



SIERRA PACIFIC
WINDOWS
SELECT REMODELER



A DIVISION OF



SIERRA
PACIFIC
INDUSTRIES

Chesmore | Buck Architecture



COMMITMENT

Sierra Pacific is committed to becoming one of the top window brands in America. We've put a lot of wheels in motion in recent years to make this happen. We've launched a national advertising campaign, strategically placed architectural representatives in key markets, invested significantly in new equipment, technology and expansion of our manufacturing facilities, and are entrenched in aggressive leading-edge product R&D. All of this is just the beginning.

We can't build the best window company in America, without the best service, the best customer commitments, and the best contractors. To do that, we rely on you. This is why we've created the Select Remodeler Program for top contractors working directly with homeowners on remodel and replacement projects exceeding their expectations with quality products and installations.

The program offers rewards, resources, training, AAMA certifications, lead share, volume discounts, co-branded marketing funds, dedicated program specific customer service and a Select Remodeler Program support team to assist program members with their overall business growth.

In addition to the Sierra Pacific Windows Select Remodeler Program support team, we have created strategic partnerships with top quality companies in the industry to provide their platforms and services to our members at discounted rates for those who qualify at the Preferred, Premier and Elite tiers of the program.

REWARDS



The Select Remodeler program is a 4-tier pricing and benefits structure. Ultimately, this program puts you in control of your discount to enhance your profitability. Importantly, your tier designation is not solely based on the number of windows you sell each year. Rather, it also takes into account other critical areas – credit performance, brand positioning, marketing/display investment and use of our quoting and ordering software.

The Select Remodeler program strives to support its participants with certain tools to assist in making their businesses stronger. These are anticipated to include pull through remodel and replacement leads, 4D co-op marketing support, training programs to educate all members of your team, and the advancement of our quoting and ordering support.





THE QUALIFICATION CRITERIA

One of the key program criteria is based upon purchases of Sierra Pacific Windows wood and vinyl products. We have created four different “net purchase” levels that factor in determining your qualification tier. We keep it simple by establishing levels based on combined annual wood and vinyl purchases from Sierra Pacific Windows. Here is a summary of these tier qualification levels.

TIER LEVEL	ANNUAL NET PURCHASES
Elite	\$501,000 +
Premier	\$251,000 to \$500,000
Preferred	\$100,000 to \$250,000
Qualified	\$25,000 to \$99,000

#1. SIERRA PACIFIC WINDOW PURCHASES

Based on total annual net purchases of Sierra Pacific wood and vinyl products invoiced and paid during the previous calendar year.

Note: Net purchase totals as tracked by Sierra Pacific, which includes all credit reductions.

#2. PAYMENT TERMS

Consistently stay within our agreed to payment terms.

#3. BRAND POSITIONING

Leading with the Sierra Pacific brand amongst your other fenestration offerings is very important. Select Remodeler Program Members that have our brand positioned as the exclusive or primary wood line will be regarded more favorably with tier qualifications and lead share opportunities. Tier specific Select Remodeler logos will be provided to be used on apparel, truck and trailer wraps, along with print and digital marketing efforts.

#4. MARKETING AND DISPLAYS

Displays and samples can be purchased through our 4-D Marketing Program. We offer funding to 50/50 share in the expense of new displays and sales tools to support you in promoting the Sierra Pacific brand for approved Select Remodelers at the Preferred, Premeir, and Elite tiers.

Approved marketing efforts which meet the qualification criteria will have posted total reimbursement limitations per the program guidelines.

#6. LOCK & SLIDE PROGRAM

We expect our Select Remodeler members to provide basic quality installation per the guidelines for the Sierra Pacific products they sell, as well as always present our current warranty at the time of sale.



THE PRICE OF DOING THE SAME
OLD THING IS FAR HIGHER THAN
THE PRICE OF CHANGE.



DEVELOP A PLAN. Developing an annual marketing plan can be time worth its weight in gold. It lays out a roadmap to guide your marketing activities for the year. The planning and preparation you put into it provides a disciplined time to evaluate all avenues of marketing and growing your business, as well as an assessment of your target audiences. Your Territory Sales Manager is there as a resource to help with ideas, presentations, planning and training for our products. We recommend you utilize them to the fullest. They are an extension of your sales and marketing team.

NEVER STOP LEARNING. Knowledge itself is power. Regional training opportunities will be offered. The investment you make to increase product and sales knowledge will pay tremendous dividends. Trainings also provide a great platform to network with other Select Remodeler Program Members to share “best practices”.

SEEING IS BELIEVING. Guided tours of our manufacturing facilities and tailored product introduction presentations are available. Contact us and we'll work with you to make the perfect trip for you.

TAKE ADVANTAGE OF OUR ONLINE PRESENCE. Representing each other accurately online is crucial for brand recognition and SEO (search engine optimization - how you rank on google, bing, etc.). Those members who uphold our brand expectations will have their sites linked back on our “Where to Buy” page. These expectations include displaying the Sierra Pacific Windows current logo, along with the “A Division of Sierra Pacific Industries” logo tagline, and featuring Sierra Pacific Windows as a top or preferred brand position on your website with a link to our page. The tier appropriate Select Remodeler Program logo will also be provided for you to display on your website.

To further our mutual online presence, we suggest creating and maintaining social profiles on Instagram, Facebook, LinkedIn, and Youtube and following/engaging with the Sierra Pacific Brand on each platform.

A MODERN CO-OP PROGRAM | 4-D MARKETING. Sierra Pacific Windows commits a large portion of our marketing budget to an exceptional co-op program. The Sierra Pacific Windows’ marketing program named 4-D, for its four dimensions, is sized to your needs and modern business. And, is a program that promises to simplify processes, save time, and eliminate headaches. Our 4-D co-op program makes your dollar stretch farther and used in the right media can draw more attention to your business to increase sales.

BE A SHOWOFF. Put your best foot forward with Sierra Pacific window and door samples and displays. We offer many customized showroom and rolling display options, along with in-home sales samples. Contact your Territory Sales Manager to discuss availability and place your order.

IMPRESS WITH THE BEST. Sierra Pacific is proud to offer one of the best warranties in the window industry. Your customers will be impressed with the level of security and assurance our Limited Warranty provides. Because this is an important sales tool, we provide our members with a supply of printed warranties at no charge. Sierra Pacific expects you to provide your customers with a copy of our Limited Warranty as part of each sales transaction - not a problem since you will be eager to share this valuable sales asset with all of your potential customers.



OUR 2 MILLION+ ACRE MANUFACTURING PLANT.

Sierra Pacific Industries, our parent company, sustainably manages over two million acres of timberland. Sierra Pacific is amongst the largest millwork producers and lumber companies in the U.S.

But our size is only a small part of our story. We plant 9 million new trees every single year. So, 100 years from now, our forests will have more trees—and bigger trees—than today.

As a proud part of this family-owned, environmentally-committed company, Sierra Pacific is the only window company that maintains continuous quality control from the moment our tree seeds are planted until our beautiful wood windows are produced, approved and delivered to you.

These materials contain certain statements about the program and its offerings. These statements are based on our anticipation of what the program and its offerings may include, but we undertake no obligation to offer the program or any offering described herein. The program and any offerings may be terminated or amended at any time in our sole discretion, and we undertake no obligation to notify or update the participants or these materials.

We're the company building the most uncompromising windows and doors possible for clients with the highest expectations, a fact we're proving one beautiful project at a time.

SCAN THE QR CODE TO SEE FOR YOURSELF.

