



Premier Builder Incentive

JANUARY 1, 2024 – DECEMBER 31, 2024

PROGRAM PURPOSE

Increase the specification and the sale of Sub-Zero Group West brands through specific spec and custom builders.

PREMIER BUILDER INCENTIVE

- Builder will receive an incentive rebate equal to 10% of the current UMRP price of each major Sub-Zero, Wolf, and Cove appliance sold to the builder or homeowner. Products purchased in the Premier Builder Incentive Program are eligible for all active consumer rebates and incentives.
- Each sale must meet the following guidelines below to qualify.

PROGRAM REQUIREMENTS

- Premier Builder Incentive **MUST** be approved and signed by Sub-Zero Group West management after an in-person meeting among the builder, the selling dealer and the SubZero Group West Territory Sales Manager (SZGW TSM). This must be completed prior to submitting any invoices for consideration.
- Packages must be a full Sub-Zero, Wolf, Cove or Best package to qualify. Packages that are not full Sub-Zero, Wolf, Cove, or Best do not qualify for the Premier Builder Incentive.
- Minimum Unit Qualification: 20 serialized units in a 12-month period. The 12 months begins from the dealer's first invoice date to the builder for product. Accessories, delivery, installation, taxes, and all other charges do not qualify for incentive payout.
- Sub-Zero Group West, Inc. will audit 100% of the registered purchases.
- Premier Builder Incentive expires one year from the first invoice from the dealer to the builder. The dealer and builder must sign a new contract for each successive 12-month period.
- Builder must have a valid California Contractor's License.
- Builder must submit qualifying invoices within 30 days of delivery for each order to your SZGW Territory Sales Manager to qualify. All invoices must list the selling dealer as well as each unit and serial number individually.
- Builder must have a current W9 on file. W9 must be complete and list the company name and Employee Identification Number (EIN).
- Premier Builder Incentive is a regional program offered by Sub-Zero Group West, Inc. and is not a national program. Therefore, the program is only available in all or part of the following counties: Los Angeles, San Diego, Orange, Ventura, Riverside, San Bernardino, Kern, Santa Barbara, and San Luis Obispo.
- Sub-Zero Group West, Inc. reserves the right to review the performance of the contracted builder based on contract guidelines. The incentive program may be terminated for noncompliance.



Incentive Payout Details

Premier Builder Incentive payouts will occur promptly after supporting invoices for sale of a minimum of 20 major units are received by Sub-Zero Group West. Please allow up to 4 weeks for payment to process and check to be received. Please also remember a current W-9 must be on file to issue payment.

Agreement No _____

Agreement Date _____

Premier Builder Company Name _____

Contact Name _____

Contractor License # _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Premier Builder Signature Date

Territory Sales Manager Signature Date

Sub-Zero Group West V.P. Sales Date



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