



PACIFIC MODERN HOMES, INC.

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SUPPLYING QUALITY HOME PACKAGES TO THE WORLD SINCE 1968

PMHI Dealer Classifications

I. General:

- A. Home Territory defined: A Home Territory is the county(s) assigned by PMHI to a given Dealer. Some counties may be split into multiple Home Territories.
- B. Annual Sales Goals: Effective coverage is determined by the potential sales volume for any given Home Territory. PMHI will establish a minimum sales objective for each Home Territory.
- C. Annual Sales and Marketing Review:
 - 1. Each Home Territory will be reviewed each six (6) months by the National Sales Manager to determine if all Dealers are “on schedule” to achieve the established sales and marketing objectives.
 - 2. After the review, the Dealer responsible for the sales activity in that Home Territory will be assigned a rating of “Platinum” or “Gold” dealer status.

II. Platinum Dealer Status:

- A. Defined:
 - 1. Achieves 75% or more of the Annual Sales Goal for the Dealership.
 - 2. Achieve Annual Marketing Goals for Dealership.
 - 3. New Dealer during their first year.
- B. Marketing Requirements:
 - 1. Dealer must maintain a viable website. This includes monthly updates and Search Engine Optimized (SEO) (See web site design guidelines on the PMHI Dealer Site)
 - 2. If there are areas in the Dealer territory that are not effectively covered by the internet the Dealer must market to these areas in the most effective manner possible. For example; some remote areas do not have reasonable internet access and are better covered by local Land/Home publications.
 - 3. Dealer must be regularly available to customers.
 - 4. Dealer must respond promptly to customers. If a customer leaves a message by phone or e-mail Dealer needs to pride themselves in quick response, ideally within 4 hours or less. Research show that whoever is the first to respond to a customer’s initial contact gains a significant competitive advantage.
- C. Benefits:
 - 1. All benefits as defined by Dealer License Agreement.

2. Protected Home Territory.
 - a. PMHI will not knowingly compete or directly advertise in Home Territory.
 - b. PMHI does not allow other Dealers to directly advertising or promoting their services in another Dealer protected Home Territory.
 - c. Referral of all leads developed by PMHI in protected Home Territory.

III. Probationary Platinum Dealer Status:

A. Defined:

1. Achieves less than 75% of the annual Sales Goal for the Dealership.
2. Probationary status can be assigned if six (6) month review indicates Dealer will not achieve annual sales objective. This probation period will continue for a period of six (6) months. At the end of this period there will be another review. The outcome of the review will either reinstate the Dealer as a full Platinum Dealer (if sales warrant it) or drop the Dealer to a Gold Dealer Status. (Refer below for Gold Dealer definitions.)

B. Benefits:

1. All benefits as defined by Dealer License Agreement.
2. Protected Home Territory.
 - a. PMHI will not directly advertise in Home Territory.
 - b. PMHI does not allow other Dealers to directly advertising or promoting their services in another Dealer protected Home Territory..
 - c. Referral of all leads developed by PMHI in protected Home Territory.
 - d. PMHI may split territory and add additional Dealer(s).

IV. Gold Dealer Status:

A. Defined:

1. Achieves more than 25%, but less than 75% of the annual Sales Goal for the Dealership, but has sales and obvious sales efforts (plan sales, drafting, etc.).

B. Benefits:

1. All benefits as described by Dealer License Agreement.
2. Leads assigned at option of PMHI.
3. PMHI may split territory and add additional Dealer(s) instead of terminating existing Gold Dealer(s).

V. Terminated Dealer:

A. Termination Reasons:

1. Achieves less than 25% of annual Sales Goals.
2. Ongoing complaints as defined by current Customer Complaint

Policy and Procedures.

3. Consistent violation of PMHI published Dealer Policy and Procedures.

4. One or More reasons listed above = Termination.

B. Restrictions:

1. Not allowed to act as a PMHI Dealer in any manner or form.

2. Not allowed to use any PMHI literature or plans for any sales efforts.