

## 1. Welcome

Thank you for becoming a member of InstallerNet. You are joining the largest professional electronics installation network in the United States. InstallerNet's clients range from the largest retailers and online e-tailers to some of the world's largest manufacturers of consumer electronics. Membership in InstallerNet is free and can significantly increase traffic to your store, but InstallerNet requires that all installers in the network understand and abide by certain rules.

## 2. Purpose

This document will give each InstallerNet Member all necessary information to accept and process purchase orders and/or work orders from InstallerNet, whether they are generated on behalf of an individual with an InstallCard seeking installation of a consumer product or a commercial customer seeking installation for a large fleet of vehicles or set of commercial buildings. You have the responsibility to read and understand this document and abide by our Rules of Engagement.

## 3. Value Proposition

### ***For Our Clients:***

InstallerNet clients are getting a proven solution to increase sales and reduce returns of products that require installation. With InstallerNet's InstallCard, retailers and manufacturers are able to "remove the installation barrier" and open new channels of distribution without investing in their own installation work force – enabling them to compete successfully against those larger stores that have their own installation network. For others, InstallerNet simply makes nationwide sales possible.

### ***For You:***

#### **New Business**

InstallerNet connects electronics and technology-service consumers with qualified professional installers by the thousands on a weekly basis. You will see new business, new customers and increased store traffic. The customers are yours as well as InstallerNet's and our clients. With InstallerNet you become the local installation partner for nearby outlets of national retailers, well known online e-tailers, and companies offering services which depend upon device installations.

#### **New Products**

Because InstallerNet's list of clients includes premiere manufacturers, many times new products will flow through our network before they hit shelves in retail, and some are not destined for retail at all. You may install products you've not seen before and want to sell them as part of your business, which you can usually do by way of our web site [www.installernet.com](http://www.installernet.com).

#### **Improved Service**

InstallerNet University, our internal ProTeam of installers, has unmatched experience in installation of electronics and uses that experience to create the Tech Sheets you will receive and the web instructional material which is made available to you for the products you will install. By accumulating best practices and the newest technologies, InstallerNet University helps great installers be even better.

### 4. The Process

#### ***InstallCard***

1. You will be contacted by an InstallerNet Installation Coordinator informing you of an InstallCard customer who has selected your location and requested a date/time and informing you of the payment amount. If you accept the work, a purchase order will be sent to you, along with a Tech Sheet with critical information about the installation and instructions for how to learn more if necessary. InstallerNet may instruct the customer to contact the installer if they want to narrow range of times for their installation start time.
2. The Customer will arrive with their product and their InstallCard, or you will arrive at the installation location. Ask to see the InstallCard. The first 8 digits of the InstallCard number must match what is on your Purchase Order. If they don't match or the customer does not have the InstallCard you must call InstallerNet before proceeding (unless your P.O. specifically states there will be no InstallCard, such as in warranty processing.)
3. You should perform a pre-install inspection and use InstallerNet's Pre-Post Checklist (or your own), even photographing the installation area or vehicle to protect yourself and your business.
4. Perform the installation work, keeping in mind InstallerNet's rules of engagement (see following sections). You are expected to demonstrate basic operation of the product to the customer.
5. Upon completion have the customer inspect the installation, signing off your Inspection Sheet if applicable.
6. You **MUST** retain the credit-card sized InstallCard containing the InstallCard 12-digit number (break it off from the bottom of the panelized cards).
7. Encourage your customer to take the online survey of their experience (they will receive an email invitation to do so). Your ratings, which heavily influence your likelihood to receive future work, are determined in large part by customer survey results.
8. Go online to [www.installernet.com/expresspay](http://www.installernet.com/expresspay) and use your P.O. number and the customer's InstallCard number to claim for payment.
9. If at any time issues or disagreements arise over quality, installation methodology, product operation or payment amounts you must call InstallerNet immediately.

#### ***Fleet and Commercial***

You will be contacted by an InstallerNet Project Manager with key details of a commercial or fleet installation opportunity. If you accept the work you will be given a Purchase Order and instructions on how to have your installation work confirmed/approved and how payment processing will be handled. Typically InstallCards are NOT used for processing Fleet or Commercial installations, though each installation is likely to be assigned a transaction number for warranty purposes.

## 5. The Golden Rules of Engagement

You and you shop are expected to know and follow these fundamental and extremely important rules of engagement in order to continue membership with InstallerNet.

### ***Customer Satisfaction is Priority #1 - When in Doubt Call InstallerNet***

Allow InstallerNet to manage the transaction to your satisfaction and the customers. Don't let disagreements with the customer, questions about the product, needed extra parts or the installation degrade and/or hinder the overall experience for you or the customer! The last thing InstallerNet Members or InstallerNet needs is for an issue to rise up to the attention of our Clients without InstallerNet knowing about it and having a chance to rectify it first. If customer satisfaction, or yours, is ever in doubt please call us at 800-950-9869.

