

Certified Dealer Policy & Procedure

Become a Certified Dealer:

- In order to become a dealer, a Dealer Application must be filled out and submitted for approval. kessickwinecellars.com/dealer-application. A copy of your W-9 and resale certificate are also required to become an authorized Kessick dealer.
- 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.
- New dealers are encouraged to purchase a dealer sample kit for \$499 + shipping. The dealer sample kit includes (4) tabletop samples of our most popular wine racking styles, (1) full set of wood/stain samples, (1) full set of NaturePlus samples, and (30) brochures.
- 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.

Requesting a Design:

- To place an order for production, submit the Design Request Form along with floor plan, room elevation sketches and any inspiration photos that you would like us to reference. 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.



Dealer sample Kit

Design Process:

- The initial design is provided at no cost for up to 2 hours of design time 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 has been approved by dealer, 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.
- Upon approval by signature of this form (sign off), the job goes onto the production schedule. No date will be provided until an approved sign off has been received.

Production Time:

- A ship date is provided upon receipt of the approved project sign off.
- Lead times range from 2-12 weeks depending on racking series, complexity of design, and current project queue.
- Prior to completion, the shipping arrangements are confirmed and an invoice for the balance is submitted.
- Upon final payment, the project is shipped.

Packaging & Shipping Process:

- In order to create efficiency in the installation process, we carefully identify each assembled component by room, wall, and location. A mock-up of each wine cellar design is fitted on the floor to verify the dimensions of each component and their overall fit in the wine room. Kessick's attention to detail continues into the packaging and shipping to minimize potential damage and ensure a positive installation experience.
- 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.