

Show Season Kicks Off!

As winter show season kicks into high gear, many dealers will head out and attend local trade shows over the next few months. We want to remind you to take advantage of free marketing by ensuring we have your show listed on the events calendar on our website. Please feel free to call in before the show with your dates and booth numbers. We also will do some free social media marketing in these areas, which includes Facebook, postcards, and email campaigns. Ensure you have enough brochures, price lists, and other advertising materials like banners, tablecloths, and flags. Remember to take advantage of advertising our Winter Show Season Rebate with your potential customers for savings of up to \$1000 off the purchase of their stove, depending on the model. For more information on the Winter Show Season Rebate, please visit www.crownroyalstoves.com/winter-show-season-sale.

Warranty Registrations

We must remind dealers to check to ensure your customers submit their warranty registrations. The easiest way to ensure your customer registers their stove is to have them do so upon installation. Dealers can help scan the QR codes and help them fill out the required information. QR Codes are located on the front of the stove and in the owner's manual. Once scanned, it will take you to our website to register. For those dealers who need additional support, please feel free to call us, and we will do the registration online with your customer over the phone.

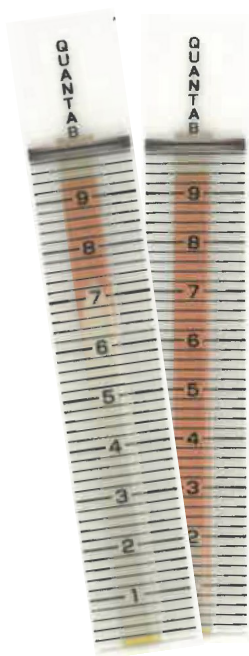


WARRANTY TRANSFERS

In October, we sent a letter to dealers informing them of the Warranty Transfer Procedure. For more information and to start a change of ownership, please visit <https://www.crownroyalstoves.com/change-of-ownership/>. Dealers planning to perform the stove inspection must contact GTM before heading out to the location to ensure eligibility.

Properly Sizing Stoves to Consumer Needs

The dealer must determine the proper series and size depending on each customer's needs. An undersized stove will result in a dissatisfied customer. If a customer purchases an undersized stove or goes with a different series despite your recommendations, dealers should always note this on their bill of sale.



| CHLORIDE TEST STRIPS

Test Strips are in stock and available for purchase. (Part # 2744940) Every dealer should have a bottle handy to test a new customer's water before installation.

| CONTROL CHEMICAL

Annual water testing should be done before adding Control Chemical. Samples will be tested, and Image Supply will make recommendations if additional Control Chemicals are needed. Customers may only need to add Control Chemical every few years.

CONSUMER FINANCING OPTIONS

Boost your sales by offering financing options for your customer's needs. We urge dealers to get set up with one or more of our three options to give customers the best options and rates: Enerbank, NEIF, and Yard Card. Getting set up is easy and quick. Visit <https://www.crownroyalstoves.com/stove-financing/> or contact us for more information.

