

2025 ProWood® Certified Dealer Program

CRITICAL STRUCTURE STATUS - PROWOOD **ELITE** CERTIFIED DEALER

RECEIVE \$10,000 IN MARKETING FUNDS

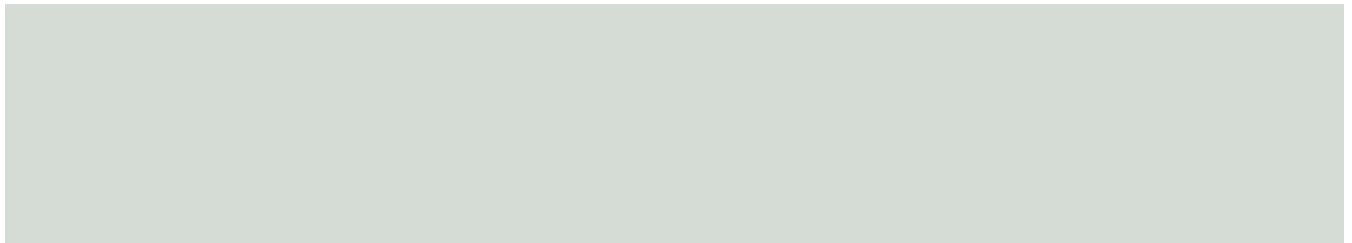
PROGRAM OBJECTIVE

Provide comprehensive marketing support for dealers who purchase \$2,000,000 or more in ProWood product purchases - maximizing market presence and dealer success.

- **Paid Advertising:** Funding for local advertising campaigns, including TV and major online platforms. Customized marketing campaigns tailored to the dealer's market.
- **In-Store Displays:** Provide high-end display solutions, such as interior and exterior signage and marketing collateral. Regular updates of promotional materials and display refresh.
- **Local Events:** Funds towards community event or philanthropic cause.
- **Merchandise:** Offer an extensive range of high-quality branded merchandise. Exclusive co-branded items designed specifically for ProWood Elite Certified Dealers.
- **Training and Support:** Comprehensive training programs, including onsite sessions and advanced workshops. Priority access to new product launches and marketing materials. Access to ProWood Marketing team for training, support, and reporting on market initiatives.

PROGRAM REQUIREMENTS

- Dealer must purchase at least \$2,000,000 or more in ProWood branded products within a program year.
- Dealer's previous year's purchases will be used to qualify them for the current program year.
- If Dealer surpasses their previous year's purchases within current program year, any additional marketing funds owed due to being put into a higher tier will be updated within the Dealer's account.
- Dealer MUST register for the program offering and be approved by ProWood, LLC to receive the specified marketing funds.
- All marketing funds must be used to promote the ProWood brand alongside the Dealer.
- Funds uses must be requested through the ProWood website. Once approved, a check or credit will be made to Dealer for approved amount, not to exceed available funds.





2025 ProWood® Certified Dealer Program

GROUND CONTACT STATUS - PROWOOD CERTIFIED DEALER

RECEIVE \$5,000 IN MARKETING FUNDS

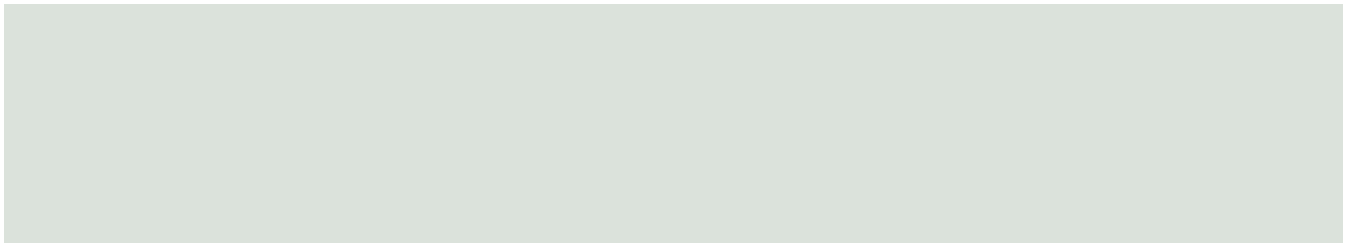
PROGRAM OBJECTIVE

Provide comprehensive marketing support for dealers who purchase \$1,000,000 or more in ProWood product purchases - maximizing market presence and dealer success.

