

BEAVERTAIL™



New Dealer Application

NO COMPROMISES. NO SHORTCUTS. NO EXCUSES.

As an Authorized Beavertail Dealer, you will enjoy the benefits of working with a first-class organization. At Beavertail, we understand, because just like you we've been there. Time in the field and passion for the outdoors drives us to design and build products that go beyond "good enough". Look under the surface and you'll see innovation and thoughtful design built into every product we offer. As you review our product line you will see what sets us apart and why we remain a step ahead.

- **Best in class innovation** – Continuous development of new truly unique products and accessories
- **Unmatched quality** – From our durable Roto-Molded Sleds and Sneak Boats, to our decoy molds carved with intense detail by world champion carvers, to our hand painted decoys- you won't find an inferior product in our lineup.
- **Best in Class warranty** – 3 years on Sneak Boats, up to 3 years on Decoys, 1 year on Blinds
- **Preparing you for success** -
 - Best in Class Sales, Marketing and Customer Service team for you and your customers
 - The Beavertail team is always available and can provide you the tools, training, and resources necessary to be successful.
- **Live the Legacy** – We are continuously building Beavertail brand awareness and providing our Dealers with tools to connect with new customers. Dealers have access to:
 - Content – Info, tips, features and benefits. Dealers are able to use these socially, in email newsletters, on their website and in-store.
 - New lifestyle & product images added annually to showcase Beavertail products, and to keep your marketing assets fresh and up-to-date.
 - Library of videos to use as needed
 - Sales support materials

REQUIREMENTS OF BEAVERTAIL DEALERS

- **A solid position within your market** - That is visible and provable to us through your current customer reach and traditional and digital marketing efforts.
- **Proudly offer the Beavertail product line to your customers**
 - Represent and promote Beavertail products on your website, for which we will provide you with the product images and specifications to achieve this.
 - Display Beavertail product in your showroom or lot
 - Market and advertise Beavertail products following our Minimum Advertised Price (MAP)
 - Follow Beavertail branding guidelines for all logo and brand use, including all marketing materials. Any digital or printed materials that are not created by Beavertail must have approval from Beavertail's marketing department prior to distribution.
- **Provide the highest level of customer service and support to your customers and market outreach**
- **The ability to buy and stock product commensurate with customer demand in your market.**

GETTING STARTED

- **Complete New Customer Set-Up Application**
- **Complete Business Information**
- **Complete Dealer Locator Information (Optional)**
- **Review Contact Information (For your Records)**

NEW CUSTOMER SET-UP APPLICATION

BILLING ADDRESS:

Company: _____

Address: _____

City State Zip: _____

Main Phone: _____

Fax: _____

SHIPPING ADDRESS:

Company: _____

Address: _____

City State Zip: _____

* If applicable, please attach additional documentation
outlining any specific freight instruction

ACCOUNTING & PURCHASING:**Accounts Payable:**

Name: _____

Phone: _____

Email: _____

Buyer:

Name: _____

Phone: _____

Email: _____

All invoices are sent via email within 24 hours of shipment. In the case you do not want them sent to the AP email address above, please specify a new one here: _____

General Terms & Conditions:

1. Standard Payment Terms are N30, any other agreement needs to be pre-approved.
2. A finance charge of 1.5% per month will be added to all unpaid balances over 30 days
3. No additional credit will be extended to past due accounts unless satisfactory arrangements are made with our credit department.

MARKETING:

Name: _____

Title: _____

Phone: _____

Email: _____

LOGISTICS / SHIPPING:

Name: _____

Phone: _____

Email: _____

BUSINESS INFORMATION

Type of Business: _____

Date Business was established: _____

Are you a: ☐ Corporation ☐ Partnership

☐ Sole Proprietorship ☐ Other

Tax Exempt: ☐ Yes ☐ No

If yes, a Tax-Exempt Certificate must be completed and sent with application.

Bank Information:

Name of Bank: _____

Address: _____

Phone: _____ Email: _____

Contact Person: _____

Please provide (3) References:

Name: _____

Address: _____

Phone: _____ Email: _____

Business Relationship: _____

Name: _____

Address: _____

Phone: _____ Email: _____

Business Relationship: _____

Name: _____

Address: _____

Phone: _____ Email: _____

Business Relationship: _____

I confirm that the above information is true and accurate. I authorize Rhino Inc. to contact the above references and/or bank for the purposes of establishing credit. I have read the terms stated within this document and agree to these conditions.

