

PARTS TODAY 
Parts and Accessories for Your Home

PARTNER PROGRAM

AUTHORIZED - 2010



QUALITY BRANDS YOU CAN TRUST

MARCONE SUPPLY is the Nation's Largest Authorized Source
for all makes, brands and models of appliance parts, cooling
and heating equipment, property maintenance supplies, water filters,
tools and other essentials for your home, since 1932.

MAYTAG  Whirlpool  Amana  Electrolux  HOTPOINT  GE Thermador
Dacor BOSCH Caloric GAGGENAU Kenmore Haier Speed Queen
TAPPAN  ROPER  JENN-AIR Admiral  SAMSUNG  White-Westinghouse Norge 



The purpose of Parts Today™ is to form a partnership between local independent businesses and Marcone Supply to better serve the retail & property management appliance parts customer in local markets.

Combining successful entrepreneurial businesses with the industry's largest and most innovative distributor, Parts Today™ can help you expand appliance parts sales into a major profit center. Being a member of this program provides you with assistance and tools to help you grow your parts and accessory business profitably.

The Parts Today™ Program adds value to your business with many benefits designed exclusively for its Partners. Please review the enclosed information and feel free to call us at **1.800.522.8338** with any further questions you may have. Our hours are from 8:00 a.m. to 5 p.m. (Central), Monday through Friday.

- The **FASTEST GROWING** partnership in the appliance parts industry for the last 10 years
- Sponsored and supported by the largest parts distributor in the United States Provide next day inventory backup with more than 70,000 SKU's in stock representing more than 150 vendors
- Supported by Nationwide Distribution

Cannon Appliance

Cannon Appliance in Lakeland, Florida was originally established in February of 1984. Don Cannon had been working for a large independent service contractor in the Tampa, Florida area and decided to go into business for himself. Don and Diane Cannon began the business working out of their home in Lakeland servicing all brands of appliances. Since then, their business has expanded to eight technicians, managed by Don and five office personnel managed by Diane. The business was expanded to include selling rebuilt appliances and then become a member of the Marcone "Parts Today" program, which continues to grow every month.

With the growing number of sales by large non-servicing retailers, Don saw the need to dedicate one technician to those accounts. His job is to handle all stock repairs, damage repairs, as well as repairs to any products that may be returned to them. Also, Don is available on a limited basis to assist with other calls as needed.



Each Monday morning Don has a meeting in the shop with all of the technicians to go over any service bulletins, etc. received from different manufacturers they service as well as any business issues. At Cannon's this proves to be very helpful in completing service calls the first time.

Cannon Appliance recently had a booth at the annual "Taste of Business Expo" in Lakeland, Florida where they displayed an array of parts and accessories. Included in this display were the Maytag New Century Neptune Washer and Gemini Range, which helped draw attention of many customers. In return Cannon Appliance associates had an opportunity to visit and share information on the services they provide.

All of the associates of Cannon Appliance are dedicated to providing the highest level of customer service and they continually do so. A hearty thank you to Don, Diane and all their associates for the excellent service support they provide.

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Locations Around the World

NEW LOCATIONS
are being developed
all the time!

Let's Talk about Service

PARTS TODAY™ PARTNERS

PROGRAM BENEFITS

1. Assistance with store design and set up
2. Initial parts inventory guaranteed for 1st year
3. Partners special pricing
4. 2% of net purchases available as co-op advertising fund if account is current (50-50 split of approved invoices up to 2% allowance)
5. 1% of net purchases available as obsolescence fund if account is current.
6. Protected trade territory - Mutually Agreed upon Protected Trade Territory
7. Special Parts Today™ signage
8. Prepaid freight on web orders of \$150, and multi-ware house orders with \$15 minimum per warehouse
9. 60 day return policy
10. MSA Plus Membership
11. (1) Free return shipping "ARS" tag per month
12. (1) Free MSA Convention Registration
13. 50-50 Co-op assistance towards Membership in an Apartment Association (maximum payout \$200)

REQUIREMENTS

1. Completion of Parts Today™ Partners Application
2. Application fee of \$4,500 (refundable if not approved). \$1,000 will be refund if Member attends MSA Convention, date will be given at setup
3. Payment due for entire program prior to store set-up.
4. Use of SwiftLink™ software system
5. myMarcone website access
6. Annual renewal fee of \$750 (Additional \$399 charge for multiple stores)
7. To collect Co-op and Obsolescent Funds your account must be in good standing.
8. To collect Obsolescent Funds, parts must be submitted in Excel format (a 10% administration fee will be charged).
9. All Fund Money must be submitted in January of the following year (after January 31st a 10% administration fee will be charged).

