

Frequently Asked Questions

I have enjoyed discussing these new programs with a lot of you and I appreciate all of your feedback. Please continue to share your questions and thoughts, as I would very much like to make these programs as usual as possible for all of you to build your businesses. I thought it would be helpful to share some of the more common questions about the different programs and address them in a public form:

The Retailer Loyalty Program

Can I just go ahead and lease an available space now without having to enter the draft pick process?

Unfortunately, this is not possible till after Labor Day. We have set up the draft pick process to insure that everyone has an opportunity to take advantage of the 25% discount. In order to make sure everyone has a fair chance at all available booths, we will not be leasing any booths to either new or current retailers during the draft process.

I really would like to get an additional space and take advantage of the 25% discount, how can I make sure I will get a space rented to me?

The draft selection order is based on your total rental amount as of July 31, 2009. In order to make sure that you are able to get a space rented to you, you should provide a list of a fairly large number of spaces that you would like to rent. The top choice on your list that is still available when it is your draft pick will be the one that you are awarded. You can only be awarded one space per day, so that all retailers have a fair opportunity to participate.

I am thinking of leasing more than one space, am I allowed to update or provide a different list each day?

Yes, you are welcome to change your list based on the draft results each day if you would like. Your ranking list will need to be submitted by 8:00 p.m. of each day to participate in that day's selection round.

The Best Face Forward Program

What occurs if a vacated space has different retailers on each side of the space?

This is a good question and does require a system to select a retailer to have an opportunity to lease the space. Whichever retailer has the highest rent total that is adjacent to the vacated space will have the first opportunity to rent the space. If this retailer does not wish to rent the space, we will make it available to the next highest rent total retailer. This process will continue for all retailers that are adjacent to the vacated space until a retailer decides to lease the space. If no retailers choose to lease the space, it will be made available for any other retailer to lease.

The Building a Brand Program

I have been ordering from my suppliers for years, does this mean that another retailer could potentially block me from using my own suppliers by placing a large order and forcing me to find new products to sell?

No, this is not the intent of the program. I did not think of this particular scenario when writing the details of this program, but I could see how this may occur under the current guidelines. The muscling of other retailers out of certain product lines is not in the spirit of the intent of the program and will not occur. This program is designed to give retailers confidence that if they make a significant investment into a particular product line, they will not face future competition in that line from current or future dealers.

I have given this particular concern a lot of thought and we will be revamping things to reflect better the intent of the program. Rest assured, if you have always ordered from a supplier, you will always have the continued ability to do so and nothing you currently do will change.

In the interim, we will remove the details of this program as they no longer applicable in their current form given this new consideration.

I place large orders in a line only once or twice a year. A \$500 order every three months does not fit my particular ordering pattern, does this mean that I will lose my protection?

The \$500 threshold was conceived to show a commitment to a particular brand. I can appreciate that ordering \$2,000 per year is no less of a commitment than \$500 every quarter. I will give this further consideration as we revamp the program. I would also like to note, that the \$500 threshold does not have to be entirely on one invoice. You may combine a number of invoices within a three month window to achieve the threshold. My overall intent is to make sure that a retailer has a continued commitment to a particular brand to maintain the protection and if they abandon the selling of the brand, it returns to being available to all retailers.

I do not wish to reveal my suppliers information or my profitability on the brand, do I have to submit this information?

First of all, I will be the only one that sees the invoices you provide and will hold them in the strictest of confidence. That being said, I can respect this concern and I find it perfectly acceptable if you would like to black out your supplier's name and contact information. In addition, feel free to black out the quantity and prices of your items to protect the profitability.

The \$500 threshold seems very high and difficult to achieve, I am very concerned I will not be able to get exclusivity in my brands, what can I do?

It is not the intent of the program to force you to seek protection for all your items. In fact, it is my anticipation that there will only be a handful of brands on the exclusivity list. The threshold is designed to be high so it protects only those who make a sizable investment into a brand. This program is not designed to create a long laundry list of protected brands and unnecessarily block others from certain brands.