

**2009**



# **Member Benefits Guide**

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

*Revised August 2009*



# BRAND SOURCE SERVICE Member Benefits Guide

Welcome to Brand Source Service! Brand Source Service is a division of AVB/Brand Source designed to provide service companies the training, education, programs and benefits to ensure the utmost in profitability and professionalism while delivering the consumer the highest quality service experience.

This guide provides you with a listing of the many benefits available to you based on your **BRAND SOURCE SERVICE** membership type, with each benefit coded as shown below...

## BRAND SOURCE SERVICE Membership Type

- G** GOLD membership benefit
- S** SILVER membership benefit
- B** BRONZE membership benefit

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## **G S B 877-GO-BRAND National Service Call Referral Center**

**BRAND SOURCE SERVICE** is capitalizing on **BRAND SOURCE**'s brand recognition by marketing the **BRAND SOURCE SERVICE** network through the **BRAND SOURCE** national marketing campaign. The campaign includes nearly a billion advertising circulars distributed through newspapers across the country, game show sponsorships, home improvement and do-it-yourself television networks and [www.BRANDSOURCE.com](http://www.BRANDSOURCE.com).

Consumers who dial **877-GO-BRAND** will have the option to request service by speaking with a live call center agent who will in turn refer the call to the nearest **BRAND SOURCE SERVICE** member who provides the needed service in the customers area. This service provides **BRAND SOURCE SERVICE** members a tremendous opportunity to grow their customer base and grow profitability.

## **G S B www.BRANDSOURCE.com Retail and Service Referral Site**

**BRAND SOURCE .com** is among the premier online sources for appliance and consumer electronic purchases. **BRAND SOURCE .com** also features a store locator where consumers can search for appliance service providers. As a **BRAND SOURCE SERVICE** member your company is included in this function, helping to drive consumers with a service need to your business.

## **G Parts Distributor Volume Rebates**

As a **BRAND SOURCE SERVICE** Gold member, you are eligible to receive rebates on your net parts purchases from select parts distributors. Contact your **BRAND SOURCE SERVICE** National Market Manager for more information about how you can make more money doing what service companies do everyday-order parts!

## **G BRAND SOURCE SERVICE Scholarship**

As a **BRAND SOURCE SERVICE** Gold member, you are eligible for a \$250.00 annual scholarship that may be used in virtually any way to improve your service department. Most common examples are paying for trade association membership dues, service trade publications, service seminars and conventions, flat rate pricing programs, etc. Use the Benefits Claim Form included in this Benefits Guide to take advantage of this membership benefit.

## **G BRAND SOURCE SERVICE Branding Credit**

As a **BRAND SOURCE SERVICE** Gold member, you are eligible for a \$100.00 annual branding credit that may be used to brand your technicians, service vehicles or building with the **BRAND SOURCE SERVICE** logo. Promote your business as the **BRAND SOURCE SERVICE** company in your marketplace and take advantage of the strength of the **BRAND SOURCE** brand. Use the Benefits Claim Form included in this Benefits Guide to take advantage of this membership benefit.

## **G FREE Expert Protection Major Component Warranties**

As a **BRAND SOURCE SERVICE** Gold member, you are eligible for **25 FREE EXPERT PROTECTION** Major Component Warranties. These warranties cover the major component of appliances for 10 years from the date of product purchase. These warranties are a great promotional product and can be used in many ways to drive business and profitability. Additional warranties may be purchased for as little as \$4.00 each. For more information on this program email [info@expertprotection.com](mailto:info@expertprotection.com).

## BRAND SOURCE SERVICE Regional Technical Training Centers

Register your novice or experienced for these regional, in-depth technical training events built on the traditional Whirlpool regional training center format. The training centers are located in 5 easy-to-travel-to markets which means less travel time and expense. Training is conducted by Whirlpool Product Training Specialists on current and next generation models utilizing the latest technical advances and innovations. The sessions are open to all service companies regardless of Whirlpool service authorization. For more information email [services@brandsource.com](mailto:services@brandsource.com)

## BRAND SOURCE SERVICE Regional Bus. Mgmt. Train. Seminars

**BRAND SOURCE SERVICE**, in association with the United Servicers Association, hosts a national rotation of regional business management training seminars. Training focuses on driving technician productivity and increasing profitability. Key performance indicators such as costs of doing business analysis, cycle time, first time completes, flat rate pricing, business management software and add on sales are the primary areas of focus. For more information email [services@brandsource.com](mailto:services@brandsource.com).

