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SUPPLYING QUALITY HOME PACKAGES TO THE WORLD SINCE 1968

Internet Marketing Guidelines

- I. **Introduction:** Now that the internet has become our primary source for lead generation, it has created new marketing situations that we have not experienced before. Hence, it has become necessary to establish more specific marketing guidelines for our dealer Internet Marketing programs.

- II. **Where and how can Internet Marketing be done?** Any Dealer can market anywhere they desire on the internet. For internet marketing purposes there are no territory boundaries. For example, any Dealer can run search engine advertising targeting any area in the world. Any Dealer can place Craigslist advertising in any area in the world. (This is not to be confused with print advertising. No Dealer can run print advertising in another Dealer's area. Print advertising is any printed matter, news print of any kind, direct mail, bill boards or Yellow Pages (including online Yellow Pages). Basically, nothing printed).

Regardless of where the advertising is done, the Dealer must service customers as if they were in their local area. This means that pre-delivery, delivery day and any needed follow up job site visits are required regardless of how far it is away from their office. The idea is that regardless of where a given Dealer advertises they are expected to have the knowledge base and support services available to make the sale happen. If for some reason a Dealer decides to contact another Dealer to help make a sale happen, the two Dealers must arrive at an acceptable compensation. The terms of the compensation are entirely decided between those two Dealers. It's important to note that no Dealer is required to help another make a sale.

Even though any Dealer can advertise anywhere they want on the Internet they still must exclude all other Dealers names when it comes to keyword advertising. If you need assistance with this please contact your advertising service or PMHI might be able to help.

- III. **How does PMHI respond to a customer trying to work with more than one Dealer?** This has been a problem from long before the internet's popularity. In the past prospects would open the Yellow Pages and call everyone listed. Now they go to the internet and call everyone listed. However, the internet has created

a different situation because the companies they find are local as well as all over the world.

In response to this situation PMHI will continue with the same policy that has worked well for many years. We will separate customers into two categories;

- A. Those just starting on their project
- B. Those with plans already drawn.

When a Dealer has first contact with a potential customer it is normal procedure to find out how a customer found them and what they are planning to build, etc.. If during these questions you learn that they are already working with another PMHI Dealer, PMHI would like you to respond with something like, "They're a good company, is there something you are looking for that they don't provide?" If they talk about price, explain that the Factory establishes the price so there is no benefit to talking to more than one PMHI Dealer and refer them back to the original PMHI Dealer.

In the event a potential customer wants to further discuss the benefits/advantages of working with your Dealership over another Dealer, it's important to adhere to the following: Under no circumstances are you to put another Dealer in a "bad light" or attempt to compete based on better pricing. For example, it's appropriate to explain your Dealership's experience and services offered. It's not appropriate to explain these differences by way of drawing comparisons between your Dealership and another Dealer. Further, if you have a higher commission level than another Dealer, it's not appropriate to offer discounts as an enticement to a potential customer to chose your Dealership over another Dealer. This does not include current PMHI authorized factory promotions.

To help ensure that potential Dealer competition remains friendly PMHI is instituting the following;

1. If a Dealership is putting another Dealership in a "bad light" as a means to win a potential customer's business, then the offending Dealer's commission level will be dropped by 1 level from their current level for a period of 6 months on all package deliveries during said period of time.
2. If a Dealership is competing with another Dealership based on discounts then the offending Dealership's commission will be dropped to the level of the Dealership with the lowest commission level on that potential project. The effect being that neither Dealer has a commission advantage.

If the potential customer already has plans and are just contacting everyone they can find to get a price, PMHI will only generate one quote for the first Dealer that sends PMHI the plans and required PMHI quote paperwork.

- IV. **How will PMHI respond to Dealers pursuing other PMHI Dealer's prospects or customers?** Another aspect of prospecting that has become more common is the purchasing of lists that show recently issued building permits. With the advancement of internet services it has become even easier to purchase these lists of building permits by area and even by type of structure (commercial, residential, etc.). Hence, it has become necessary to also establish guidelines for these types of marketing efforts.

Since most prospects have already made commitments to whom they are going to work with by the time they have a building permit, there is a potential that when you are prospecting these lists that you will come across someone that is already working with another PMHI Dealer. In that event, you will not pursue the prospect. You will advise the prospect that the PMHI Dealer they are already working with will do a good job for them and that you are marketing the same product at the same price. Do not under any circumstance pursue the prospect any further. Additionally, PMHI will not support any Dealer in the pursuit of another Dealer's customer. Continued violation of this policy may result in the termination of the offending Dealer's License Agreement.

- V. **Conclusion:** During our 40+ years in business customer overlap has only been an occasional problem. This is because most PMHI Dealers are professional and it was not as easy to find other Dealer prospects. It is our hope that these guidelines will help reduce future conflicts. We realize that since the internet is dynamic these guidelines will need to be as well.