INVESTMENT REQUIREMENTS

APPLICATION/START-UP FEE.....\$4,500.00

- Due with signed application & questionnaire
- Refunded if application is not accepted

RETAIL PARTS TODAY™ STORE

Hardware Package.....\$8,000.00*

- Paid within 2 weeks after application acceptance
- Non-refundable
- Package includes:
 - Indoor retail displays (gondolas, bin boxes, display signs, shelving, tubs, hooks and price gun)
 - Marketing & Merchandising Guide

INVENTORY ESTIMATE\$25,000.00*

- Appliance Parts & Installation
- Cooling & Heating
- Property Maintenance
- Water Filtration & Essentials For The Home

WORKING CAPITAL.....\$5,000.00

TOTAL INVESTMENT.....\$42,500.00*

*Cost may vary

BUILDING REQUIREMENTS

Should you be selected for our Authorized Parts Today™ Program, you must provide the following minimum store requirements prior to store set-up

1. 800 sq.ft display selling area (includes counter area)
2. 600 sq.ft. minimum back room space
3. 32' x 8' tall pegboard in back room area (Eight 4' x 8' x 1/4" sheets)



PARTS TODAY™ PARTNERS

APPLICATION/CONTRACT

Yes, I want to be a Parts Today™ partner and I agree with the program requirements as identified in this application/contract. I have also completed and am submitting the Parts Today™ Questionnaire with my application.

Billing Address

Company Name _____
Address _____ City _____ State _____ Zip Code _____
Phone # _____ Fax # _____ E-mail _____

Shipping/Store address if different than billing address

Company Name _____
Address _____ City _____ State _____ Zip Code _____
Phone # _____ Fax # _____ E-mail _____

PAYMENT

I have enclosed a check in the amount of \$4,500 payable to Marcone to cover my application fee. YES ☐ NO ☐

I understand and agree to following Parts Today™ requirements:

1. Application fee of \$4,500 (refundable if not approved)
2. Use of SwiftLink™ software system
3. Minimum of 1,400 sq. ft. display area dedicated to Parts Today™ inventory - 800 dedicated to retail display area, 600 dedicated to rear stock area
4. \$8,000 investment in Store Hardware Package (includes hardware & signage)
5. \$25,000 initial inventory investment
6. \$5,000 working capital
7. myMarcone website access
8. Must purchase 80% of parts from Marcone Supply
9. Annual renewal fee of \$750
10. Return of all Parts Today™ signage upon exiting as a Parts Today™ Partner

Owner/President

(PRINT NAME)

(SIGNATURE)

(DATE)

Your complete application package includes:

- Signed & fully completed application/contract
- Include floor plan
- Check for \$4,500

Please mail your application/contract package to:

One CityPlace Drive, Suite 400
St. Louis, MO 63141
Attn: Parts Today™



Congratulations on taking an interest in Parts Today. Below is a breakdown of the process and timeline that it will take to get your store completed and ready for your first retail customer. The set up will take place 8 weeks after we have come to a mutual agreement and all necessary terms have been met. It is to your advantage to be as timely as possible as to not delay the process any further. The physical set up takes about 5 business days and typically includes 2-4 Marcone employees.

1. Customer fills out the Parts Today application, submits a check for \$4500 and floor plan.
2. The floor plan must be as detailed as possible. If you're not sure, add it. Better to have too much than too little.
 - a. The floor plan must be to scale and include:
 - i. All dimensions of both showroom and backroom.
 - ii. Location of all windows, doorways, or any other obstruction that could impede gondola locations.
3. Upon agreement to move forward with this program, customer provides a check for the remainder of the balance, \$37,500, and a detailed floor plan. No further activity will take place without the remaining funds. If declined, set up fee will be returned.
4. Marcone will then lay out the floor plan design and fax to customer for approval.
5. Customer approves floor plan.

When the above process is completed your setup date will be given to you, approximately 8 weeks later

6. Hardware and Inventory arrive a week prior to set up.
7. Customer verifies all packages have been received.
8. Crew arrives following week to set up store. Typical timeframe is 5 business days to complete.

Adhering to the process and moving in a timely manner ensures that your store is set up 100% to the liking of both you and your retail customers, leaving you ready to open the doors to a World of profitability. Remember, we're building a business relationship together and quality is our first and foremost objective. We don't just build customers in 5 days...we build them for life.