



Heywood Home Company  
 870 Valleymeade Dr SE  
 Marietta, GA 30067  
 PH: 678-643-3046  
 E: molly@heywoodhome.co

## Heywood Home Company Wholesale Account Application

PLEASE DOWNLOAD & PRINT. ONCE COMPLETED, SCAN OR TAKE A WELL-LIT PHOTO OF THE DOCUMENT AND EMAIL TO MOLLY@HEYWOODHOME.CO

*The Following Items are Required for Your Application to be Considered Complete:*

**Application, Attached Forms, and Documentation, Completed and Signed**, sent to molly@heywoodhome.co  
 Enter your business name and "Wholesale Application" in the Subject Line.

**VALID EMAIL** (Required! Approvals, Orders, Invoices, and Other Important Notices Are Sent by Email )

**A COPY OF YOUR STATE ISSUED RESALE TAX CERTIFICATE** if your Ship-To state is Georgia.  
 Any business outside of the state of Georgia should submit a copy of their business license.

*If a complete and accurate application and all supporting documentation is submitted and there are no follow up questions or incompatibilities, approval of your Wholesale Account is emailed within 5 business days of such receipt. A Wholesale Catalog, the HHC Wholesale Policies, and Order Form will be provided via email upon initial approval of customer application. All Orders are Handled via email and should be sent to molly@heywoodhome.co with your business name and "Purchase Order" in the Subject Line.*

Please use the following space to share a few details about your type of business and your customers:

BUSINESS NAME: \_\_\_\_\_

BUYER NAME(S): \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
*(Most frequently checked email address for account communication)*

**BILLING ADDRESS:**

STREET: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ POSTAL ZIP CODE: \_\_\_\_\_

Is Ship-To Address (Physical Store Location) the Same?: \_\_\_\_\_ *(If No, Complete the Next Section)*

**SHIPPING ADDRESS:**

YOUR SHIP-TO (PHYSICAL STORE) ADDRESS MUST BE A BRICK AND MORTAR BUSINESS LOCATION. WE DO NOT ACCEPT POSTAL BOXES OR RESIDENTIAL ADDRESSES AS SHIPPING ADDRESSES.

STREET: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ POSTAL ZIP CODE: \_\_\_\_\_

**WEBSITE ADDRESS:** \_\_\_\_\_

ARE YOU ALSO APPLYING TO SELL ONLINE?: YES \_\_\_\_\_ NO \_\_\_\_\_

DO YOU OWN THE WEBSITE WHERE YOU WOULD BE SELLING HHC PRODUCT?: YES \_\_\_\_\_ NO \_\_\_\_\_

If Applicable, Instagram Handle: \_\_\_\_\_ Other Social: \_\_\_\_\_

## **OPENING ORDERS/REORDERS**

Opening Order Minimum: \$250 *Excluding Processing Fees- Opening Orders Ship Free!*

Reorder Minimum: \$150 *Excluding Shipping and Processing Fees*

New Customized Product Minimum Order: \$250 *in Custom Goods Excluding Customization Fee, Shipping, & Processing*

Customized Product Reorder: \$150 *in Custom Goods Excluding Customization Fee, Shipping, and Processing*

## **ZIP CODE EXCLUSIVITY**

HHC reviews every potential wholesale account to assure those territories are never over saturated but also to assure our products are easily accessible to the consumer. Heywood Home Company therefore intentionally limits its availability and will provide zip code exclusivity to certain stores selling HHC product, subject to the sole discretion of Heywood Home Company.

Exclusivity is generally granted and limited to one Active Store within each zip code, but factors such as customer demographic, target market, purchase history, etc. are also considered and may allow for a small number of additional stockists within the same zip code.

