.5%	1%	1.5%	2%
BULK PRICING DISCOUNTS	INCLUDED	INCLUDED	INCLUDED	INCLUDED
IMPERIAL REWARDS POINTS	1 PT / \$100	1 PT / \$100	2 PT / \$100	3 PT / \$100
DEALER DEVELOPMENT	INCLUDED	INCLUDED	INCLUDED	INCLUDED
IMPERIAL COUNCIL TEAM	INCLUDED	INCLUDED	INCLUDED	INCLUDED
TRADE SHOW SUPPORT	INCLUDED	INCLUDED	INCLUDED	INCLUDED
PRICE CHANGE NOTICE		30 DAYS	60 DAYS	90 DAYS
MARKETING OPPORTUNITIES		BASIC	MEDIUM	PRIORITY
E-COMMERCE OPPORTUNITIES			8 HOURS	16 HOURS
BULK FREIGHT DISCOUNT			5%	10%
TRADE SHOW CREDIT			\$250	\$500

\*PAYMENT TERMS ARE AVAILABLE UPON APPROVAL

\*ACH DISCOUNTS ARE AVAILABLE IF USING ACH AS PAYMENT METHOD

# BENEFITS DEFINITIONS

**Sales Volume**

The total amount of product purchases for your company from Imperial in one calendar year.

**Retail Discount**

The retail discount percentage off MSRP for Imperial goods.

**Bulk Pricing Discount**

An additional discount is applied when purchasing a minimum of 25 identical full systems in one order.

**Payment Terms**

An alternative to paying with cash upfront which gives our dealers the ability to finance their purchases with Imperial, is available upon approval.

**Reward Points**

An internal program where point values are earned per \$100 purchased, which can be redeemed for prizes listed in our rewards program.

**ACH Discount**

Granted to dealers paying on account (with established payment terms) via bank transfer.

**Dealer Development**

Collaborating with your Account Manager regularly to discuss Partner News, Updates, Growth Strategies, etc.

**Discounted Freight**

Discounted shipping for bulk freight orders that are shipped from our warehouse.

**Price Change Notice**

Imperial reserves the right to increase prices at any time based on product and market inflation. All customers will receive a notice of the price increase along with updated pricing.

**Marketing Benefits**

Tools that can assist in promoting Imperial products alongside a dealer's brand.

**eCommerce Benefits**

Tools that aid dealers in their online presence through their website platform.

**Special Buy Offers**

Offers made periodically throughout the year as a part of promotional events that align with our marketing efforts.

**R&D Council**

Periodic counseling sessions with sales account managers and/or other partners to implement strategies that promote mutual growth in the marketplace.

# BENEFITS SPECIFICATIONS

## Sales Volume

Sales volume is on product purchases only. This does not cover shipping costs, miscellaneous charges, taxes, nor non-stock items. For a detailed breakdown of each tier, refer to the chart. Also, please note that a minimum of \$5000 sales volume per calendar year is required to maintain the dealership, regardless of the previous year's tier.

## Retail Discount

Retail discounts will be forfeited if the annual sales volume thresholds are not achieved. It's worth noting that CBU orders are excluded from this discount, as they don't qualify as Imperial products. Furthermore, the discount does not apply to shipping, drop ship fees, taxes, or flash sales. Imperial retains the right to limit discounts on non-Imperial products. Once the next tier's sales volume is attained, the new discount will immediately take effect.

## Price Change Notices

To ensure transparency and advance notice, all Silver dealers will receive a 30 day notice of the upcoming price increase before it takes effect. Our Gold Dealers will receive a notice 60 days in advance, and our Diamond Dealers will receive a 90 day notice before the price increase takes place. Notices will be distributed via email by the marketing team as well as your sales account manager.

## Bulk Pricing Discounts

We are pleased to offer bulk discounts for Imperial products only, as outlined below:

- Orders of 25 or more of the same product will receive an additional 1% discount.
- Orders of 50 or more of the same product will receive an additional 2.5% discount.
- Orders of 100 or more of the same product will receive an additional 4% discount.
- Orders of 125 or more of the same product will receive an additional 5% discount.

Please note that this promotion applies to all Imperial items, excluding brass numbers. Examples of Imperial products are spray paint, street sign systems, light pole systems, bollards or crash posts, parking designators, ashtrays, address plaques, and other small parts classified as U.S. mail items. Additionally, CBU's have a separate breakdown of bulk pricing. This can be changed through our partnership with Florence and is to be communicated by your sales account manager.

