

**2009**



# **Member Benefits Guide**

*A comprehensive guide to  
**BRAND SOURCE SERVICE** group services.*

*Revised, January 2009*




# BRAND SOURCE SERVICE Member Benefits Guide

Welcome to **BRAND SOURCE SERVICE**. This is a division of AVB/Brand Source developed to provide service centers information and services to improve profitability and professionalism while providing the consumer the maximum in service care.

This guide provides you with a listing of some of the many benefits available to you as a **BRAND SOURCE SERVICE** member.

## TABLE OF CONTENTS

<b>Expert Care</b> - Health Benefits Program.....	2
<b>Expert Assurance</b> - Group property, casualty and workman’s comp insurance.....	2
<b>Expert HR</b> - Employee resources to benefit you and your employees.....	2
Aramark Uniform Program / Emblems.....	2
BP Gas Card - Fuel Rebates and Card Management Systems.....	2
<b>Expert Protection</b> - Extended Service Plan Program - Includes in-store training.....	3
<b>BRAND SOURCE CARD</b> - Save money - Attract More Customers.....	3
<b>BRAND SOURCE MARKETING</b> - Marketing Tools.....	3
<b>BRAND SOURCE.COM</b> On line national recognition.....	3
Major Appliance Service Price Guide (the Service ‘Blue Book’).....	4
Truck Skin Vehicle National Identification Program.....	4
<b>BRAND SOURCE SERVICE</b> Business Management Software.....	4
Anaheim Manufacturing Corp. Preferred Service Provider.....	4
New Suppliers.....	4
Parts VR Programs.....	5
<b>BRAND SOURCE SERVICE</b> Call Center.....	5
<b>BRAND SOURCE SERVICE</b> Additional Program Enhancements.....	5
<b>SLEEP SOURCE</b> .....	6
<b>Expert Warehouse</b> .....	6
National Affiliations.....	6
<b>BRAND SOURCE SERVICE</b> Benefits Claim Form.....	7
<b>BRAND SOURCE SERVICE</b> Contact Information - National Market Managers.....	8

- Key:
-  **BRONZE** membership benefits
  -  **SILVER** membership benefits
  -  **GOLD** membership benefits



## BRAND SOURCE SERVICE Member Benefits Guide

### EXPERT CARE Health Care Solutions

Web Site: [www.expertcarebenefits.com](http://www.expertcarebenefits.com)

Escalating health care costs continue to eat away at retailers profits. Expert Care is a health care benefits program designed to help save you money while providing you and your employees with outstanding health care benefits.

- Health Plans • Dental • Vision • Health Savings Account & more!



Contact Expert Care to learn how you can start saving money and start offering your employees a health care plan you can afford.

### EXPERT ASSURANCE Property/Casualty

Email: [blake.poulton@poulton.com](mailto:blake.poulton@poulton.com)

Exclusive to **BRAND SOURCE SERVICE** members through the **BRAND SOURCE** group, premier property and casualty insurance program.

- Building Replacement Cost
- Business Automobile Coverage
- Inland Marine Coverage
- Business Property, including Inventory
- General Liability Coverage
- Workers Compensation



Nationally negotiated program. The buying power of **BRAND SOURCE** helps save you money!

### EXPERT HR Human Resource Solutions

Email: [ssoder@certipayamerica.com](mailto:ssoder@certipayamerica.com)

Over 80% of today's retailers do not have an employee handbook in place, putting them at the mercy of the courts if an employee or former employee wants to challenge you on an employment issue.

Expert HR provides up-to-date Employee Handbooks based on your individual business and the state and federal laws that protect you and your employees. The handbook may not keep you out of the court system due to a disgruntled employee but it can save you thousands of dollars if you are ever challenged on how you treat your employees.

**BRAND SOURCE SERVICE** members receive FREE on-line searches for local, state and federal laws as well as changes to the laws to keep you up-to-date.



### ARAMARK Uniform Programs

Email: to lease/rent: [Kathleen.nicksic@aramark-uniform.com](mailto:Kathleen.nicksic@aramark-uniform.com)

**BRAND SOURCE SERVICE** members can now lease, rent or purchase professional uniforms for service technicians at deep discounted rates. Pricing includes with the **BRAND SOURCE SERVICE** logo to tie your service department into the national organization and the Ronald McDonald House Charities logo to tie your service department to a national and local cause.



