

2013



Member Benefits Guide

A comprehensive guide to
BRAND SOURCE SERVICE group services

Prepared
EXCLUSIVELY
for PSA members



BRAND SOURCE SERVICE Member Benefits Guide

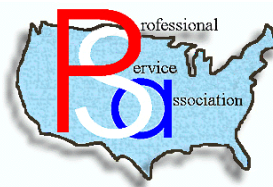
Welcome to **BRAND SOURCE SERVICE**, a division of Associated Volume Buyers, Inc. designed to provide Service companies the training, education, programs and benefits to ensure the utmost in profitability and professionalism while delivering the consumer the highest quality service experience.

This guide provides you with a listing of the many benefits available to you based on your **BRAND SOURCE SERVICE** membership as shown below...

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Contact Mike Cox With Any Question Regarding the Benefits of **BRAND SOURCE SERVICE**.
Mike Cox 714-502-9620 or Mike.cox@brandsource.com



877-GO-BRAND National Service Call Referral Center



The purpose of this letter is to acquaint you with the Benefits of Brand Source Service and encourage you to take advantage of those benefits that you as a PSA member have with Brandsource Service. Brand Source Service was created to accomplish several objectives including:

- Driving Member Profitability through training, education and new profit centers.
- Creating a national service network by linking together stand alone service companies and Brand Source's estimated 1500 servicing dealers.
- Marketing the network by taking advantage of Brand Source's nationally recognized brand name.

To date, the Brand Source Service organization has grown significantly and has attracted the attention of many manufactures, parts distributors, and key trade associations. The result for Brand Source Service members are increased service opportunities and profitability.

On the following pages are brief details of many Brand Source Service programs and information on how these programs will benefit your business. To join Brand Source Service simple complete and return the enclosed Membership Application and Member Profile. If after reviewing this information you have any questions or would like to additional information please feel free to contact me at (714) 502-9620 or email me at Mike.Cox@brandsource.com

I look forward to welcoming you to Brand Source Service.

Mike Cox

Director of Operation

Brand Source Service

714-502-9620

Mike.Cox@brandsource.com

www.Brandsource.com



877-GO-BRAND National Service Call Referral Center

BRAND SOURCE SERVICE is capitalizing on BRANDSOURCE's brand recognition by marketing the **BRAND SOURCE SERVICE** network through the **BRAND SOURCE** national marketing campaign. The campaign includes nearly a billion advertising circulars distributed through newspapers across the country, game show sponsorships, home improvement and do-it-yourself television networks and [www. BRAND SOURCE.com](http://www.BRANDSOURCE.com).

Consumers who dial 877-GO-BRAND will have the option to request service by speaking with a live call center agent who will in turn refer the call the nearest **BRAND SOURCE SERVICE** member who provides the needed service in the customer's area. This service provides **BRAND SOURCE SERVICE** members a tremendous opportunity to grow their customer base and grow profitability.

www.BRANDSOURCE.com Service Call Referrals

www.brandsource.com is among the premier online sources for appliance and consumer electronics purchases. www.brandsource.com also features a store locator where consumers can search for appliance service providers and request service from them. As a **BRAND SOURCE SERVICE** member your company is included in this function, helping to drive consumers with a service need to your business.

BRAND SOURCE SERVICE Regional Training Events

BRAND SOURCE SERVICE host regional business management and technical training events across the country. These events are industry events and available to members at no cost. For more information email services@brandsource.com

EXPERT CARE Health Benefits Program

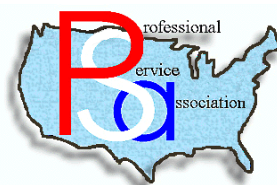
Escalating health care costs continue to eat away at profits of independent companies. **EXPERT CARE** is a health care benefits program designed to help save you money while providing you and your employees with outstanding health care benefits. Available programs include health, dental and vision plans as well as health savings accounts and more! Visit www.expertcarebenefits.com to learn how you can start saving money and start offering you employees a health care plan you can afford.

