

The ForeverLawn Dealership Fee Includes Your Exclusive Territory, Along With the Following Items:

Tools and Technology:

New Dealer Pack

- Two complete turf sample packs with tags.
- Two carpet grippers.
- Two cutting tools.
- Two ForeverLawn polo shirts.
- Two ForeverLawn ball caps.

New Dealer Onboarding Training

- Two-week training in Ohio consisting of:
 - New dealer onboarding.
 - Installation and sales training.

Marketing Tools

- Three-month Google AdWords Pay-Per-Click campaign.
- Dealership web page on foreverlawn.com website.
- Four SEO landing pages specific to your territory.
- 1000 personalized business cards.
- Starter pack of marketing collateral.

The Matrix by ForeverLawn

- One Matrix license for your first year in business. (to be used to provide quotes for projects).
- One 10.2 inch, 128 GB iPad.
- One iPad case.

ForeverLawn Online

Unlimited access to ForeverLawn Online training courses for your entire team.

ForeverLawn University

- Online training for all members of your team.
 - Monthly webinars.
 - Sales skills calls.
 - Forum calls.

- In-person training opportunities available throughout the year.
 - Installation Boot Camp.
 - Marketing Boot Camp.
 - SportsGrass Boot Camp.
 - Sales Training.

Ability to offer CEU credits to professionals – architects, landscape architects, interior designers – through the ForeverLawn courses offered on the AEC Daily website.

Home Office Support:

Marketing

- Graphic design support.
- Marketing consultative support.
- Access to ForeverLawn Flickr account.

Installation

- Project layout and design assistance.
- Installation consultative support.

Sales

- Assigned regional Home Office Sales Team experts to assist in facilitating sales for your dealership outside of your exclusive area.
- Access to Brand Leaders to assist with sales strategies that help you grow your business in the various ForeverLawn vertical markets.

Order Processing

Assigned one Order Processing Team member to assist you with navigating the Company Store, placing orders, and working with shipping companies.

Dealer Support

- First contact when you have questions.
- Maintains Required Documents and EDA renewals.
- Provides monthly volume reports.
- Provides Dealer Portal and online learning support.

Customer Support

- Lead distribution.
- Warranty support.
- Product claims support.