### ***Forbidden and Acceptable Selling***

You are forbidden from selling, and/or encouraging the customer to return the category of product on the InstallCard or Purchase Order. InstallerNet encourages network installers to sell additional products, accessories or services to make add on sales while the customer is at your location.

### ***Additional Amounts***

In some situations you will be allowed to charge extra for labor or material directly to the customer, but with InstallerNet's approval. You **MUST** inform the customer of any additional amounts required in advance of starting any work.

### ***You Must Warranty Your Work***

You are expected to warranty your labor for as long as the customer owns their vehicle, or for in-building installations (Home or Business) for 3 years. Whenever installation issues arise InstallerNet will attempt to direct the customer back to you for investigation and repair. All fleet installations have a three year warranty on installation labor. For Home and Business installations InstallerNet Members are asked to provide a three year warranty on installation labor.

### ***Carry Proper Insurance***

You must have a current certificate of insurance on file with InstallerNet at all times. Installers with installation bays for vehicles must carry Garage Keepers liability in addition to general liability insurance. **You MUST have InstallerNet Named as Certificate Holder.** Fax Certificates of Insurance to Matt Watson at InstallerNet Member Services at 978-279-0829 or 978-867-6734, or email to [matthew.watson@installernet.com](mailto:matthew.watson@installernet.com). A valid W-9 (Taxpayer Identification Number) Form must also be completed and forwarded to above. We must have all requested/required documentation on file.

### ***Protect Yourself and Your Business***

Perform basic pre- and post-installation inspections to prevent disagreements about pre-install vehicle or location conditions. Use InstallerNet's form ([www.installers.installernet.com](http://www.installers.installernet.com)) or your own. Remember that in any given disagreement about work quality or pre-installation condition of a vehicle or location, without proof InstallerNet will side with the customer.

### ***Be available By Phone***

Customers must be able to contact you during normal business hours for service. An answering machine or pager is acceptable provided calls are returned before the end of the following business day.

### ***Keep the InstallCard***

If your work is being done for an InstallCard transaction you must retain the customer's InstallCard or you risk NOT getting paid by InstallerNet!

### ***Keep Payment Amount Confidential***

Do NOT tell the customer what InstallerNet is paying you.

### ***Don't Install Modified Products***

InstallerNet cannot warranty installation of a product that has been modified from its original packaged state nor can we warranty the installation of used (Class B) products.

### **You Must Use Purchase Orders – No PO, No Payment, No Exceptions**

Due to essential company accounting policies, it has always been necessary for InstallerNet to **mandate the use of Purchase Orders** from InstallerNet members before performing any work on a vehicle. If you perform an install of which you had not previously obtained a Purchase Order, you are risking **NOT receiving PAYMENT** for that job. If a customer arrives at your shop and you do not have a Purchase Order from us, you can quickly and easily reprint a copy of the Purchase Order and/or check all work assigned to you. The **preferred method** is to simply enter into your account at [www.installernet.com](http://www.installernet.com), click "**Installers**", and click on the "**Members Login**" area. Your **user name** is your email that is on file with InstallerNet and if you have forgotten your password, you may click "**Forgot Your Password?**" An email will then be sent to you with a new temporary password. Once within your account you will have Purchase Order information and all the other abilities available to you!

Alternatively (without having to Login), you may quickly see if the Work Order has been assigned to you by selecting "**ExpressPay**", then clicking "**Forgot Your PO?**". At that point, type in the **InstallCard #** and if that job has been assigned to your shop, you can resend the Purchase Order to yourself. If the job it has not been assigned to your shop, **DO NOT PROCEED WITH THE INSTALL**. Please instruct the customer to contact us directly for further assistance. Thank you in advance for adhering to InstallerNet's accounting procedures and for being a part of the InstallerNet Network!

## 6. Basic How To's

### ***InstallCard Payment Processing***

1. Installer goes to [www.installernet.com](http://www.installernet.com) clicks **Installers**, then clicks **Express Pay**
2. Installer enters the P.O. number, then the last 4 digits of the InstallCard and the date installed for the transaction to submit for payment.
3. InstallerNet issues checks to the installers twice monthly on the 1<sup>st</sup> and 15<sup>th</sup> of each month – paying for Express Pay submissions received in the same period of the prior month (e.g. checks on the 1<sup>st</sup> cover Express Pay submissions received prior to the 15<sup>th</sup> of previous month).

### ***Re-Printing a P.O.***

1. Go to [www.installernet.com](http://www.installernet.com) and click on **Installers**, then click **Express Pay**; Click **Forgot Your PO?** then type in the InstallCard number.
2. You will be able to resend the PO to yourself or you call us and we will be happy to resend it for you during business hours. We are open Monday, Wednesday & Thursday from 9:00am-8:00pm EST and Tuesday and Friday from 9:00am-6:00pm EST.
3. Please do not send customer away over a lost PO.

