

Montana Silversmiths PowerChord e-Commerce Solution DEALER REQUIREMENTS AND POLICIES



www.montanasilversmiths.com

DEALER ELIGIBILITY

- * Email and web access.
- * Must have a brick and mortar store with a store front.
- * Must have done at least \$5,000 in business over the last 12 months.
- * Must be in good credit standing.
- * Must be a full dealer and stock a reasonable selection of products from each product line.
- * Active account for past 6 months
- * If dealer already has a website, it is strongly recommended that they provide a link from their site to their PowerChord site using the provided logo that is available when they sign up for PowerChord.

POWERCHORD FEES

- * \$40.00 per month billed annually. Includes one zip code location
- * \$79 activation fee - a one time charge.
- * Pro-rated billing schedule for remainder of signup year.
- * 1st invoice for full year sent January 1st.

MULTIPLE LOCATIONS

*If a retailer has multiple store locations and wishes to have them in the listing, each additional zip code listing can be purchased for \$25 per year. If a retailer requires multiple websites, then each site is charged the full \$79 activation fee in addition to the \$40/month fee.

SUBSCRIBING

- * Retailers can apply for PowerChord on line at www.shopmtsilver.com/links,
- * Contact your Sales Representative.
- * Through PowerChord direct (800) 350-0981.

INVOICING

- * Retailers will be invoiced every year for the next year of service in January.
- * Additional zip code fees, if applicable, will be added to these invoices.
- * At the end of the one year subscription, Montana Silversmiths will auto renew for one year unless written notification is received 30 days prior.
- * If an account becomes past due status, the retailer's PowerChord site will be "turned off" or deactivated from the PowerChord system. All current consumer orders will be processed and fulfilled. Retailers will be billed for those orders.

RETAILER SITE LINKS

- * If a retailer already has a site, it is strongly recommended that they provide a link from their main site to their PowerChord site.
- * If a retailer already has a website, they may put a link on their Montana Silversmiths PowerChord site that will link consumers back to the retailer's main site home page.
- * Links can only lead to the retailers Home Page. Any other website link will be prohibited.

RETAILER CONTROLLED AREA

- * Retailers will be allowed to mention other brands/products in the text areas, but will not be allowed to display or advertise sales/sale prices, promotions and or events of a non-Montana Silversmiths product or brand.

INVENTORY

- We will try to maintain an inventory of all items shown on our website. If inventory on an item becomes low, we will remove the "Shop Now" button, but still show the item until levels return.

DEALER LOCATOR

- * The Retailer Locator will display the five nearest retailers within 100 miles in proximity to the consumer's zip code. If more than five retailers are within the same zip code search, the system will randomly rotate the 5th retailer listing.
- * The system is built on USPS zip code data files and GPS distance calculations from zip code to zip code.

CONSUMER CHECK-OUT

- * Once the consumer's order is completed, a courtesy auto reply email will be sent from PowerChord confirming the receipt of the consumer's order.

CONSUMER ORDER PROCESSING

- * Notification on all orders will be sent to the retailer via email. For this reason, retailers are required to check their emails on a daily basis for PowerChord orders and communication.
- * Retailers will promptly receive online orders via email. The retailer is required to check e-mails daily in order to process consumers' orders. Montana Silversmiths will have the ability to view orders and determine orders not yet processed.
- * When processing an order, the dealer does have the option to have Montana Silversmiths ship the item for them. The retailer will receive an invoice from Montana Silversmiths for the item and actual shipping. A drop ship fee will apply – please see section on page 2 entitled "Drop Shipping".

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CREDIT CARD PROCESSING

* The system permits the retailer to take only the credit cards they wish to accept. Retailers will process the credit card for validation and proceed with the transaction. Accepted credit cards are identified with those logos on retailer's specific web pages. PowerChord is able to link orders to Authorize.net for automated credit card processing. The retailer will be directly billed additional fees for this service.

SHIPPING & DELIVERY

* Retailer has two delivery options to the consumer:
1. Ship the product directly to the consumer if it is in stock
2. Forward the order to Montana Silversmiths for drop shipment to consumer.

SHIPPING CHARGES

* The system will default to a flat fee based on the order amount and is automatically calculated.
* A default shipping tree is provided on the site but dealers are responsible to edit the shipping tree and keep their shipping charges current.
* All orders will be shipped UPS unless specified otherwise.
* Dealer will pay the actual shipping charges from Montana to the customer.

SHIPPING PREFERENCES

* Retailers can turn the shipping options off/on in order to offer reduced shipping charges or free shipping. If the retailer opts.

DROP SHIP OPTION

Silversmiths fulfill and ship the order to the consumer.
* The fee for this convenience is 15% of the wholesale order amount.

* The retailer will be invoiced for the item, the drop ship fee and the actual shipping charge to ship the item to the consumer.

TAX RATES

* Retailers are responsible to enter sales tax rates for all locations, all states during the administrative setup. States that require tax on BOTH product and shipping, will be automatically calculated by the system.
* Consumers can view total cost of their purchase including tax and shipping on the shopping cart page.

Montana Silversmiths Order Fulfillment

•When the retailer chooses to have Montana Silversmiths drop ship product directly to the consumer, the retailer will incur an additional service fee of 15% of the wholesale amount. Drop shipments to the consumer are based on Montana Silversmiths warehouse location. The retailer is responsible for actual UPS shipping rates.

To Ensure On-Time Drop-Shipped Delivery:

- Montana Silversmiths must receive standard shipped orders within 2 business days of the consumer's order. (7-10 day delivery)
- Montana Silversmiths must receive express orders within 1 business days of the consumer's order. (4-5 day delivery)
- Super express rush orders must be received the next business day by 9:00 a.m. mountain time. (2-3 day delivery)

Return Policy As Appears on PowerChord

•As part of the Retailer's Montana Silversmiths/PowerChord site, a feature allows the Retailer to state their specific Store Return Policy. The Policy is clearly displayed in the shopping cart area for the

consumer to view at the time they enter information for product purchase.

- Retailers assume all responsibility to manage returns in any fashion they choose, and need not modify their current policies.
- Montana Silversmiths standard return policies apply. Montana Silversmiths will replace broken/defective merchandise. No returns for credit/refund on broken/defective merchandise.

Return Policy

Full refund within 30 days and must include a valid receipt. All returns must be handled through the servicing dealer. Montana Silversmiths will not work directly with a consumer on PowerChord purchased merchandise.

Breakage and Defective Policy

Any claims for damaged products shipped by Montana Silversmiths, will be re-shipped directly to the consumer at no additional cost to the retailer or consumer. Therefore, there will be no retailer breakage/defective allowance.

Products Pricing

•All product is automatically uploaded at Montana Silversmiths suggested retail price. Retailers can increase their own pricing across the board, in groups on select items, etc. If retailers do not opt to change pricing, the system will default to the uploaded pricing.

Product Display in Retailer Sites

•Retailer's PowerChord websites will default to display only those categories to consumers that the retailer is authorized to sell. During the administrative set-up, retailers will have the option to make categories inactive, thus allowing retailers to customize their sites via the product preferences.

Technical Support

PowerChord direct (800) 350-0981.