### BP GAS CARD Fuel Rebate / Cost Management System

Email: [Mike.McCartin@fleetcor.com](mailto:Mike.McCartin@fleetcor.com)

**BRAND SOURCE SERVICE** members have access the BP business Visa card that provides monthly rebates on the gas purchased from BP gas stations. You also have instant on-line access to current charges, monthly reports by card holder, and you can create special spending limits and restrictions (fuel only - no food, up to XX gallons per day, etc.). Truly a money saving program you can use.



## BRAND SOURCE SERVICE Member Benefits Guide

### EXPERT PROTECTION Extended Service Plans

Web Site: [www.expertprotection.com](http://www.expertprotection.com)

With new technology and the proliferation of offshore consumer appliances, extended service plans are more important to your product mix than ever before. Expert Protection offers members a safe, secure and competitive service plan **complete with in-store sales training** and tools you can use to improve your sales. The program is fully insured by an A rated insurance group and is managed by an administrator with over 15 years of experience in the Consumer Electronics industry.

Contact [info@expertprotection.com](mailto:info@expertprotection.com) for additional information.



- ❖ Up to 5 Years Parts & Labor Coverage
- ❖ Power Surge Coverage from day one
- ❖ If parts are no longer available, **We will Replace It!**
- ❖ Fair, Profitable Service Rates - Not Substandard Manufacturer's Warranty Rates
- ❖ Lemon Replacement - If It's Not Working after 2nd Service Call We will Replace It!
- ❖ In-Shop Hands-On Sales Training by our very own certified sales trainers.
- ❖ Major Component Service Plans to use for promotional purposes, or as a customer bonus
- ❖ **BRAND SOURCE BACKS IT!** . . . Membership protection plan - relax, you're covered!

### BRAND SOURCE CARD Reduce Overhead

Email: [kevin.murphy@ge.com](mailto:kevin.murphy@ge.com)

The **BRAND SOURCE CARD** provides your customer with an additional line of credit for service, parts, and new products. You can offer your customers 0% interest for 90 days to help them pay for unexpected service costs, and you earn 0.5% through the card services program. If you accept a standard credit card, on the road, you may be paying 2.5 to 3.5% to the bank.



### BRAND SOURCE MARKETING

Email: [Jim@brandsourcemarketing.com](mailto:Jim@brandsourcemarketing.com)

**BRAND SOURCE MARKETING** brings you everything you need to help market your services. From Web Page design, print ads and direct mail products to help you keep your customers yours!

- Direct Mail Campaigns
- Exterior Signs & Service Vehicle Signs
- Yellow Page Advertising and Design
- Print Advertising and Design
- Telephone Answering Systems
- Word of Mouth Advertising Opportunities

Contact: [Jim@brandsourcemarketing.com](mailto:Jim@brandsourcemarketing.com)



### BRANDSOURCE.COM

On-Line Service Department Locator and Web Page

**BRANDSOURCE.COM** connects you to the world, but more importantly, to your customers who are looking for service. As a **BRAND SOURCE SERVICE** member your service department is listed in the **BRAND SOURCE.com** store locator and you are identified as an appliance service department, making it easy for customers who need service to find you.

You also have access to the **BRAND SOURCE** backroom, the online information area that provides up-to-date business and program information.

## BRAND SOURCE SERVICE Member Benefits Guide

### MAJOR APPLIANCE BLUE BOOK

Email: [services@brandsource.com](mailto:services@brandsource.com)



The Major Appliance Service Price Guide (MASPG) aka The Blue Book Discount will increase your profitability, simplify your business and increase customer satisfaction by using the Major Appliance Service Price Guide (MASPG) when billing customers for repairs. Join the hundreds of appliance service companies that have moved away from hourly billing and enjoyed happier customers and greater profitability with flat rate pricing. A special discount of \$20.00 per book is available as a benefit of Brand Source Service membership.

### VEHICLE IDENTIFICATION PROGRAM

[www.truckskin.com/brandsource](http://www.truckskin.com/brandsource)

Maximize your company's identity and take advantage of **BRAND SOURCE SERVICE's** growing recognition in the market place as a viable national service solution by adding Brand Source Service signage to your service vehicles. Use this special discounted program from TruckSkin and choose from one of several great looking configurations.