### ***Viewing Additional Technical Product Details***

1. Go to [www.installernet.com](http://www.installernet.com) and click on **Installers**, click on **Click Here To Login**
2. Enter the UserID and Password you were provided by InstallerNet upon acceptance into the network and simply pick the Brand and Model from the Pull Down list.
3. Or, you can go to [www.installernet.com](http://www.installernet.com) and click on Installers – view tech sheets on the left and type in the PO# or InstallCard #.

### ***Warranty Process***

InstallerNet expects all InstallerNet Members to warranty their work for the life of the vehicle. This is a nationwide installation warranty, so it is possible that one InstallerNet Member could be financially liable (or partially liable) for repair work as determined and performed by another Member. InstallerNet always attempts to direct InstallCard customers with reported installation issues back to the original installation shop for debug and determination, BUT, this is sometimes not possible if the customer is traveling, has moved or for some reason refuses to go back to a shop they feel is at fault for damage or poor workmanship to their vehicle. If you are investigating a warranty claim for a transaction you did not originally install you will be paid for your time in doing so.

### ***Defective Product Processes***

InstallerNet warranty also states that if a product is defective:

- a. Upon Installation (Dead On Arrival, or DOA) - DOA is defined as any equipment that in the process of the installation or and immediately after the unit is determined to be defective. The installer at NO CHARGE to the customer will remove the equipment and give it to the customer to get replaced When the customer brings back the replaced unit it will be installed at no charge. If a customer brings back a different make and model of equipment then it maybe considered a Radio Swap.

- b. After Installation (after the customer drives away) – R+R  
If after leaving the installation facility the customer comes back and realizes the equipment is defective for a period no longer than one year and within the manufactures warranty. The installer will remove the equipment and replace it with a same make and model unit after the customer gets it back from repair. The installer has the right to charge the customer up to ½ the retail price of the InstallCard.
  
- c. Radio Swap  
If a customer has a unit installed and if the unit is defective or they just decide to change it out with a new unit that is a different model or make, the customer will be charged for a completely new installation.

## 7. Frequently Asked Questions

### ***What do I get paid?***

InstallerNet determines nationwide pricing to keep the installation costs competitive with other installation outlets (such as big box stores). In many cases the installer payment amounts may be less than your business would charge a customer who approached you with product purchased elsewhere. You are, however, receiving a customer for free!

### ***How does InstallerNet make money?***

When InstallerNet sends you an installation we pay you a couple of dollars less then what the customer paid for the InstallCard, the difference of which covers InstallerNet's cost of processing the transaction. Though it may be no surprise to you, the customers sometimes don't understand the concept so **DO NOT TELL CUSTOMER WHAT WE PAY YOU.**

### ***What does the InstallCard Cover?***

There is a description of work on the top part of each InstallCard and on your purchase order. If you have any question as to what the InstallCard covers, or think you need to charge the customer directly but want to see what is or is not covered, go to [www.InstallCard.com](http://www.InstallCard.com) and click on the InstallCard Category (such as **Mobile Electronics**). You will see an image of each InstallCard and can click each to get a detailed description of what the card covers and what extras the customer should pay you directly for. Or call InstallerNet if you have any questions.

### ***When can I charge the Customer Extra?***

It is our goal to give the customer a quality installation experience. If you feel you need to charge the customer additional you should first check your P.O. to see if it is even allowed at all. If extra charges are allowed and approved by InstallerNet you must explain to the customer why and tell them before you do the installation. We prefer that you sell accessory items that will give the customer a better experience and make you better margins than to hit them with a small extra labor charge on the InstallCard labor.

### ***Are there other InstallerNet Members are in my area?***

InstallerNet has over 1,700 mobile electronics and several thousand in-home installers in the US including Alaska, Puerto Rico and Hawaii. We are constantly recruiting to meet new categories of installation and add coverage in certain areas. We almost always have redundancy within any given area to be able to offer choice and keep costs competitive. The best thing any Member can do to ensure repeat business is to perform well with a customer-focused approach and encourage customers to take our surveys.

### ***How do I get more business from InstallerNet?***

Do high quality work with a professional, customer-focused attitude and encourage your customers to take our online follow-up surveys. This will keep your ratings up. Members with higher ratings tend to get more work. Also look to provide additional categories of installation – such as in-home or fleet/commercial.

### ***How is my business Rated and Graded by InstallerNet?***

Every customer InstallerNet sends you is surveyed after the installation is complete (either 15 days after the customer has activated the card or 2 days after you have submitted for payment). We ask things like quality of installation, store appearance, professionalism, and a number of other questions relating to their experience with your facility. All these questions are charted and then your store is scored within our internal systems. The stores with the highest customer feedback scores will get the majority of the work in the area. Please Do Not call InstallerNet to attempt to determine your scores. InstallerNet does not yet have a process to give Installers access to their surveys or ratings but is planning to in the future. For more detailed information on this subject, simply log into your account, click on "Survey Details", and then click "What do Your Ratings & Grade mean".

# *Contact Us*

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