



## Wholesale Partners Appreciation Sale | June 2018

Waterworks will be hosting an Appreciation Sale this spring as a thank you to our clients for their continued support and future business! This year's Appreciation Sale will be held Wednesday, June 6th through Saturday, June 16th.

### POSTCARD

Waterworks will be direct mailing postcards to ACQ/EXP accounts across the country including Boutique Partner markets.

### EMAIL

Waterworks will provide a co branded Email with your logo and location. You will be able to access your Emails through the Communications Page of the Waterworks Information Network (Pricing Tool). We recommend that you send the email on the following days with the "Subject Headings" below:

- "Save the Date," May 16th
- "Starts Today," June 6th
- "Final Days," June 14th

### RECOMMENDED PHONE CAMPAIGN

Begin your Phone Campaign ASAP. Print out your client list and contact your clients via phone to make them aware of the upcoming Appreciation Sale. In your conversation, remind your clients of all the benefits of this year's June Appreciation Sale:

- Homeowners have an opportunity to purchase these categories at the lowest price of the year.
- The opportunity for trade clients to purchase Furnishings, MTO Textiles, Lighting, Hardware and Accessories at a discount deeper than their trade pricing.
- Remind your trade clients that their discount is only 10% off list during the balance of the year on Furnishings & Apothecary. This Sale presents an opportunity for your trade clients to make a better margin on this piece of their projects should they choose to not pass on the additional discount.

### ITEMS ELIGIBLE FOR APPRECIATION SALE DISCOUNT

- **Hardware**
  - Knobs & Pulls
  - Bars, Shelves & Hooks
- **Lighting**
  - Wall Lighting
  - Counter Lighting
  - Ceiling Lighting
- **Bath Accessories**
  - Mirrors
  - Medicine Cabinets
- **Kitchen Accessories**
  - Serveware
  - Barware & Entertaining
  - Kitchen Tools
- **Bath Furnishings**
  - Countertop Accessories
  - Towels & Textiles
  - Apothecary
- **Kitchen Furnishings**
  - Towels & Textiles
  - Apothecary

*Product Not Eligible for Appreciation Sale Discount: fittings, fixtures, cabinetry, surfaces, and bath furniture.*

**PHONE CAMPAIGN/OPEN QUOTE REPORT**

	TRADE DISCOUNT VS. APPRECIATION SALE DISCOUNT		HOMEOWNER DISCOUNT VS. APPRECIATION SALE DISCOUNT	
	TRADE CURRENT DISCOUNT	APPRECIATION SALE DISCOUNT	HOMEOWNER CURRENT DISCOUNT	APPRECIATION SALE DISCOUNT
Waterworks Heritage & Studio Wall Mounted Accessories and Hardware	25%	35%	List	25%
Lighting & Mirrors	25%	35%	List	25%
Home Furnishings	10%	25%	List	25%
Apothecary	10%	25%	List	25%

All clients, including Trade and Homeowners, will receive 25% discount on all Furnishings and Made-to-Order Textiles. As a reminder, our standard Trade discount is only 10% on Furnishings. Homeowners will also receive 25% discount on all Hardware, Lighting, Accessories and Furnishings. During this year’s sale, Trade clients will be extended an additional 10% discount off trade pricing on all Hardware, Lighting, Accessories and Furnishings.

**BOUTIQUE PARTNER WHOLESALE DISCOUNTING OPPORTUNITY**

ADDITIONAL 10% OFF	
Home Furnishings	All Wall Mounted Accessories
Made-To-Order Textiles	Lighting
Stools	Mirrors & Medicine Cabinets
Hardware	Pot Racks

Supplementary discount will be extended on all PO’s placed Wednesday, June 6th – Saturday, June 16th.

- To insure the appropriate discount is applied, all PO’s must say “Appreciation Sale”

Goals will be provided by each of your Regional Managers in the coming days.

If you have any questions please reach out to your Market Manager or Gracie Hurtado, Director, Boutiques.