## BRAND SOURCE SERVICE On-Site Service Management Training

**BRAND SOURCE SERVICE** In-Store Service Management Training is a four stage, on-site, in-depth review of your service operation. The program is designed to evaluate current processes, technology and profitability. The program provides a written action plan which includes recommended proven best practices that are designed to sustain and increase profitability and controlled growth. For more information email [services@brandsource.com](mailto:services@brandsource.com).

## EXPERT CARE Health Benefits Program

Escalating health care costs continue to eat away at profits of independent companies. **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. Available programs include health, dental and vision plans as well as health savings accounts and more! Visit [www.expertcarebenefits.com](http://www.expertcarebenefits.com) to learn how you can start saving money and start offering your employees a health care plan you can afford.

## EXPERT ASSURANCE Property and Casualty Insurance Program

Exclusive to **BRAND SOURCE SERVICE** members through the **BRAND SOURCE** group, the **EXPERT ASSURANCE** premier property and casualty insurance program includes building replacement cost, business property, inventory, business automobile coverage, general liability, inland marine and worker's compensation. This nationally negotiated program leveraged by the buying power of **BRAND SOURCE** helps save you money! For more information contact Blake Poulton at [blake.poulton@poulton.com](mailto:blake.poulton@poulton.com).

## EXPERT HR Human Resources Program

Over 80% of today's independent service companies and retailers do not have an employee handbook in place, putting you 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. For more information contact Scott Soder at [ssoder@certipayamerica.com](mailto:ssoder@certipayamerica.com).

## **G S** EXPERT PROTECTION Extended Service Policy Program



With new technology and the proliferation of offshore consumer appliances, extended service plans are more important to retailers' 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 years of experience in the service policy industry.

- Up to 5 Years parts & labor coverage
- Power surge coverage from day one
- Fair, profitable service rates - not standard manufacturer's warranty rates
- Margin paid on replacement parts
- Mileage paid outside of your service radius
- Lemon replacement - the product will be replaced after the 3rd same covered failure
- In-shop hands-on sales training by **BRAND SOURCE SERVICE** very own certified sales trainers.

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

## **G S** BRAND SOURCE CREDIT CARD Consumer Finance Program



The **BRAND SOURCE CREDIT 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 with no cost to you through the card services program. Standard bank cards typically charge you a 2.5% to 3.5% discount fee. This program helps you put that money on your bottom line rather than the bank's pocket! For more information contact Jeanie Humphrey at [jeanie.humphrey@ge.com](mailto:jeanie.humphrey@ge.com) or (937) 534-8104.

## **G S** BRAND SOURCE MARKETING Program

**BRAND SOURCE MARKETING** brings you everything you need to help market your services. From web page design and print ads to direct mail products to help you keep your customers yours! Services include:

- Web page design
- Direct mail campaigns
- Exterior building signage
- Yellow page advertising and design
- Print advertising and design
- Telephone answering systems

For more information contact: Jim Nelson at [jim@brandsourcemarketing.com](mailto:jim@brandsourcemarketing.com)

## **G S** BRAND SOURCE SERVICE Business Management Software

**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, **BRAND SOURCE SERVICE** Business Management Software will provide you valuable, real-time performance data about your business. This optional 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.

## Scratch-B-Gone™ Stainless Steel Restoration Program



Stainless steel has been one of the hottest selling in kitchen appliances over the past several years. Scratch-B-Gone™ is a product and process that will remove scratches and discoloration from stainless steel products. Use this program to sell “do-it-yourself” kits to your customers or to train an employee on how to professionally perform restoration services and sell them. This is a virtually untapped market and a huge profit opportunity! For more information email [services@brandsource.com](mailto:services@brandsource.com) or visit [www.bssblog.com](http://www.bssblog.com).

## Picture Perfect Service Network™ Certification



Be recognized as one of the best major appliance service centers in your trade area by joining the exclusive ranks of a group of certified, independent companies that provide measurable, premium service: the Picture Perfect Service Network (PPSN). Qualifying for PPSN means you are part of an elite group identified as the "Best of the Best" in your service area. PPSN certification is free as a benefit of **BRAND SOURCE SERVICE** Gold and Silver membership. For more information email [services@brandsource.com](mailto:services@brandsource.com).

## Dryer Vent Wizard™ Referral Program



Restricted dryer vents account for over 15,000 house fires every year and the average technician encounters an average of 3 dryers with vent related problems a week. Refer these customers to Dryer Vent Wizard, specialists in dryer vent cleaning, repair and installation, and earn a \$25.00-\$35.00 referral fee based on volume. For more information email [services@brandsource.com](mailto:services@brandsource.com) or visit [www.bssblog.com](http://www.bssblog.com).

