



WHOLESALE PARTNERS APPRECIATION SALE | NOVEMBER 2019

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 6th through Saturday, November 16th**.

E-BLAST

Waterworks will provide Trade and Homeowner co-branded email versions with your logo, location and recommended subject lines per your request. The Trade email may only be sent to Trade clients only. The templates will be shared on the Communications Page of the Waterworks Information Network (Pricing Tool Portal) by Friday, October 18th. To request a co-branded email, please contact your Regional Manager or submit a Marketing Request Form on the homepage of the portal. We recommend you send the email on the following days:

- "Save the Date," Wednesday 10/23
- "Starts Today," Wednesday 11/6
- "Reminder Emails," Monday, 11/11 & Wednesday, 11/13
- "Final Days," Thursday, 11/14

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 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: Cabinetry, Surfaces, Fittings & Fixtures

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	25%	35%	List	25%
Lighting & Mirrors	25%	35%	List	25%
Home Furnishings	10%	35%	List	25%
Apothecary	10%	35%	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 receive a 35% discount on all Hardware, Lighting, Accessories and Furnishings.

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

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

Appreciation Sale Discount will be extended on all PO's placed Wednesday, November 6th through Saturday, November 16th.

- 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.