



2019 - 2020 DEALER CONTRACT

By becoming an official dealer / builder of Fralin Pickups, you are hereby required to follow the following rules and procedures:

1. Your establishment or business must sell our products at our Minimum Advertised Pricing (MAP) price. **Selling our products for less than MAP will result in a termination of dealership.**
2. As an official re-seller, you must advertise and sell new products as **new**.
3. If re-selling our products in a retail format, you must have a brick-and-mortar location. **No Online-Only resellers will be accepted.**
4. Your lutherie, shop or business cannot re-brand Lindy Fralin Pickups to anything other than Fralin Pickups unless a previous agreement has been determined.
5. **On Bundling:** we understand it's a free marketplace. However, to keep the marketplace fair, please be considerate and keep bundling to a minimum. If we see unfair bundling, we will give a written or verbal warning, followed by a termination of dealership. Examples include, but are not limited to:
 1. Prewired Pickguards - selling pickguards below cost of new pickups
 2. Prewired Control Plates - selling control plates below cost of new pickups
 3. Including free merchandise of significant value
6. **Pricing Breakdown:** Authorized dealers and builders will receive a standard 40% discount off of all merchandise, excluding the following categories:
 1. Prewired Pickguards
 2. Prewired Control Plates
 3. Covers
 4. Parts Kits
 5. One-off or Limited Edition Products

Looking to save more?

- Purchasing 5 or more of the same pickup or set will result in an additional 5% off that line item
- Purchasing 10 or more of the same pickup or set will result in an additional 10% off that line item

I understand and will abide by the above agreement:

Signature & Date: _____