Authorized Signature/ Printed Name: _____

Title: _____ Date: _____

Personal Guaranty

Personal Guaranty. In consideration of Rhino, Inc. or its affiliates, including but not limited to American Roto Tool, Inc. and Rhino Tuff Tanks, LLC, Otter Outdoors, LLC, Beavertail Products, LLC, and Wave Armor, LLC (collectively referred to herein as “**Rhino**”) extending credit to Applicant, the undersigned (“**Guarantor**”) unconditionally guarantees to Rhino the full and prompt payment of all obligations of Applicant at any time owing to Rhino under the Agreement, including the payment of attorney’s fees and other expenses incurred by Rhino in enforcing the Agreement or this guaranty. This is a guaranty of payment and not collection. It is understood that this guaranty will be a continuous, continuing and irrevocable guaranty and indemnity for such indebtedness. Venue and jurisdiction for any legal action will be in Wright County, State of Minnesota. Guarantor understands and agrees that Rhino is under no obligation to proceed against Applicant for the collection of any indebtedness arising from the Agreement. This Agreement shall bind the heirs, administrators, representatives, successors and assigns of the undersigned and may be enforced by or for the benefit of any affiliate, assignee or successor of Rhino. **The undersigned Guarantor, recognizing that his or her individual credit history may be a necessary factor in the evaluation of this guaranty, hereby consents to and authorizes Rhino to obtain a credit report regarding the undersigned, from time to time as Rhino deems appropriate in its sole discretion.**

Signature Guarantor: _____ Date: _____

Must be signed with pen – not electronic.

Printed/Typed Name: _____

** This application needs to be emailed to Accounts Receivable or faxed to: 320-963-6192. Orders will not be accepted until the application is accepted and payment method is approved.



FAMILY OF BRANDS

411 WEST CONGRESS STREET, MAPLE LAKE, MN 55358



DEALER LOCATOR / LEAD REQUEST FORM

The online Dealer Locator tool allows consumers to locate Authorized Beavertail Dealers in their area and will be utilized by Beavertail to direct consumer leads to those dealers who comply with our requirements.

Our goal is to send leads to dealers that have enough Beavertail product knowledge to answer basic product questions, have stock or can willingly get product in a timely manner and have a web presence promoting the Beavertail brand.

To qualify to be listed on our Dealer Locator and receive leads from Beavertail, you must:

- Complete and return this request form to customerservice@explorebeavertail.com.
- Have placed and received orders from your Distributor within the past year.
- Have stock on hand or be willing to immediately order product to meet the consumer demand.
- Have working knowledge of the Beavertail products you market.
- Provide accurate contact information with updates if there are any changes.
- Indicate on your website that you are an Authorized Beavertail Dealer.

COMPANY INFORMATION

Company: _____ Contact(s): _____

Address: _____ E-mail: _____

City State Zip: _____ Phone: _____

Website: _____

This must be a phone # that is answered regularly
and messages returned promptly

Purchase products through Distributor: _____

Beavertail products I plan to market (check all that apply): ☐ SNEAK BOATS ☐ MUD MOTORS ☐ SLEDS

☐ CUSTOM BOATS ☐ BLINDS ☐ DECOYS ☐ ACCESSORIES

Authorized Signature: _____

Title: _____ Date: _____



WHO'S WHO AT BEAVERTAIL

ADDRESS

Rhino Inc / Beavertail
411 Congress St W
Maple Lake, MN 55358

CUSTOMER SERVICE HOURS

Monday – Thursday: 8:00 AM – 3:00 PM CST
Friday: 8:00 AM – 2:00 PM CST

SHIPPING HOURS

Monday – Friday: 8:00 AM – 3:00 PM

GENERAL

NAME	PHONE	E-MAIL
Customer Service - General	1-877-935-9088	customerservice@explorebeavertail.com
Customer Service - Orders		orders@explorebeavertail.com
Accounts Receivable - Kathy Larson	320-963-2562	AR@rhinomade.com

MANAGEMENT

NAME	POSITION	PHONE	E-MAIL
Jennifer Johanneck-Eystad	President	Office: 320-963-2532	JenniferE@rhinomade.com
Rick Alsen	Sales Manager	Cell: 320-241-1952	Rick.Alsen@explorebeavertail.com



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