## Dealer Development

Every sales manager will collaborate with the dealer to identify approaches to enhance sales, address any issues or obstacles, and explore new products to promote. This collaboration between sales managers and dealers is crucial in maintaining a successful and thriving business. By working together, they can create a strong sales strategy that maximizes revenue and increases customer satisfaction.

## Imperial Reward Points

Points earned during the current year are redeemable in January and February of the subsequent year. These points can be exchanged for prizes listed in our rewards program. It's worth noting that any unused reward points will expire on February 15th of the following calendar year. Also, it is important to note that the reward point multiplier varies based on the tier. To learn more, refer to page 12 of this catalog.

## ACH Discounts

An electronic transfer between banks, an ACH payment, is facilitated through the Automated Clearing House network. Please note that ACH discounts are not applicable to CBU orders. Further, only dealers of silver or higher tier with approved payment terms are eligible for this discount, which may be revoked if payments are not processed via ACH. In addition, partial payments negate the discount and may incur additional charges. If you wish to initiate ACH payments, inform your Account Manager, and Accounting will offer instructions and guidance.

## Payment Terms

Imperial adheres to a formal credit review process before finalizing payment terms for customers. To qualify for a credit review, customers must make an annual purchase of at least \$5,000. Imperial's credit qualification process involves a credit application and reference request to evaluate credit history and creditworthiness. Payment terms may be denied or withdrawn based on the credit review and Imperial's credit policy. In the event that a customer surpasses their sales volume and progresses to the next tier, payment terms will not automatically extend unless Imperial receives a formal request and conducts a credit review.

## Bulk Freight Discount

Gold Dealers that purchase 50 or more of the same system in a single order are eligible for a 5% discount on freight shipping, while Diamond Dealers qualify for a 10% discount on freight shipping for orders of 50 or more systems.

## R & D Council Team

To ensure improved communication and understanding with our top dealers and those two tiers below the diamond level, we will hold scheduled quarterly virtual meetings. Ahead of each meeting, an agenda will be sent out, detailing the current market situation, new product introductions, and upcoming flash sales. We will also address any questions or concerns raised by other dealers during the preceding quarter. Additionally, the meeting will include a live Q&A session to facilitate further discussion.

# BENEFITS SPECIFICATIONS

## Marketing Opportunities

We will provide comprehensive marketing materials to dealers to enhance (or optimize) their approach to market. This includes bundling marketing materials in both physical and digital formats, providing customizable templates to integrate your brand theme into digital files, and potentially creating social media content such as lifestyle photos. Additionally, our services include collaborating with the Marketing Manager to obtain feedback on social media activity, branding, and content management. Basic support will provide email communications to assist, medium support will allow for phone call assistance, and priority support gives the dealer virtual meeting assistance. We also ensure consistency in marketing materials by incorporating catalogs and brochures with a dealer's branding.

## eCommerce Opportunities

This service aims to assist dealers in enhancing their eCommerce platforms by providing reviews, suggestions, and various support. The support includes the ability to import sheets provided by our eCommerce team to allow an import of products listings on a website with preloaded content, discounted package deals with our 3rd party partners and a formal review of the site with suggestions. Depending on the tier level, dealers will receive a certain amount of free website assistance and will be offered additional packages, such as digital work or labor-intensive activities that require additional support. Labor intensive activities are measured by hours and dependent on tier level. This could be used for other platforms such as an Amazon or Wayfair account.

## Special Buy Offers

Imperial periodically extends invitations to dealers to participate in exclusive buy offers, providing them with the opportunity to receive additional discounts, bundled prices, or free items. These events could range from overstock inventory sales to mass auctions and even Black Friday deals, among other possibilities.

## Trade Show Support + Credit

All of our dealers are eligible to receive two sample systems per year. If the product is returned within 60 days, the dealer will be responsible for return shipping costs, as well as the the original shipping cost on invoice. However, if the dealer chooses to keep the product, they will be required to pay for it. Direct burial kit available for small fee. These samples will be useful for dealers attending shows or events. Moreover, all dealers will receive trade show announcements via our social media channels. To ensure that the appropriate content is created for these announcements, the dealer must notify Imperial 30 days in advance. Depending on the dealer's tier level, they may also receive a credit towards travel expenses for a sales account manager's assistance.



