



2021 RESELLER CONTRACT

RULES:

1. You must sell and advertise Fralin Pickups as **new** and at our **Minimum Advertised Price (MAP)**. Selling our products for less than MAP will result in an immediate termination of dealership.
2. As of 2021, **we are no longer allowing the sale of our products on Amazon or Ebay**. If you have a brick-and-mortar location, you can sell our pickups on your own company's website.
3. You must have a brick-and-mortar location. **We will not accept applications from Online-Only Sellers.**
4. Custom work is available at a \$50 per hour surcharge. We reserve the right to deny custom requests. We will not make harnesses, prewired pickguards, or control plates for dealers.
5. Demos, soundclips, or other media created by you or your business can be shared with our customers, giving all due credit.
6. We reserve the right to change the conditions of this contract and / or terminate this agreement at our discretion.
7. 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 one written or verbal warning, followed by a dealership termination.

Examples include, but are not limited to:

- *Prewired Pickguards - selling pickguards below the price of new pickups*
- *Prewired Control Plates - selling control plates below the price of new pickups*
- *Including free merchandise of significant value*

PRICING BREAKDOWN:

Authorized dealers and builders will receive a 40% discount on all merchandise, excluding the following product categories:

- *Prewired Pickguards*
- *Prewired Control Plates*
- *Covers*
- *Parts Kits*
- *Parts & Accessories*
- *One-off or Limited-Edition Products*

I understand and will abide by the above agreement:

Company:

Date:

Signature: