



Dealer Application

**** Note: Opening order must accompany this form. ****

I. Customer Information

Date	
Company Name	
Address	
City, State, Zipcode	
Telephone	
Fax:	
Website:	
Type of Business	<input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Individual Ownership
Date Established	

Showroom Mgr. Name	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.
Showroom Mgr. Email	

Industry	<input type="checkbox"/> Kitchen & Bath <input type="checkbox"/> Audio Visual <input type="checkbox"/> Other: _____
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II. Dealer Status Applying For:

Dealer Status Applying For (showroom display orders must accompany this form):

- Authorized Dealer/Purchaser
- Showroom (1 showroom display / \$10,000 yearly sales minimum)
- Premier Showroom (3 showroom Displays / \$30,000 yearly sales minimum)
- Master Showroom (5 showroom displays / \$50,000 yearly sales minimum)

Credit Status applying for:

- Credit card or prepayment (omit section 3)
- Opening order credit card or prepayment; Subsequent orders line of credit (fastest approval process)
- Open line of credit (allow 5-10 days for processing)



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III. Credit Reference Information

Bank Reference			
Bank Name			
Account No.			
Address			
City, State, Zipcode		Telephone	
Contact Person		Fax	

Business Reference 1			
Company Name			
Address			
City, State, Zipcode		Telephone	
Contact Person		Fax	

Business Reference 2			
Company Name			
Address			
City, State, Zipcode		Telephone	
Contact Person		Fax	

Business Reference 3			
Company Name			
Address			
City, State, Zipcode		Telephone	
Contact Person		Fax	

IV. Conditions of Sale

Quotations: Prices quoted are effective for 60 days from date of issue and subject to change if this quotation has not been accepted within the 60-day period.

Installations: All Seura pricing does not include on-site mounting, assembly, or installation. On-site supervision or demonstration can be arranged upon request. Seura is not responsible for local regulations and/or installation requirements.

Acceptance of orders: Acceptance of orders is subject to credit approval by Seura, Inc.

Alterations/Corrections/Canceled Orders>Returns: Customer alterations include all work performed in addition to the original specifications. All such work will be charged at Seura's current rates. Orders cancelled by the customer after receipt and acceptance of a purchase order will be subject to incurred costs and related obligations at time of cancellation. Unopened stock items can be returned with 30 days, but are subject to a 25% restocking charge plus the cost of any return freight charges. Custom orders and other special options are not returnable.

Shipping / Delivery: Unless otherwise specified, the shipping quote is for a single shipment, without storage, FOB Seura's dock. Estimate also assumes that consignee is a commercial business and has off loading facilities. Shipping estimates are subject to fuel surcharges or additional charges if prices significantly change. Proposals are based on continuous and uninterrupted delivery of the complete order. If the specifications state otherwise, Seura will charge accordingly at current rates. Title for finished work passes to the customer upon delivery to the carrier at Seura's dock. Unless otherwise specified, shipping expenses are the responsibility of the customer. **Estimated Shipping - Production Schedules:** Production schedules will be established and followed by both the customer and Seura. There will be no liability or penalty for delays. All lead times and production schedules are quoted AFTER RECEIPT OF ACCEPTED ORDER. Seura cannot be held responsible for delays in production schedules due to excessive delays in customer approvals.

International Sales: Seura is not responsible for duties, taxes, or brokerage fees that are applicable, especially on international shipments. Customer is responsible for all brokerage of products. Information regarding the broker to be used must be supplied at time of order. All prices are quoted in US dollars.

Payment Terms: Standard units are subject to terms granted. Custom units and orders greater than 6 units: 50% down at order, 50% Net 30.

Internet Sales: To protect the financial investment of that the Seura partners have made in selling our products, we discourage the resell of our products to other showrooms or brokers who are not included in our approved list of authorized dealers. It is Seura's policy that all Internet, voice and print advertising, reflect our Recommended Retail Price or higher. Dealers who do not comply will be removed from all Seura dealer links and listings. In addition, Seura will refuse drop shipment to those customers and will only ship to the location of the dealer. Products sold through unauthorized Internet resellers will also be non-warranted.

Volume Price Breaks: Total number of items on order must equal or exceed estimate quantities. If order amount and/or quantities are canceled, causing the total number of units to fall below the required quantity for that price, purchasing party will be charged any applicable costs to offset the change. Unless otherwise specified, the price quoted is for a single shipment, without storage, FOB Seura's dock. Proposals are based on continuous and uninterrupted delivery of the complete order.

Warranty: 1 year limited warranty.



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V. Customer Authorization

In consideration for any extension of credit, purchaser agrees to the conditions of sale and payment terms as set forth above. The purchaser also agrees to pay reasonable attorney fees and other costs incurred for collection of delinquent accounts. Amount remaining unpaid after due date is subject to finance charge of 1.5% per month. I hereby authorize you to investigate the references listed and to obtain information from banks and credit reporting agencies pertaining to my/our credit financial responsibility.

Print Name

Owner/Officer Signature

Date

VI. Manufacturer Representative Approval

Agency Name

Date

Account Representative Name

Account Representative Signature