



Kessick Certified Dealer Policy and Procedure

Become a Certified Dealer:

- In order to become a dealer, a Dealer Application must be filled out and submitted for approval. <https://www.kessickwinecellars.com/dealer-application/>
- Kessick dealers are provided exclusive, unique wine storage product lines, design services, training, sales tools, and consultation. Dealers are expected to provide active marketing, sales and installation of Kessick products in their local/regional areas.
- A new dealer fee of \$450 is required. This supplies you with a dealer sample kit, marketing brochures, product training and high res photos. This also includes our dealer design policy that consists of the initial 3D color designs for each new project at no cost.
- Kessick limits the number of dealers to qualified professionals who are motivated to promote, sell and install Kessick wine storage systems in their regional area.

Placing an Order:

- To place an order for production, submit the Design Request Form along with floorplan, room elevation sketches and any inspiration photos that you would like us to reference. <https://www.kessickwinecellars.com/design-request/>
- A Kessick designer will provide an initial design within 3-5 business days.

Initial Design Concept:

- The initial design concept is based upon the supplied Design Request Form, room sketches, architectural drawings, and/or inspiration photos.
- The initial design is intended to be an aesthetic sales presentation and is not intended for production. Room dimensions and any elements that are unique or notable are called out, however, technical dimensions of the wine storage system are not part of the initial design presentation.

Design Process:

- The initial design is provided at no cost and consists of a comprehensive color 3D design to be used as a sales presentation. A design fee is implemented with any future changes and updates. Please see Designer Fee Policy for more information.
- Once a final design is determined, a 50% deposit is collected and Kessick creates a comprehensive, dimensioned design for customer approval. Once final room dimensions are received, a dimensioned sign off for approval is sent to the dealer.



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Design Process (Continued):

- Upon approval by signature of this form (sign off), the job goes onto the production schedule and an estimated shipping date of eight weeks is provided. No date will be provided until an approved sign off has been received.

Production Time:

- A ship date of eight weeks is provided upon receipt of the approved project sign off.
- Prior to completion, the shipping arrangements are confirmed and an invoice for the balance is submitted.
- Upon final payment, the project is shipped.

Shipping Process:

- Kessick carefully packages in crates and pallets and ships LTL freight for both commercial and residential deliveries. For residential deliveries, a lift-gate service is utilized.