- **In-Store Displays:** Provide branded posters, flyers, and marketing materials. Offer basic display stands or product organizers.
- **Marketing Collateral:** Supply digital assets for social media and website use. Provide a monthly newsletter.
- **Merchandise:** Offer branded merchandise such as T-shirts, caps, and tote bags. Provide product samples, literature for customer giveaways.
- **Training and Support:** Access to online training modules on product knowledge and sales techniques. Quarterly webinars on marketing and sales strategies.

PROGRAM REQUIREMENTS

- Dealer must purchase at least \$1,000,000 or more in ProWood branded products within a program year.
- Dealer's previous year's purchases will be used to qualify them for the current program year.
- If Dealer surpasses their previous year's purchases within current program year, any additional marketing funds owed due to being put into a higher tier will be updated within the Dealer's account.
- Dealer MUST register for the program offering and be approved by ProWood, LLC to receive the specified marketing funds.
- All marketing funds must be used to promote the ProWood brand alongside the Dealer.
- Funds uses must be requested through the ProWood website. Once approved, a check or credit will be made to Dealer for approved amount, not to exceed available funds.



2025 ProWood® Deckorators® Truckload Stocking Dealer Rebate & Marketing Funds Program



WINTER BUY TRUCKLOAD OFFERING TERMS

- All orders due by 1/31/2025
- Delivery of orders no later than 3/28/2025
- 1% 90 Days ADI/ADF invoicing terms
- Truckload orders of non-Venture product receive an extra 5.5% rebate discount in addition to the in-season rebate discount of 5% - net rebate discount of 10.5% on all truckloads ordered and shipped during the Winter Buy season
- Venture decking receives a 4% rebate discount during the Winter Buy season

IN-SEASON TRUCKLOAD OFFERING TERMS

- All truckload orders received after 1/31/2025
- Delivery anytime between 3/28/2025 – 12/31/2025
- Truckload orders of non-Venture product receive the in-season rebate discount of 5%
- Venture decking does not have an in-season rebate discount

NON-TRUCKLOAD / OUT-OF-WAREHOUSE OFFERING TERMS

- All non-truckload orders throughout the program year – January 1, 2025 – December 31, 2025 receive a 1% rebate discount

PROGRAM REQUIREMENTS

- Stocking Dealer must purchase at least one truckload of material during Winter Buy period to qualify for in-season truckload discount.
- Stocking Dealer must register for the program offering and be approved by ProWood, LLC to receive the specified rebate discount.
- Stocking Dealer must qualify and register for the Deckorators Certified Dealer Program here: [Dealers – Deckorators](#)
- Stocking Dealer will receive up to 10.5% during Winter Buy season and 5% in-season on full truckloads in addition to the rebate received directly from Deckorators with qualification of their manufacturer Certified Dealer program.
- SureStone truckloads must meet minimum of 27,000 LF
- WPC truckloads must meet minimum of 19,000 LF
- Railing truckloads must meet minimum order of \$100,000

*Exact discount rebate will be determined by Dealer cost and mix of product per truckload as invoiced



2025 ProWood® Deckorators® Truckload Stocking Dealer Rebate & Marketing Funds Program

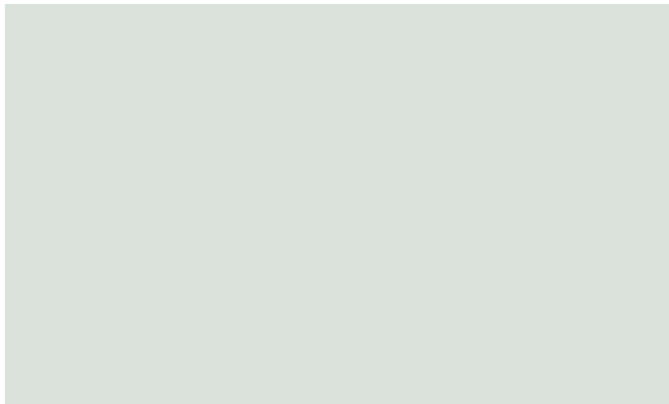


MARKETING FUND OFFERING TERMS

Marketing Funds Percentage Based off Deckorators Purchases.