Go on line to [www.truckskin.com/brandsource](http://www.truckskin.com/brandsource) and enter your user name and enter your user name and password for complete details.

### Business Management Software

Email: [Jeremy.ketchum@swiftlink.com](mailto:Jeremy.ketchum@swiftlink.com)



**BRAND SOURCE SERVICE** Business Management Software powered by Swiftlink™ will track and create reports for your cycle time and first time complete rates of all service work. Regardless of warranty status, product category or brand, BSS Business Management Software will provide you valuable, real-time performance data about your business. The program will then extract performance data from your company's records and download it to Brand Source Service for use in managing the National Service Network

### Anaheim Manufacturing

Preferred National Service Network



Anaheim Manufacturing, Inc.(AMC), maker of undercounter products including Waste King food waster disposers and much more, has selected **BRAND SOURCE SERVICE** as their **preferred national service and installation network**. This will help you build your customer base and drive profitability by getting access to AMC customers and their service needs.

### New Suppliers • New Programs

Email: [services@brandsource.com](mailto:services@brandsource.com)

**BRAND SOURCE SERVICE** continues to develop exciting new profit opportunities for members. From GPS tracking systems, to saving money on fuel for your vehicles, to software systems developed specifically for service centers. From Uniform programs (one member saves over \$1,200 annually on this program alone), to in-store technical training, **BRAND SOURCE SERVICE** has it all! Low cost, high value programs designed to save you money or help you earn more money.

## BRAND SOURCE SERVICE Member Benefits Guide

### VOLUME REBATE PROGRAM Select Parts Distributors



**BRAND SOURCE SERVICE** members receive volume rebates on parts purchased from select parts distributors. Contact your **BRAND SOURCE SERVICE** Regional Manager for complete details about how you can earn more for doing what you do every day - order parts!

### NATIONAL CALL CENTER A True National Service Network



**1-877-GO BRAND**

**BRAND SOURCE SERVICE** launched its national service network in April, 2008, providing consumers with a toll free phone number to schedule a service call anywhere in the country.

Consumers who call **1- 877 GO BRAND** can locate a **BRAND SOURCE SERVICE** servicer in their area to request a service call. This national service network helps drive more business and new customers to your company. The phone number, **1-877 GO BRAND**, is highlighted on national television commercials and in millions of newspaper circulars.

This service helps service needy consumers find you, and provides you with additional profit opportunities. As a member of **BRAND SOURCE SERVICE** you receive these annual benefits and services

### ADDITIONAL MEMBER BENEFITS Annual Benefits Program:



	Your Cost	Value
• \$250 <sup>00</sup> <b>BRAND SOURCE SERVICE</b> Scholarship.....	<b>FREE</b>	\$250 <sup>00</sup>
• \$100 <sup>00</sup> Store/Technician Branding Credit.....	<b>FREE</b>	\$100 <sup>00</sup>
• \$5 <sup>00</sup> Expert Protection Service Rate Increase.....	<b>FREE</b>	\$150 <sup>00</sup>
• 25, 10 Year Major Component Service Plans.....	<b>FREE</b>	\$100 <sup>00</sup>
<b>Total:</b>	<b>FREE</b>	<b>\$600<sup>00</sup></b>

(Actual retail value of the major component plans at retail is \$79.95 each. Dealer cost is shown above)

#### PLUS ...

- **FREE** attendance at **BRAND SOURCE SERVICE** seminars
- Educational and business management tools
- Expert Edge, a biweekly newsletter
- **BRAND SOURCE SERVICE** blog to exchange information and ideas, visit [bssblog.com](http://bssblog.com)

**SLEEP SOURCE** Mattress/Sleep Stores

Email: [mike.allen@brandsource.com](mailto:mike.allen@brandsource.com)

If you or a family member are looking for a new profit opportunity in your market, consider the mattress business. Products average 40% gross margin, and you don't have to plug anything in! **SLEEP SOURCE** is a turnkey mattress store. You find the building, submit a request and **SLEEP SOURCE** determines if your market can sustain a sleep store (we want you to succeed).