# THE REWARD PROGRAM

A detailed look  
inside our  
reward program.

Imperial Mailbox Systems

# HOW IT WORKS

**PLACE AN ORDER**



**EARN POINTS**



**COLLECT REWARDS**

## RULES + REGULATIONS

- 1 Point is earned for ever \$100 spent in purchases.
  - 1X Points for Base and Silver dealers
  - 2X Points for Gold dealers
  - 3X Points for Diamond dealers
- Points will accumulate for all invoiced purchases from January 1st until December 31st each year.
- Points do not carry over year to year and must be redeemed by February 15th of the following calendar year.
- A maximum of two items can be selected from the prize list using the available points rewarded.
- Any remaining points after final prize selection will be zeroed.

**\*ASK SALES ACCOUNT MANAGER FOR CURRENT COPY OF  
REWARDS AND PRIZES FOR THE CALENDER YEAR\***

# DEALER REACTIVATION

## Rules + Regulations

- \$1,000 reactivation fee that will start the previous dealer with a 40% discount
- Required to order a minimum of \$4,500 in the first 90 days to remain active
- 50% discount to be attained if sales are \$45,000 during 90 day period
- Activation will include updated catalogs, brochures, price lists, color swatches, neighborhood listings\* in 60 mile radius, website tutorial, weekly meetings with account manager during first 30 days of initiation, and access to start gaining dealer rewards.

# IMPERIAL TERMS + CONDITIONS

**Shipping Terms:** Lead Time for <10 complete mailbox systems is 5 business days. Custom colors and street signs orders have a lead time of 10-14 business days.

**Delivery:** All prices are F.O.B. point of origin. The choice of carrier is determined at the time of shipping by Imperial and all charges billed are due by the customer. If quoted shipping, the quoted price will be honored. All shipping charges can be quoted upon request. The customer is responsible for informing Imperial if they need Lift Gate Service, Unload, and if the address is Residential before shipping. All of these options are charged additional fees on top of straight shipping charges. If not set up at the time of shipping and the customer needs any of these services, then they will have to pay for these services directly to the carrier. Shipping carriers have a 15-minute window to unload, there is a fee for additional time at a location, these charges will be billed to the customer. If your office is closed when the carrier arrives to unload and are unable to make the delivery. They will then have to return for a second delivery attempt. This will cause a redelivery charge. If delivery is unavailable, and a hold for dock pick up is not made, additional fees will apply daily. Drop ship option available on Ground delivery for an additional fee per carton.

**Materials:** All descriptions and specifications contained in this catalog were in effect at the time of publication. Imperial Mailbox Systems reserves the right to change specifications and/or designs without notice or incurring liability.

**Installation:** Most products require minor assembly. Consult local postal or D.O.T. authorities regarding any local requirements.

**Quotations:** Individual quotations are valid for (30) days. Imperial Mailbox Systems reserves the right to alter a quote at any time and for any reason, as well as the right to decline an order for any reason.

**Dealers:** Imperial Mailbox Systems primarily sells through our dealers. Dealers are not employed by Imperial Mailbox Systems.

**Returns:** Returned products will not be accepted without prior authorization from Imperial Mailbox Systems, and must be shipped prepaid to Imperial Mailbox Systems. All returns are subject to a 25% restocking fee. Items must be inspected and reported of any nonconforming issue within (7) business days. Shipping charges and processing fees are non-refundable.

**Warranty:** Imperial Mailbox Systems provides a (1) year limited warranty to the original purchaser covering defects in material and workmanship if reported in writing to Imperial Mailbox Systems within (1) year of delivery date. Whether a condition is a defect is determined solely by Imperial Mailbox Systems. This warranty is limited to the cost of the products, and does not include installation fees, transportation neglect or costs. vandalism, misuse, or alterations by the customer. It is the option of Imperial to replace or repair defective products. Imperfections in sand cast products are a part of the natural aesthetics and not considered a defect. Wear and tear is not covered. Purchaser assumes all liability and risk upon purchase of goods.



street signs.



cluster box units.



mailboxes.





# IMPERIAL

MAILBOX SYSTEMS

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SETTING THE STANDARD FOR  
COMMUNITY CURB APPEAL

