



Preferred Dealer Pricing Memo of Understanding

Effective *December 1, 2012* Copeland Furniture will implement a **Preferred Dealer Pricing** program for those accounts who have made significant floor investments in the Copeland Furniture and/or Frank Lloyd Wright® Furniture by Copeland lines.

In order to qualify for Copeland Furniture **Preferred Dealer Pricing**, an account must maintain a floor display of at least four collections from the *Copeland Furniture* and/or *Frank Lloyd Wright® Furniture by Copeland* catalogs. What constitutes a 'floored collection' is to be agreed upon by both vendor and dealer, however certain guidelines may be applied, including but not limited to the following:

- A bed with at least one nightstand and one large case piece
- A dining table with chairs and/or buffet
- An office desk with return (if applicable) and file storage and/or bookcases
- An assortment of at least seven occasional/accent/media pieces that don't fit within a single collection

The retailer's tally of qualifying floored collections is to be tabulated companywide and not per store. This provision specifically applies to retailers with multiple locations. In other words, the same collection displayed in four of a retailer's stores meets the minimum threshold for **Preferred Dealer Pricing** as does any mix of four different collections displayed in one or more store.

In the interest of minimizing the upfront investment required to qualify, Copeland Furniture will extend **Preferred Dealer Pricing** to retailers currently displaying, or who have on order, at least two collections in exchange for a commitment to build the minimum floor display within a set period of time. This is dependent on the retailer's commitment to add one net collection per High Point Market cycle, with floor orders received by two weeks following the end of a given market, until the requisite minimum is met.

Should a dealer opt against adding and/or maintained the minimum floor display according to the terms of this agreement, pricing will revert to standard wholesale without warning to be reinstated once the required floor placement orders have been submitted. Preferred Dealer Pricing will not be reinstated retroactively.