**SLEEP SOURCE** provides you with product, marketing materials, sales training, in-store signs, extended flooring terms on your floor display and so much more! Contact Mike Allen for additional information.

**EXPERT WAREHOUSE** Personal Purchase Opportunities

Even appliance service centers need consumer electronics products. Whether you need them for your shop, your home or your employee's homes you now have access to the Expert Warehouse line of products at dealer cost.

Featuring over 15 brands of Consumer Electronics products, Expert Warehouse is your extended warehouse. Expert Warehouse also stocks major appliances, available to you for product replacements. Let Expert Warehouse provide you and your customers great products without the need to stock any inventory!

**National Affiliations That Benefit Your Business**

- Ronald McDonald Charities. The group provides new major appliances and electronics to every Ronald McDonald house in the nation, donating over \$150,000 in products and money annually to this worthy cause. We encourage our members to partner with a local Ronald McDonald House.

- You are now partnered up with the 14-Time National Drag Racing Champion, John Force and his complete drag racing team, including history making Ashley Force, the first woman to take a first place finish in NHRA Funny Car national racing (April 2008). Force was highlighted on the A&E TV reality show Driving Force and he and his drag racing teen aged daughters continue to make drag racing history.



# BRAND SOURCE SERVICE

## Benefits Claim Form



PLEASE PRINT

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Name Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Phone Number Email

Please submit proof of fee / subscription payment with Claim Form

	Description	Amount
<b>BRAND SOURCE SERVICE</b> Scholarship (up to \$250 <sup>00</sup> per calendar year) Eligible Uses:		
<input type="checkbox"/> Service Convention Registration Fees	_____	\$ _____
<input type="checkbox"/> Service Seminar Registration Fee	_____	\$ _____
<input type="checkbox"/> Service Training Registration Fee	_____	\$ _____
<input type="checkbox"/> Service Association Membership/Dues Fee	_____	\$ _____
<input type="checkbox"/> Flat Rate Pricing Program	_____	\$ _____
<input type="checkbox"/> Other request	_____	\$ _____
<input type="checkbox"/> Expert Protection Major Component Service Plans: Quantity _____ (Maximum of 25 FREE)		
<input type="checkbox"/> <b>BRAND SOURCE SERVICE</b> Branding Credit ( <sup>€</sup> 100 <sup>00</sup> year)	_____	\$ _____

**BRAND SOURCE SERVICE** branding eligible uses:

- **BRAND SOURCE SERVICE** logo on technician uniforms. Brand Source Service recommends Aramark for uniforms.
- **BRAND SOURCE SERVICE** brand/logo on service vehicles. Brand Source Service recommends Truck Skins for vehicle identification programs.
- Uniform lease or purchase, through Aramark with approved Brand Source Service and RMHC logos

Expert Protection Service Rate Increase (automatic payment increase as a member)

The Expert Protection administrator will provide **BRAND SOURCE SERVICE** with a monthly report of claims paid. Brand Source Service will pay members the additional \$5<sup>00</sup> per claim quarterly.

To receive these benefits **BRAND SOURCE SERVICE** members must be members in good standing. Members with unpaid dues will be unable to claim any of the additional membership benefits.

Please sign, date and fax this form to: (714) 502-9627, attention J.R. Zirkelbach

