



# Become a Feeney Stocking Dealer

feeney® 

# Increase Your Revenue

as a Feeney® Stocking Dealer

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*Once customers visit us for cable rail, they get exposed to our level of service, plus they see all of the other products we carry. We've seen a direct impact in our sales since we added CableRail to our offering.*

THE DECK STORE, IN

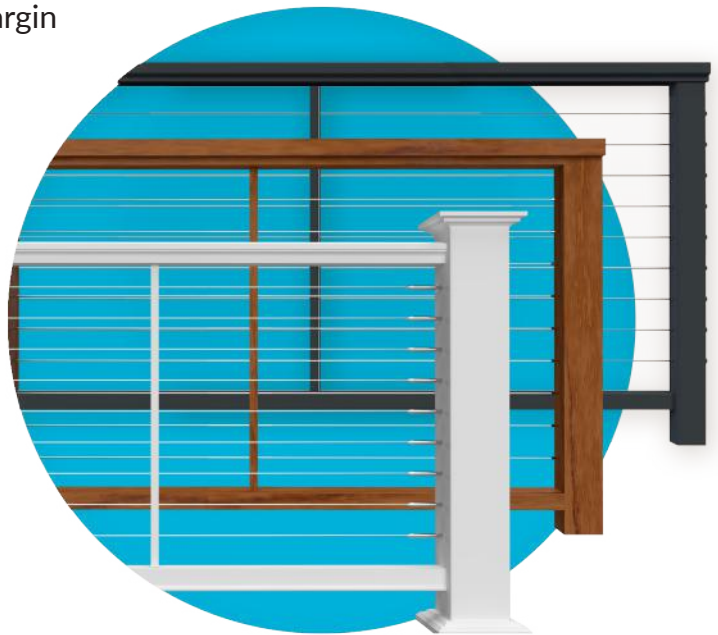
## Why become a Stocking Dealer for Feeney

Built for success, Feeney's Authorized Dealer Program makes it easy for you to grow your margins with the highest-quality products that surpass the highest expectations. Join Feeney's dealer network today to take advantage of benefits that include:

- ✓ **Easy Product Stocking Programs with low initial investment**
- ✓ **Freight PPC on orders over \$2,000**
- ✓ **Fast inventory turns with high margin products**
- ✓ **Lead Driving Initiatives**
- ✓ **First in Class Marketing, Training and Technical Resources**

## How to Become an Authorized Dealer

Get the Feeney Advantage! Get in touch with one of our Regional Sales Managers to see how to grow your profit margin with an array of architectural products and retail-proven tools and strategies!



Go to [feeneyinc.com/Become-a-Feeney-Dealer](https://feeneyinc.com/Become-a-Feeney-Dealer)



# The Easy Way to Get Started

Set yourself up for success with Feeney's Stocking Dealer Program, which includes helpful retail resources, technical support and training services, online resources and co-marketing efforts that will help you increase your margins with the highest-quality products.

## Easy Product Stocking programs

From the moment you begin your journey with Feeney, you will see the difference. Feeney cares about your business and we want to see it grow!

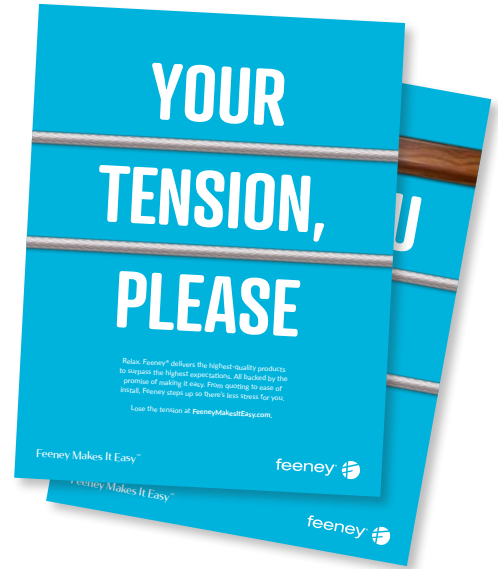
- Low initial investment to jump start your success with Feeney products
- Freight PPC on all orders over \$2,000
- Multiple Distribution Centers across the country to serve you quickly on all retail packaged products
- Stock the Kits program – the lowest dealer pricing on all of Feeney products including our expansive array of DesignRail® modular aluminum railing components
- New Dealer Onboarding process includes personal support to help you get started with Feeney quickly
- Be the first to know about product launches as well as promotions on new products