## **SAMPLES**

If required, please contact [molly@heywoodhome.co](mailto:molly@heywoodhome.co) for your complimentary sample before you place your order to help you make color and scent decisions. Samples for Soap Fragrance are limited to 1 per SKU. **Samples are not full size product, but will accurately represent the final product color and/or fragrance to assist you in your decision making process. Samples are not for individual resale and will be marked "sample".**

## **LEAD TIME/ORDER FULFILLMENT**

All product is made to order and fulfilled as received. Please allow **up to 4 weeks**(20 business days) for your order to be shipped. **Lead times may increase during peak season**; you will be notified if that occurs. Please plan accordingly.

If you need to request rush fulfillment (guaranteed to ship within 10 business days), please mark the appropriate field on your order form. If your request is able to be met, a rush fee of 20% of the merchandise total will be added to your merchandise purchase invoice.

You will be notified within 24 hours if your rush request can be met. If the request cannot be met and you no longer wish to proceed with the order, you will NOT be penalized with a cancellation fee; just respond back to the email indicating your request to cancel due to the lead time.

## **SHIPPING**

HHC ships within the 48 lower contiguous United States only to non PO Box/Residential Addresses.

*Opening Orders and Orders Over \$600 qualify for Free Shipping!*

Orders are shipped weekly, Monday to Wednesday (excluding public holidays) via UPS.

Shipping is covered by you, the buyer and will require mandatory insurance based on the wholesale value of the order. Shipping charges are calculated after the order is produced and prepared for shipment at which time you will receive a shipping invoice to be paid upon receipt. Your order ships on the next ship date after your invoice payment is received. To estimate, shipping cost is generally at minimum, 10-15% of the order total.

## **CUSTOMIZATION**

Whether you are looking to offer colors specific to your brand or scents preferred by your customer base, you can create a custom-to-you product only available through your brand.

Send an email to [molly@heywoodhome.co](mailto:molly@heywoodhome.co) with your business name and "Customization Request" in the subject line to receive details on the customization process and to see what is possible.

All HHC Soap Colors and Scents can be customized. There is a base \$150 Customization fee for Design, Research, and Development with an additional \$50 on top per additional customized product SKU due before the customization process begins. Order minimums for custom product do apply.

## AGREEMENTS AND REQUIREMENTS IF APPROVED

*By Ordering from Heywood Home Company, you confirm that you are NOT a business being conducted out of a residence or out of a third party venue or website ("booth" sales, Etsy, eBay, Amazon, Faire, Craigslist, etc.) You will not sell Heywood Home Company products on or through such third party sites unless express written consent is given from Heywood Home Company.*

### ACTIVE CUSTOMER STATUS

In order to be considered an active status customer, accounts must:

Place an opening order within one month from the application's approval; and

Place a new order once every three months from the date of receipt of their last order.

Customers who do not place minimum orders within these timeframes are considered "inactive" and dormant accounts may lose zip code exclusivity. Inactive accounts of six months or more may have their accounts deactivated at which time they will need to reapply to sell HHC product again.

### INVOICES

Invoices are due upon receipt and payable by credit card in US dollars with a 3.6% processing fee OR by ACH Bank Transfer, with no additional processing fee applied. Zelle Payments may also be made for NO additional charge. Please indicate your preference on your order for. No Net 30 60, or 90 terms offered.

### FEES

In some instances, such as unauthorized returns, late cancellations, or customizations, additional fees may be assessed. Please consult the Wholesale Policies document emailed to you upon acceptance for specifics.

## AGREEMENT TO TERMS AND UNDERSTANDINGS:

HEYWOOD HOME COMPANY RESERVES THE RIGHT TO SUSPEND &/OR TERMINATE ACCOUNTS DUE TO POLICY NON-COMPLIANCE.

I understand that prior approval by Heywood Home Company (HHC) is required before selling HHC product at any other location or website other than what is listed above; if moving locations or expanding, re-application and written notice is required. I certify that by placing an order using the order form supplied upon my acceptance as a Heywood Home Company wholesale customer that I have read and understood all within this application. I understand that I will be supplied a more detailed and specific set of policies upon my acceptance as a wholesale account that I will be held knowledgeable and aware of upon placing a purchase order. I understand that if my account goes into dormant/inactive status, I will have to reapply to become a wholesale customer again and may lose my zip code exclusivity in the lapsed time. I understand that I am ordering handmade product with hallmarks of hand produced goods and that these character marks are not considered flaws, damage, or defects. I certify that in paying my invoices by credit card that I am the authorized user of said credit card and that I will not dispute the payment with my credit card company given the charges/transactions correspond to the terms and amounts listed on my respective invoices. I agree to notify Heywood Home Company in writing of any changes to my account information.