Contact: David Huerta at 866-786-0786 or David.Huerta@brandsource.com

EXPERT ASSURANCE Property & Casualty Insurance Program

Exclusive to **BRAND SOURCE SERVICE** members through the **BRAND SOURCE** group, the **EXPERT ASSURANCE** premier property and casualty insurance program includes building replacement cost, business property, inventory, business automobile coverage, general liability, Inland marine and workers compensation. This nationally negotiated program leveraged by the buying power of **BRAND SOURCE** helps save you money?

For more information contact Mark Hodson at 801-290-7129 or mhodson@poulton.com



877-GO-BRAND National Service Call Referral Center

EXPERT HR Human Resources Support Program

Over 80% of today's Independent service companies and retailers do not have an employee handbook in place, putting you at the mercy of the courts if an employee or former employee wants to challenge you on an employment issue.

EXPERT HR provides up-to-date employee handbooks based on your individual business, state and federal laws that protect you and your employees. The handbook may not keep you out of the court system due to disgruntled employee but it can save you thousands of dollars if you are ever challenged on how you treat your employees.

BRAND SOURCE SERVICE members receive **FREE** online searches for local, state and federal laws as well as changes to the laws to keep you up-to-date.

For more information contact EXPERT HR at 800-209-6810 or experthr@brandservice.com

EXPERT PROTECTION Extended Service Policy Programs

BRAND SOURCE SERVICE has developed the EXPERT PROTECTION extended service policy program to give members terrific add-on sale and profit opportunity. When a member sells a plan they are guaranteed the first right of refusal for the future service, tying the customer and the member together for the term of the contract. Plans are available for products both in and out of manufacturer's warranty and vary from basic part-only plans to complete parts and labor plans.

For more information contact Melissa Brautigan at 817-785-6181 or Accountmanagement@expertprotection.com

- Up to 5 years parts and labor coverage
- Up to 10 years part coverage (Major component plan only)
- Power Surge coverage from day one
- Fair, profitable service rates- not substandard manufacturer's warranty rates
- Margin paid on replacement parts Mileage paid outside of your service radius
- Lemon replacement – The product will be replaced after the 2nd same covered failure after MFG warranty
- Sales training provided by EXPERT PROTECTION's Account Manager

EXPERT PROTECTION PLUS Service Policy Program

BRAND SOURCE SERVICE is excited to provide our members a long anticipated, exclusive service opportunity.

The **Expert Protection PLUS** program gives self-servicing dealers the ability to attach performance guarantees to any products you repair – even **AFTER THE MANUFACTURER WARRANTY** has expired!

Products within 4 years of the original date of manufacture instantly qualify for the Expert Protection PLUS program. As the Expert Protection PLUS selling dealer, you become the exclusive servicer for the plan. Expert Protection PLUS will help you maximize your profitability and increase your customer loyalty!

For more information contact Tamara Rubin at 888-888-5490 or Trubin@expertprotectionplus.com

- May be attached to Major Appliances and Televisions
- May be sold within 30 days from the date of repair
- Selling dealer covers the product from the date of repair completion through day 90
- Selling dealer must guarantee all repair work for 90 days
- Expert Protection PLUS covers the item from day 91 through the duration of the plan



877-GO-BRAND National Service Call Referral Center

EXPERT APPAREL Service Uniform Program

BRAND SOURCE SERVICE members can take advantage of a discounted uniform program with EXPERT APAREL, **BRAND SOURCE SERVICE's** in-house garment provider. Garments available include everything from work shirts, pants and shorts to winter wear and belts. Shirts com pre-adorned with the **BRAND SOURCE SERVICE** emblem on the left breast and the Ronald McDonald House Charities™ emblem on the left shoulder.

For more information contact Steve Parker at 818-280-0199 x 105 or Steve@gologopromotional.com

Brand Source Credit Card

The **BRAND SOURCE SERVICE CREDIT CARD** provides your customer with a line of credit for your services. Offer your customers 0% interest financing terms to help them pay for unexpected service costs with minimal cost to you through the card services program. Standard bank cards typically charge you 2.5% to 3.5% of the sale and the customer must pay high interest rates. This program helps you bottom line and saves your customer money!