## Vibe Away™ Vibration Isolation Pad Program



VibeAway™ pads are specially designed washing machine anti-vibration pads for washers and dryers. The 100% crumb rubber pad, molded from recycled tires, is designed to reduce the transfer of vibration that occurs in most typical washing and drying cycles. For more information email [services@brandsource.com](mailto:services@brandsource.com) or visit [www.bssblog.com](http://www.bssblog.com).

## Aramark™ Uniform Services Program



**BRAND SOURCE SERVICE** Gold and Silver members can take advantage of a discounted program with Aramark™ Uniform Services. Garments available include everything from work shirts, pants and shorts to winter wear and belts. Shirts come pre-adorned with the **BRAND SOURCE SERVICE** emblem on the left breast and the Ronald McDonald House Charities™ emblem on the left shoulder. For more information email [services@brandsource.com](mailto:services@brandsource.com) or visit [www.bssblog.com](http://www.bssblog.com).

## **G S** BP™ Gas Card Fuel Rebate and Card Management Program



**BRAND SOURCE SERVICE** Gold and Silver members have access to 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. For more information email [mike.mccartin@fleetcor.com](mailto:mike.mccartin@fleetcor.com).

## **G S** MASPG aka “The Blue Book” Free Subscription and Discount



The Major Appliance Service Price Guide (MASPG) aka “The Blue Book” will increase your profitability, simplify your business, give greater customer satisfaction, and increase profitability. 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 free 30 days subscription and a special discount of \$20.00 per book are available as benefits of **BRAND SOURCE SERVICE** Gold and Silver membership. For more information email [services@brandsource.com](mailto:services@brandsource.com) or visit [www.bssblog.com](http://www.bssblog.com).

## **G S** TruckSkin™ Vehicle Signage Program



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 “truckskinbs” and password “brandservice” for complete details.

## **G S** Office Max™ Office Supplies Discount Program



**BRAND SOURCE SERVICE** Gold and Silver members now have access to an Office Max office supplies program that saves you up to 50% off Office Essentials and up to 50% off the full line catalog. Special pricing can be negotiated on YOUR frequently purchased items and can be added to the core savings list. For complete details contact your **BRAND SOURCE SERVICE** National Market Manager or email [services@brandsource.com](mailto:services@brandsource.com).

## **G S** EXPERT WAREHOUSE CE/MAJAP Distribution Program



**EXPERT WAREHOUSE** is a national major appliance and consumer electronics distributor owned by **BRAND SOURCE**. It provides **BRAND SOURCE SERVICE** members the opportunity to make personal purchases at wholesale pricing. 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. For more information email [services@brandsource.com](mailto:services@brandsource.com).

## SLEEP SOURCE Turn Key Mattress and Bedding Retail Program G S



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 Brand Source Vice President of Home Furnishings Mike Allen at [mike.allen@brandsource.com](mailto:mike.allen@brandsource.com) or (425) 954-4004 for additional information.

## National Affiliations G S B




**BRAND SOURCE** 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. **BRAND SOURCE SERVICE** members are authorized to use the RMHC logo in their advertising and are encouraged to partner with their area 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 daughters continue to make drag racing history.

# **G S B** BRAND SOURCE National Market Managers

Contact your Brand Source National Market Manager for assistance in taking advantage of any **BRAND SOURCE SERVICE** program or getting answers to questions.




**BRAND SOURCE**


## BRAND SOURCE NATIONAL MARKET MANAGERS


**Jeremy Adams**  
Northwest Market Manager  
Phone (541) 227-9305  
jeremy.adams@brandsource.com




**Jon Krueger**  
North Market Manager  
Phone: (612) 396-4843  
jon.krueger@brandsource.com




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



**Jeffrey Thomas**  
Northeast Market Manager  
724-698-4524  
jeff.thomas@brandsource.com








**Rich Price**  
Pacific Southwest Market Manager  
Phone: (480) 299-9624  
rich.price@brandsource.com



**Shannon Zemlicka**  
Southwest Market Manager  
(469) 442-5781  
shannon.zemlicka@brandsource.com




**Southeast Market Manager**  
(714) 502-9620





Providing Support for these services



*Expert*  
**PROTECTION**



**Haier**



**BRAND SOURCE SERVICE** recognizes that member feedback is key to developing meaningful programs and services that drive value into Brand Source Service membership. To that end, **BRAND SOURCE SERVICE** created the **BRAND SOURCE SERVICE** Council.

The Council, comprised of 6 successful **BRAND SOURCE SERVICE** members located across the country, was formed to serve the following purposes:

- Serve as a "sounding board" for **BRAND SOURCE SERVICE** leadership to bounce programs, services and ideas off and determine value to members
- Serve as an "advisory panel" to help plot the course and direction of **BRAND SOURCE SERVICE**
- Serve as regional contacts for **BRAND SOURCE SERVICE** members in the same geographic area to share best practices, business challenges and solutions

**BRAND SOURCE SERVICE COUNCIL**

**Carl Humphries**  
West Coast Appliance  
Central Point, OR  
(541) 826-7644  
carl@westcoastbrandservice.com

**Chuck Rozema**  
Northgate Appliance  
Holland, MI  
(616) 396-4456  
chuck@northgateappliance.com

**Don Frank**  
L.H. Brubaker Appliance  
Lancaster, PA  
(717) 299-2351  
dfranksr@hbrubakerappliances.com

**Brent Rufenacht**  
B & B Appliance  
Escondido, CA  
(760) 746-5555  
bbsales@pacbell.net

**Doug Klein**  
Klein's Brand Source  
Fairview Heights, IL  
(618) 397-1216  
gkleintvappl@yahoo.com

**Lance Kimball**  
Appliance Repair Specialists  
Tampa, FL  
(813) 288-1900  
lkimball@tampabay.rr.com

**BRAND SOURCE SERVICE**  
**40<sup>th</sup>**  
Anniversary





# Benefits Claim Form

Brand Source Service Scholarship

Amount: \$ \_\_\_\_\_ (Max. \$250.00/year)

Eligible Uses

Detail/Description

Service convention registration fees

\_\_\_\_\_

Service seminar registration fees

\_\_\_\_\_

Service training registration fees

\_\_\_\_\_

Service association membership fees

\_\_\_\_\_

Service industry publications

\_\_\_\_\_

Flat rate pricing programs

\_\_\_\_\_

Other request

\_\_\_\_\_

**NOTE: Submit proof of fee/subscription payment with Claim Form**

Expert Protection

Quantity: \_\_\_\_\_ (Max. 25/year)

Major Component Warranties

Brand Source Service Branding Credit

Amount: \$ \_\_\_\_\_ (Max. \$100.00/year)

Eligible Uses

Brand Source Service emblems on technician uniforms\*

\*BSS emblems are available from BSS. Email [services@brandsource.com](mailto:services@brandsource.com) for order form.

Brand Source Service branding on service vehicles\*

\*BSS recommends TruckSkin for vehicle signage. Email [services@brandsource.com](mailto:services@brandsource.com) for program information

Aramark Uniform Services technician uniforms\*

\*Must be BSS approved garments. Email [services@brandsource.com](mailto:services@brandsource.com) for program information

**NOTE: Submit proof of fee/subscription payment with Claim Form**

Expert Protection Service Rate Adder

Amount: \$5.00 per claim (Max. \$150.00/year)

Brand Source Service members earn an additional \$5.00 per completed Expert Protection service call\*

\*Use Expert Protection Service Rate Adder Claim Form to claim this benefit. Email [services@brandsource.com](mailto:services@brandsource.com) for form.

Store name \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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

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

Please fax this form to:  
**Brand Source Service**  
**(714) 502-9627**  
**Attn: Maria Mercado**

Members must be in good standing to be eligible for benefits. A maximum of \$150.00 in benefits may be claimed each quarter





# Service Rate Adder Claim Form



BSS members are eligible for a \$5.00 rate adder on all completed Expert Protection service calls, regardless of administrator. Claims must be submitted within 30 days of call completion and must include a copy of the service ticket and service authorization from the administrator. Annual claims are limited to a total of \$150.00 (30 claims) and are subject to other BSS Benefits program guidelines. Members must be in good standing to be eligible for the Expert Protection Service Rate Adder

1.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
2.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
3.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
4.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
5.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
6.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
7.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
8.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
9.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
10.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
11.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
12.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
13.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
14.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service
15.	_____	_____	_____	_____
	Contract Number	Customer Name (First, Last)	Claim Number	Date of Service

**Total Number of Claims** \_\_\_\_\_ **x \$5.00 per claim = Total Rate Adder Claim Amount: \$** \_\_\_\_\_ **.00**

Store name \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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

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

Please fax this form to: **Brand Source Service, (714) 502-9627, attn: Maria Mercado**

