



WHOLESALE PARTNERS APPRECIATION SALE | NOVEMBER 2018

Waterworks will be hosting an Appreciation Sale this fall as a thank you to our clients for their continued support and future business! This year's Appreciation Sale will be held Wednesday, November 7th through Saturday, November 17th.

EMAIL

Waterworks will provide a co-branded email with your logo, location and recommended subject lines. You will be notified when your emails are available through the Communications Page of the Waterworks Information Network (Pricing Tool). We recommend that you send the email on the following days:

- "Save the Date," Tuesday, 10/23
- "Starts Today," Wednesday 11/7
- "Final Days," Thursday, 11/15

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 November 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 Bath Furnishings, 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 & MTO Bath Furnishings. 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

Bath Furniture

- Stools
- Etagere
- Side Table
- Cabinet
- Bench

Bath Furnishings

- Countertop Accessories
- Towels & Textiles
- Apothecary
- MTO Furnishings

Kitchen Accessories

- Serveware
- Barware & Entertaining
- Kitchen Tools

Kitchen Furnishings

- Towels & Textiles
- Apothecary

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

DISCOUNTS

	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 & Hardware, Lighting & Mirrors	25%	Additional 10% off Trade	List	25%
Home Furnishings	10%	25%	List	25%

During this year's sale, all clients, including Trade and Homeowners will receive a 25% discount on all Furnishings including Made-to-Order Bath Furnishings. Homeowners will also receive a 25% discount on all Lighting, Hardware, and Wall Mounted Accessories. During this year's sale, Trade clients will be extended an additional 10% discount off trade pricing on all Lighting, Hardware and Wall Mounted Accessories.

BOUTIQUE PARTNER WHOLESALE DISCOUNTING OPPORTUNITY

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

PURCHASE ORDERS

Supplementary discount will be extended on all PO's placed Wednesday, November 7th – November 17th.

- To ensure the appropriate discount is applied, all PO's must say "**Appreciation Sale**"

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