The all-new **BRAND SOURCE SERVICE CREDIT CARD** is administered by Citi Financial Services.

For more information contact Citi Experts at 866-786-2026 or Kade.walter@citi.com

Brand Source Visa MasterCard Interchange Program

BRAND SOURCE MARKETING Works closely with the Bank of America Merchant Services team to bring you some of the lowest possible Visa and MasterCard rates in the nation. Rather than a single rate for qualified, mid qualified and non-qualified cards, **PSA MEMBER** can now receive rates based on the actual cost of the card being used. You pay interchange rate plus 10% and 13 cents per transaction. This rate for **BRAND SOURCE SERVICE** members equates to an average of 1.61%. Your rate could be different based on the actual cards you are accepting (standard, business, rewards, etc.). Bank of America Merchant services will review your account and let you know what your savings will be if you elect to go on this program.

For more information call 888-317-5402 Group Code - P0217BSRC

Brand Source MARKETING

BRAND SOURCE MARKETING brings you everything you need to help market your services. From Web page design and print ads to direct mail products to help you keep your customers yours! One of their biggest marketing tools lately has been the 'sail' signs you see on the curbs or in parking lots that grab driver's attention.

Services include:

- Web Page Design
- Direct Mail Campaigns
- Web Banner Design And Placement
- Email Marketing Promotions
- Sales Follow Up Promotional Materials
- Yellow Page Advertising And Design
- Print Advertising And Design
- Social Media Marketing
- Telephone Answering Systems

For more information Contact Mark Baird at Mark@Brandsourcemarketing.com



877-GO-BRAND National Service Call Referral Center

Dryer Vent Wizard™ Referral Program



Restricted dryer vents account for over 15,000 house fires every year and the average technician encounters an average of 3 dryer with vent related problems a week. Refer these customers to Dryer Vent Wizard, Specialists in dryer vent cleaning, repair and installation, and earn a \$25.00 referral fee.

For more information call 866-498-7233 or referralprogram@dryerventwizard.com

TruckSkin™ Vehicle Signage Program



Maximize your company's identity and take advantage of **BRAND SOURCE SERVICE's** growing recognition in the market place as a viable national service solution by adding Brand Source Service signage to your service Vehicles. Or use our special discounted program from TruckSkin™ and choose from one of several great looking configurations.

For more information contact Melissa Tonkavich at 877-866-7546 or melissa@truckskin.com

VibeAway™ B Green Innovations Inc.



Through **BRAND SOURCE SERVICE** PSA members are eligible to participate in negotiated group discounts on B Green Innovations product such as VibeAway™. VibeAway™ is made from recycled tire rubber. It is a shock absorption pad that is used to reduce sound, vibration and pulsating of washing machines.

For more information contact Dolores Serafin at 732-696-9333 X 108 or doloress@bgreeninnovations.com

EXPERT WAREHOUSE II Appliance / Electronics Distribution

EXPERT WAREHOUSE ISA NATIONAL MAJOR APPLIANCE AND CONSUMER ELECTRONICS DISTRIBUTOR OWNED BY **BRAND SOURCE**. It provides **BRAND SOURCE SERVICE** members the opportunity to make personal purchases at wholesale pricing, Whether you need them from your shop, your home or your employee's homes you now have access to the EXPERT WAREHOUSE line of products at dealer cost.

For more information email services@brandsource.com

National Affiliations



BRAND SOURCE provides new major appliance and electronics to every Ronald McDonald House in the nation, donating over \$150,000 in product and money annually to this worthy cause. Through **BRAND SOURCE SERVICE** PSA members are authorized to use the RMHC logo in their advertising and are encouraged to partner with their area Ronald McDonald House.

You are now partnered up with the 14-Time National Drag Racing Champion, John Force and his complete drag racing team, including history making Ashley Force, the first woman to take a first place finish in NHRA Funny Car National racing (April 2008). Force was highlighted on the A&E TV reality show Driving Force and he and his drag racing Daughters continue to make drag racing history.