I HAVE COMPLETED THIS APPLICATION FULLY, ACCURATELY, AND TRUTHFULLY AND ACCEPT THE TERMS AND EXPLANATIONS HEREIN.

FULL LEGAL NAME OF SIGNER : \_\_\_\_\_

COMPANY TITLE: \_\_\_\_\_ (Owner/Manager/Buyer)

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**SUBMIT COMPLETED AND SIGNED APPLICATION, MAP POLICY FORM, AND DOCUMENTATION TO MOLLY@HEYWOODHOME.CO**



## Minimum Advertised Pricing (MAP)

For Heywood Home Company (HHC)

Heywood Home Company (HHC) is committed to providing quality products and a strong brand image our customers can rely on. The Minimum Advertised Price (MAP) policy described below helps to protect these standards and to further cultivate this image. All HHC wholesale goods must be priced at or above fair market value and resellers must maintain premium presentation.

Heywood Home Company has implemented the following MAP Policy to protect and support our products consistently, too. HHC resellers may sell product above the manufacturer's suggested retail price (MSRP) that is listed in the latest catalog/wholesale guide but must not violate the MAP Policy described below.

### Minimum Advertised Price Policy for Heywood Home Company

Current and in-line items must be advertised at or above the suggested retail price (see MSRP in your Wholesale Catalog/Guide and Order Form). Current and in-line items are defined as any items in the most recently dated Wholesale Catalog that have not been discounted and that have not been pre-approved for liquidation. Heywood Home Company and its stockists may from time-to-time run specials throughout the year or during holiday seasons, however please note that a 20% minimum advertised price (MAP) for any temporary sales or specials helps to protect the integrity of the line and the HHC brand. You may charge more or offer store coupons, but the regular price must be the MAP or higher.

Advertised sales are allowed periodically; particularly during the holiday seasons. You may advertise that HHC products are on sale in person from your storefront, however those deals must be on in-store purchases only. On your online storefront, HHC product must not be offered or advertised at below MAP. Heywood Home Company does not allow online sales through 3rd party websites (eBay, Etsy, Amazon, Faire, etc.) and may not be advertised at sale prices on 3rd party websites (or your own.)

Heywood Home Company will only support extended discount prices in-store for products that are discontinued or damaged (by written pre-authorization). A request for approval to extend discounting for damaged items must be accompanied by photos of the damaged items in an email to [molly@heywoodhome.co](mailto:molly@heywoodhome.co).

In cases of violation of this MAP policy, resellers will be given 24 hours to bring all advertising into compliance. Failure to comply during this time after notice will result in discontinued shipments and possible account termination. Heywood Home Company reserves the right to cancel or limit the sale of its products to parties whose sales and distribution strategies are incompatible with those of Heywood Home Company. If your order is cancelled or unfilled before shipping due to policy violation, you will be refunded the amount of your order minus a 20% (of your pre-shipment purchase order total) restocking fee.

Please Note: Permission for special sale events beyond 20% discount by the wholesale account must be in writing to Heywood Home Company ([molly@heywoodhome.co](mailto:molly@heywoodhome.co)); this includes advertising on any retailer websites about in-store discounts of HHC product.

Your understanding and cooperation with Heywood Home Company's policies is appreciated! HHC hopes that this policy will help to maximize your own brand image through the profitable sale of your Heywood Home Company product.

By signing below, you are agreeing to the MAP policies above.

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*Signature*

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*Printed Name and Title*

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*Date*

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*Phone Number*

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*Business Name*

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*Business Address*