X \_\_\_\_\_  
Signature Date



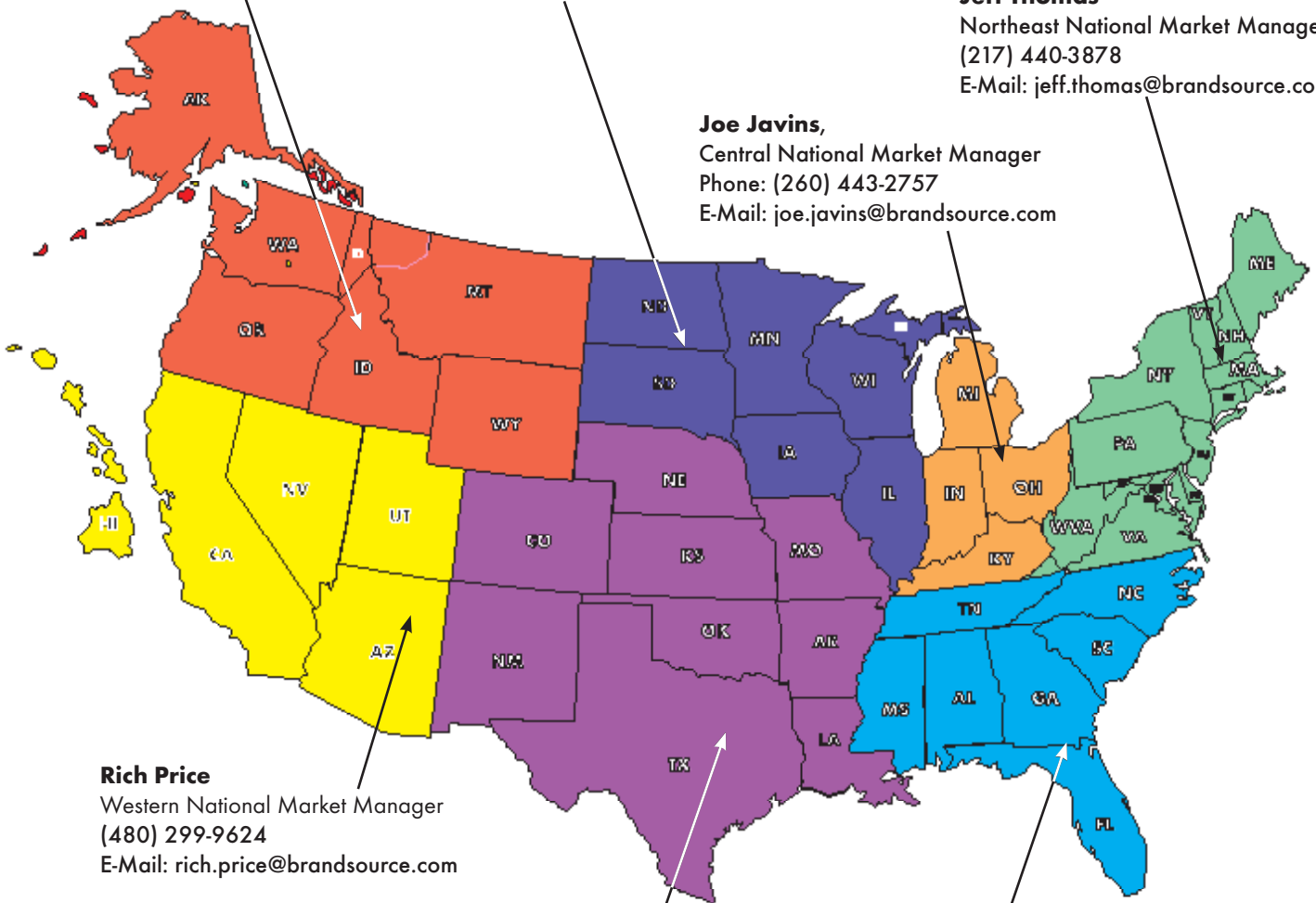
## BRAND SOURCE SERVICE National Market Managers

**Jeremy Adams**  
Western Region Manager  
Phone: (541) 227-9305  
E-Mail: jeremy.adams@brandsource.com

**Jon Krueger,**  
Northern Market Manager  
Phone: (612) 396-4843  
E-Mail: jon.krueger@brandsource.com

**Jeff Thomas**  
Northeast National Market Manager  
(217) 440-3878  
E-Mail: jeff.thomas@brandsource.com

**Joe Javins,**  
Central National Market Manager  
Phone: (260) 443-2757  
E-Mail: joe.javins@brandsource.com



**Rich Price**  
Western National Market Manager  
(480) 299-9624  
E-Mail: rich.price@brandsource.com

**Shannon Zemlicka**  
Southwestern National Market Manager  
(469) 442-5781  
E-Mail: shannon.zemlicka@brandsource.com

**Lance Hendrix**  
Southeastern National Market Manager  
(864) 901-7572  
E-Mail: lance.hendrix@brandsource.com

**Maria Mercado,** BRAND SOURCE SERVICE Administrator  
maria.mercado@brandsource.com (714) 502-9620