



Certified Dealer Design Fee Policy

Updated January 2021

Kessick provides a comprehensive initial design at no charge. Within five business days of receiving a Design Request Form, a Kessick wine cellar design expert will provide an initial design presentation. A comprehensive design will be emailed in a PDF format to the dealer to review with the client.

- Initial design shows room dimensions but does not include dimensions on the wine cabinetry.
- Free initial design is for standard Kessick products (Estate, Elevate, etc.) and does not include complex custom designs.
- Design presentation includes 3D color cover image and 2D wall elevations and floorplan.
- Kessick reserves the right to charge for initial design based on job scope and complexity.

Changes or edits to the original design will be billed at \$90 an hour. Design B will be credited if the project sells. Design Fees will be billed with the project balance at shipping. If within 60 days, a sale has not occurred, an invoice for design fees will be sent. If the job subsequently sells, the initial design fee and Design B will be credited toward the purchase price.

Due to the complex and time consuming nature of Reserve Series, Design A is billed at \$90 per hour. Designs B and beyond are billed at \$90 per hour. If the job sells, the initial design fee and Design B will be credited toward the purchase price.

Kessick reserves the right to assess a design to sell ratio over a period of time and charge design fees beginning at Design A when deemed necessary.

We believe Kessick does the best wine storage designs in the industry, but we provide design services only for the purposes of selling jobs utilizing Kessick componentry. Paying Kessick a design fee does not give the payer the right to the design; the fee simply covers our cost.