

2011



Member Benefits Guide

**A comprehensive guide to
BRAND SOURCE SERVICE group services**

**Prepared
EXCLUSIVELY
for PSA members**



Revised July 2011

BRAND SOURCE SERVICE Member Benefits Guide

Welcome to Brand Source Service! Brand Source Service is a division of Associated Volume Buyers, Inc. that is designed to provide service companies the training, education, programs and benefits to ensure the utmost in profitability and professionalism while delivering the consumer the highest quality service experience.

This guide provides you with a listing of the many benefits available to you based on your **BRANDSOURCE SERVICE** membership type, with each benefit coded as shown below...

TABLE OF CONTENTS

877-GO-BRAND National Service Call Referral Center.....	1
www. BRANDSOURCE .com Service Call Referrals.....	1
www. BRANDSOURCE .com Service Call Sales.....	1
BRANDSOURCE Sales Referral Rewards Program.....	1
BRANDSOURCE SERVICE Regional Training Events.....	1
EXPERT CARE Health Benefits Program.....	1
EXPERT ASSURANCE Property, Casualty and Worker’s Comp Insurance Program.....	2
EXPERT HR Human Resources Program.....	2
EXPERT PROTECTION Extended Service Policy Programs.....	2
EXPERT APPAREL Service Uniform Program.....	2
BRANDSOURCE CREDIT CARD Consumer Finance Program.....	3
BRANDSOURCE MARKETING Promotional, Marketing and Web Design Program.....	3
Stanley Black & Decker™ Tool Discount Program.....	3
Scratch-B-Gone™ Stainless Steel Restoration Program.....	3
Dryer Vent Wizard™ Referral Program.....	4
BP™ Gas Card Fuel Rebate and Card Management Program.....	4
Truck Skin™ Vehicle Signage Program.....	4
Office Max™ Office Supplies Discount Program.....	4
EXPERT WAREHOUSE Consumer Electronics & Major Appliance Distribution Program.....	4
National Affiliations.....	5
BRANDSOURCE SERVICE District Managers Contact Information.....	6

877-GO-BRAND National Service Call Referral Center

BRANDSOURCE SERVICE is capitalizing on **BRANDSOURCE**'s brand recognition by marketing the **BRAND-SOURCE SERVICE** network through the **BRANDSOURCE** national marketing campaign. The campaign includes nearly a billion advertising circulars distributed through newspapers across the country, game show sponsorships, home improvement and do-it-yourself television networks and www.BRANDSOURCE.com.

Consumers who dial **877-GO-BRAND** will have the option to request service by speaking with a live call center agent who will in turn refer the call to the nearest **BRANDSOURCE SERVICE** member who provides the needed service in the customers area. This service provides **BRANDSOURCE SERVICE** members a tremendous opportunity to grow their customer base and grow profitability.

www.BRANDSOURCE.com Service Call Referrals

www.brandsource.com is among the premier online sources for appliance and consumer electronic purchases. www.brandsource.com also features a store locator where consumers can search for appliance service providers and request service from them. As a **BRANDSOURCE SERVICE** member your company is included in this function, helping to drive consumers with a service need to your business.

www.BRANDSOURCE.com Service Call Sales

Non-servicing **BRANDSOURCE** retail locations have the ability to sell service calls (trip charge and diagnosis) to their customers. Those service calls are funneled into the **BRANDSOURCE SERVICE** network to increase your call volume! The selling dealer gets a commission and you get the trip charge and diagnosis fee and charge the customer your normal service rates!

BRANDSOURCE Sales Referral Rewards Program

If you refer a customer with a condemned product to a participating **BRANDSOURCE** retail location for product replacement you will be rewarded in CASH! Better yet, your customer will receive special promotions from **BRANDSOURCE**. For more information email services@brandsource.com.

BRAND SOURCE SERVICE Regional Training Events

BRANDSOURCE SERVICE hosts regional business management and technical training events across the country. These events are industry events and available to members at no cost. For more information email services@brandsource.com.

EXPERT CARE Health Benefits Program



Escalating health care costs continue to eat away at profits of independent companies. **EXPERT CARE** is a health care benefits program designed to help save you money while providing you and your employees with outstanding health care benefits. Available programs include health, dental and vision plans as well as health savings accounts and more! Visit www.expertcarebenefits.com to learn how you can start saving money and start offering your employees a health care plan you can afford.

EXPERT ASSURANCE Property and Casualty Insurance Program

Exclusive to **BRANDSOURCE SERVICE** members through the **BRANDSOURCE** group, the **EXPERT ASSURANCE** premier property and casualty insurance program includes building replacement cost, business property, inventory, business automobile coverage, general liability, inland marine and worker's compensation. This nationally negotiated program leveraged by the buying power of **BRANDSOURCE** helps save you money! For more information contact Mark Hodson at (801) 290-7129 or mhodson@poulton.com.

EXPERT HR Human Resources Program



Over 80% of today's independent service companies and retailers do not have an employee handbook in place, putting you at the mercy of the courts if an employee or former employee wants to challenge you on an employment issue.

EXPERT HR provides up-to-date employee handbooks based on your individual business and the state and federal laws that protect you and your employees. The handbook may not keep you out of the court system due to a disgruntled employee but it can save you thousands of dollars if you are ever challenged on how you treat your employees. **BRANDSOURCE SERVICE** members receive **FREE** online searches for local, state and federal laws as well as changes to the laws to keep you up-to-date. For more information dial (800) 209-6810 or email experthr@brandsource.com.

EXPERT PROTECTION Extended Service Policy Programs



BRANDSOURCE SERVICE has developed the **EXPERT PROTECTION** extended service policy program to give members terrific add-on sale and profit opportunity. When a member sells a plan they are guaranteed the first right of refusal for future service, tying the customer and the member together for the term of the contract. Plans are available for products both in and out of manufacturer's warranty and vary from basic part-only plans to complete parts and labor plans.

