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2021 BUILDER — 22 PROGRAM



Effective Dates:

April 1, 2021 through 12 months from the start date.

Scope:

Available to approved builders working through authorized dealers only.

Program Objectives

This program is designed specifically to support authorized high-end custom builders who specify Sub-Zero, Wolf, Cove, ASKO and Best brands as part of a standard kitchen appliance package sale, or an optional upgrade.

Program Overview & Requirements

The Builder Program begins April 1, 2021. The program offers builders a trade discount on appliance package* purchases of qualified Sub-Zero, Wolf, Cove, ASKO** and/or Best** brand products.

	Appliance Package Includes (minimum product categories)	Required Pieces
Sub-Zero	Full-Size Refrigerator	✓
Wolf	Wall Oven & Cooktop or Range	✓
Wolf (or Best**)	Ventilation	✓
Cove ASKO**	Dishwasher	✓

**The ASKO 30 Series dishwashers and Best Ventilation products can be used to make a package but do not count towards the minimum annual unit requirement. The ASKO 30 Series dishwashers do not receive a trade discount.

- ⊗ Builder must be pre-approved by Trevarrow, Inc. to participate in the 2021-22 program. (Reference 2021-22 Builder Program Registration Form)
- ⊗ Upon approval, the builder will be assigned a builder program code. Dealers must use this code for each complete appliance package plus any additional units per order for the builder.
- ⊗ Builder must commit to purchasing appliance packages* with a minimum combined number of **sixteen (16)** serialized Sub-Zero, Wolf, Cove and/or ASKO** products during a consecutive **twelve (12) month** period with a start date that begins with the first product delivery. *Failure to meet the minimum number of units during this time can disqualify the builder from future program participation.*
 - *An appliance package is defined as: Full-Size Refrigeration, Wall Oven and Cooktop or Range, Ventilation (Wolf or Best**), and Dishwasher (Cove or ASKO**).
- ⊗ Additional qualifying serialized products purchased with an appliance package are included in the minimum required count and receive a trade discount.
- ⊗ Non-Qualifying Purchases include Sales Accessories and appliances with the following program discounts, i.e.: Model Home, Parade Home, Personal Use or Specialty Installations.