\$0 - \$499,999	0.5%
\$500,000 - \$999,999	1.0%
\$1,000,000 - \$1,999,999	1.5%
\$2,000,000 +	2.0%

- Stocking Dealer must register for the program offering and be approved by ProWood, LLC to receive the specified rebate discount.
- Marketing funds percentage will be established based off prior year's Deckorators brand purchases, unless otherwise agreed upon
- Funds are available at any point throughout the year
- Dealers cannot utilize funds tied to future purchases
- Marketing funds uses must be requested through the ProWood website and Dealer must provide documentation of spend and use to ensure marketing funds are used to promote both Stocking Dealer and Deckorators. Once approved, a check or credit will be made to Stocking Dealer for approved amount, never to exceed available funds.



2025 ProWood® Deckorators® Non-Truckload Dealer Rebate Program

NON-TRUCKLOAD DEALER OFFERING TERMS

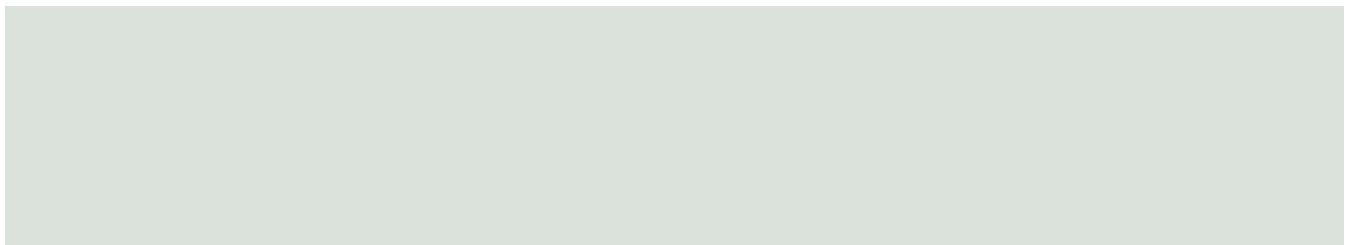


- - Non-Truckload Dealers qualify for a 1% rebate on all ProWood and Deckorators products
- - Non-Truckload Dealers who achieve \$50,000 in both ProWood and Deckorators purchases will qualify for a 2% rebate thereafter

PROGRAM REQUIREMENTS

- Non-Truckload Dealer must display at least one Deckorators railing or accessory offering and one decking line with all available color options
- Non-Truckload Dealer must participate in at least one product knowledge training per quarter
- Non-Truckload Dealer must order both Deckorators and ProWood branded products to qualify for program rebate offering
- Once Non-Truckload Dealer reaches \$50,000 in ProWood and \$50,000 in Deckorators brand purchases, Dealer will start to receive a 2% rebate on all ProWood & Deckorators purchases thereafter – not retroactive back to dollar-one

*For each dealer yard that reaches the \$50k in Deckorators and \$50k in ProWood, the rebate will change from 1% to 2% for each respective yard



2025 ProWood® UFP-Edge® Stocking Dealer Rebate Program



STOCKING DEALER OFFERING TERMS

- Stock either Primed Trim & Fascia OR Pattern Stock and receive a 2% rebate on all UFP-Edge brand purchases within program year
- Stock BOTH Primed Trim & Fascia AND Pattern Stock and receive an additional 1% rebate on all UFP-Edge brand purchases within program year

PROGRAM REQUIREMENTS

- Stocking Dealer must stock either Primed Trim & Fascia OR Pattern Stock to receive the 2% rebate
- If Stocking Dealer stocks BOTH Primed Trim & Fascia AND Pattern Stock, receive an additional 1% rebate on all UFP-Edge brand purchases – netting Stocking Dealer a 3% overall rebate on UFP-Edge brand purchases