- Up to 5 years parts & labor coverage
- Up to 10 years part coverage (major component plan only)
- Power surge coverage from day one
- Fair, profitable service rates - not standard manufacturer's warranty rates
- Margin paid on replacement parts
- Mileage paid outside of your service radius
- Lemon replacement - the product will be replaced after the 3rd same covered failure
- In-shop hands-on sales training by **BRANDSOURCE SERVICE**'s very own certified sales trainers.

EXPERT APPAREL Service Uniform Program



BRANDSOURCE SERVICE members can take advantage of a discounted uniform program with **EXPERT APPAREL**, **BRANDSOURCE SERVICE**'s in-house garment provider. Garments available include everything from work shirts, pants and shorts to winter wear and belts. Shirts come pre-adorned with the **BRANDSOURCE SERVICE** emblem on the left breast and the Ronald McDonald House Charities™ emblem on the left shoulder. For more information email services@brandsource.com.

BRAND SOURCE CREDIT CARD Consumer Finance Program



The **BRANDSOURCE CREDIT CARD** provides your customer with a line of credit for your services. Offer your customers 0% interest financing terms to help them pay for unexpected service costs with minimal cost to you through the card services program. Standard bank cards typically charge you 2.5% to 3.5% of the sale and the customer must pay high interest rates. This program helps your bottom and saves your customer money! For more information contact Jeanie Humphrey at jeanie.humphrey@ge.com or (937) 534-8104.

BRAND SOURCE MARKETING Program



BRANDSOURCE MARKETING brings you everything you need to help market your services. From web page design and print ads to direct mail products to help you keep your customers yours! Services include:

- Web page design
- Direct mail campaigns
- Exterior building signage
- Yellow page advertising and design
- Print advertising and design
- Telephone answering systems

For more information contact: Jim Nelson at jim@brandsourcemarketing.com.

Stanley Black & Decker™ Tool Discount Program



BRANDSOURCE SERVICE has negotiated a discount program on the Stanley Black & Decker family of tools which includes well known brands like Stanley, Black & Decker, Bostich, DeWalt, Mac Tools and more. For more information on this program please email services@brandsource.com.

Scratch-B-Gone™ Stainless Steel Restoration Program



Stainless steel has been one of the hottest selling in kitchen appliances over the past several years. Scratch-B-Gone™ is a product and process that will remove scratches and discoloration from stainless steel products. Use this program to sell "do-it-yourself" kits to your customers or to train an employee on how to professionally perform restoration services and sell them. This is a virtually untapped market and a huge profit opportunity! For more information email services@brandsource.com.

Dryer Vent Wizard™ Referral Program



Restricted dryer vents account for over 15,000 house fires every year and the average technician encounters an average of 3 dryers with vent related problems a week. Refer these customers to Dryer Vent Wizard, specialists in dryer vent cleaning, repair and installation, and earn a \$25.00-\$35.00 referral fee based on volume. For more information email services@brandsource.com.

BP™ Gas Card Fuel Rebate and Card Management Program



BRANDSOURCE SERVICE members have access the BP business Visa card that provides monthly rebates on the gas purchased from BP gas stations. You also have instant on-line access to current charges, monthly reports by card holder, and you can create special spending limits and restrictions (fuel only - no food, up to XX gallons per day, etc.). Truly a money saving program you can use. For more information email mike.mccartin@fleetcor.com.

TruckSkin™ Vehicle Signage Program



Maximize your company's identity and take advantage of **BRANDSOURCE SERVICE's** growing recognition in the market place as a viable national service solution by adding Brand Source Service signage to your service vehicles. Use this special discounted program from TruckSkin™ and choose from one of several great looking configurations. Go on line to www.truckskin.com/brandservice and enter your user name and enter your user name "truckskinbs" and password "brandservice" for complete details.

Office Max™ Office Supplies Discount Program



BRANDSOURCE SERVICE members now have access to an Office Max office supplies program that saves you up to 50% off Office Essentials and up to 50% off the full line catalog. Special pricing can be negotiated on YOUR frequently purchased items and can be added to the core savings list. For complete details contact your **BRANDSOURCE SERVICE** National Market Manager or email services@brandsource.com.

EXPERT WAREHOUSE Appliance/Electronics Distribution



EXPERT WAREHOUSE is a national major appliance and consumer electronics distributor owned by **BRANDSOURCE**. It provides **BRANDSOURCE SERVICE** members the opportunity to make personal purchases at wholesale pricing. Whether you need them for your shop, your home or your employee's homes you now have access to the **EXPERT WAREHOUSE** line of products at dealer cost. For more information email services@brandsource.com.

National Affiliations



BRANDSOURCE provides new major appliances and electronics to every Ronald McDonald house in the nation, donating over \$150,000 in products and money annually to this worthy cause. **BRANDSOURCE SERVICE** members are authorized to use the RMHC logo in their advertising and are encouraged to partner with their area Ronald McDonald House.



You are now partnered up with the 14-Time National Drag Racing Champion, John Force and his complete drag racing team, including history making Ashley Force, the first woman to take a first place finish in NHRA Funny Car national racing (April 2008). Force was highlighted on the A&E TV reality show *Driving Force* and he and his drag racing daughters continue to make drag racing history.

BRAND SOURCE District Managers

Contact your **BRANDSOURCE** District Manager for assistance in taking advantage of any **BRANDSOURCE SERVICE** program or getting answers to questions.

2011 District Manager's Map Revised 06/02/2011

BRAND SOURCE

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District Managers provide support on the following brands/products:

