

# Pella Security

## Dealer Sign-up Guide

This guide will outline expectations and requirements to become Pella Security Safes dealer through Uncle Lar's Outpost. For any questions or concerns not outlined in this guide please contact us using the info provide to the right.



### Address:

4650 GA-136, Trenton, GA

### Phone:

423-682-1363

### Email:

[admin@unclelarsoutpost.com](mailto:admin@unclelarsoutpost.com)

### Website

[www.unclelarsoutpost.com](http://www.unclelarsoutpost.com)



# Why Become a Dealer

## Welcome to Uncle Lar's Outpost

We are a very unique retail store with an onsite deli. You can find unique gifts and one-of-a-kind handcrafted mercantile crafted from local vendors, order and enjoy handmade burgers, desserts, candy & ice cream on our porch overlooking Lookout Mountain, then purchase your firearms, ammo and outdoor gear & choose your own customized handcrafted safe that supersedes quality and price from any competitor!

- 1.) **Quality Products** your grandfather expected and would approve.
- 2.) **American designed, created and manufactured products.**
- 3.) **Affordable consumer pricing,** that maintains a healthy retailer margin.
- 4.) **Exclusive retail territory**
- 5.) **Open line of communication** with distributor and manufacturer for special orders and customizations.
- 6.) **Distributor support** for logistics, storage, and shipping





# Application Requirements

*The approval of an application is usually based on a few factors.*

**Location / Locations:** Although building a network of dedicated dealers for our products is the goal, the Location/Locations of your business/businesses must be considered when approving your dealer application. Maximizing your profits is important to us and having a fellow dealer down the road is not good for business. The products you want to distribute: Likewise, with location, the products you wish to distribute are also considered. Two dealers of the same product too close together could cause issues.

**Place of Commerce:** Our dealer products require the business to be fully licensed and operating in accordance with Federal, State, and local laws in a Brick and Mortar shop or a Service shop to be eligible.

**Application & Required Documentation:** Proof of active business license, insurance, employer identification number (EIN), certification of sales and use tax, ownership documentation, and bank information



# How to sign up



**Fill out the attached application and return to Uncle Lar's Outpost**



**Send us an email and we will forward you the application**

**[admin@unclelarsoutpost.com](mailto:admin@unclelarsoutpost.com)**



**Fill out the application on our website  
[www.unclelarsoutpost.com/dealer form](http://www.unclelarsoutpost.com/dealer-form)**



# Dealer Expectations

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## ***Is there a minimum order to become a dealer?***

We reserve the right to enforce minimum orders. We do recommend (1) of each safe series for showroom display purposes. We recognize the uniqueness of each retailer, their space, and their clients. We will remain flexible and accommodate accordingly.

## ***Customer service expectaions.***

We expect our selected retailers to uphold our standard of service, ensuring customer satisfaction. Display, market, and retail our products in an appropriate, safe, and in an attractive manner.



## **The Uncle Lar's Expectation**

**We expect our  
selected dealers to  
adhere to our  
customer service  
convictions, while  
offering customers  
the highest quality  
of customized safe  
products available  
at a very affordable  
rate.**





*Nella Security*

# Product Information and Training

**We can assist our dealers with training material and opportunities to ensure you are conveying and presenting the value of our products effectively as you are rewarded with high profits.**





# Dealer Application Form



\*CONTACT NAME

\*TITLE

\*BUSINESS NAME

\*PHONE NUMBER

\*EMAIL

\*STREET ADDRESS

\*CITY, STATE, POSTAL CODE

\*FEDERAL EIN NUMBER

\*WEBSITE

\*SIGNATURE

DO YOU HAVE A RETAIL SHOWROOM?

YES NO

☐ ☐

DO YOU HAVE MULTIPLE LOCATIONS?

YES NO

☐ ☐

IF YES, HOW MANY...?

HOW MANY EMPLOYEES DO YOU HAVE...?

HOW MANY YEARS IN BUSINESS...?

ARE YOU LICENSED & INSURED...?

IN A SENTENCE OR TWO TELL US HOW  
YOU PLAN TO MARKET AND SELL PELLA  
SAFES?

\*DATE