# Serious Support to Help You Build Serious Business

With access to unparalleled co-marketing efforts, Feeney makes it easy to help you stand out amongst the competition. Your dedicated Feeney Marketing team is always curating marketing tools to assist in driving your business. Our all-encompassing co-marketing benefits include:

- Feeney Dealer Locator – online listing displaying your business for searches within 50 miles of your location
- Ongoing Pay Per Click (PPC) and Paid Social campaigns driving traffic straight to your showroom with quarterly analytics
- Lead referrals through digital and print publications, including promotional articles and workbooks – content tailored to your customers
- Paid and earned media for Feeney brand and products
- Traffic driving initiatives to dealers through our social media channels – sharing and reposting
- Case Study opportunities to highlight your projects all handled by Feeney, including photography and promotion
- Annual Photo Contest, with social media recognition of winners and their locations
- Available Email and Advertising Templates and funds to Co-Market to your customers
- Event and Tradeshow Support
- In-Store Signage and Announcements created custom to your needs
- Videos and Presentations available to use in store or online





## Unparalleled Retail Resources

## Online Resources and Dealer Portal

Giving you resources you need to ensure your success, Feeney's online resources and dealer portal gives you access to the literature and marketing materials that will help you explain the features and benefits of Feeney products to your customers. Dealer Resources, your online resource for everything Feeney – Logos, images, social posts, training, advertising, literature, videos, etc

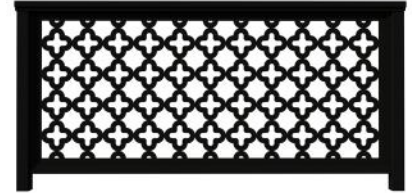
- VisualBuilder – 3D design tool online
- Feeneyinc.com:
  - Image gallery – plenty of filters and tags to find what you need
  - Technical resources – by product or resource type
  - Commercial resource page – everything for architects and specifiers
  - Feeney Features Blog – tips, trends, media mentions, fantastic projects



## Products



Our comprehensive offering ranges from CableRail to DesignRail® to Awnings and more, to provide your customers with exceptional performance, design versatility and beauty for both residential and commercial projects.



## Product and Technical Support

Feeney takes pride in making it easy for our dealers to succeed. That's why our dedicated team of retail service representatives and railing experts are available to support you and your customers throughout the sales process, while ensuring that your customer project is a success!

Project engineering services

- Project design services
- Highly trained staff to answer all technical questions
- Dedicated commercial team for large scale projects
- Field Support over the phone and on job site (where available)



## Training Services

From Service and Sales Team Training to Customer Training to AIA Certified Continuing Education Courses, Feeney's team of experts are always there to assist you and your customers with online and onsite training.



## Feeney Preferred Contractor Program

Feeney makes it easy with our system of support, which includes your customers too! That's why we offer a Preferred Contractor Program to give them additional support with exclusive marketing tools, training courses, premiere listings and more.



## Become a Feeney Stocking Dealer Today.

Interested in becoming a Feeney stocking dealer?  
Fill out our dealer form at [feeneyinc.com/Become-a-Feeney-Dealer](http://feeneyinc.com/Become-a-Feeney-Dealer).



Feeney Makes It Easy™



[feeneyinc.com](http://feeneyinc.com) | 1-(800) 888-2418

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Reorder # 10661 Version Date 02/22