

Dealer Partnership Guide



**Your Style
With Our Solutions
Creates Home**



Canyon Creek offers framed and full access premium cabinet lines; a value frame-less line and Closets Plus for all of your storage needs.

Our standard design options and custom capabilities provide the flexibility to design within any budget. You can order it all with fixed lead times of as little as four weeks...

Canyon Creek Cabinet Company
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Monroe, WA 98272

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F: 800-787-0131

www.canyoncreek.com

Representing Canyon Creek Cabinet Company's product lines means you have a business partner with the tools and support to help you to be successful in marketing your business.

We provide dealer support to you in a number of ways—from several display and discount programs—to a full range of high-quality web resources and other marketing tools to effectively represent Canyon Creek Cabinet Company. Let's take a look at some of the options available to you:

New Dealer "swag" program | As soon as a new dealer is established for Canyon Creek, they are sent a series of four mailings every 10 days to welcome them to their new partnership with our company.



**Join
Us!**



Our Facebook page is a busy place—we share customer projects, "plant snaps," product info, short videos, articles and much more. Click the logo at left to join the community.



Extensive training & support

From the beginning, Canyon Creek provides hands-on training through classes held at our manufacturing plant or in your geographic region. Our sales training manager offers a variety of day-long training sessions to help you learn our product lines and what Canyon Creek has to offer.

If you take a class held at our manufacturing plant in Monroe, WA, you'll get a guided factory tour so that you can see first-hand how our cabinets are made. There are also a number of online instructional videos to provide product tutorials and design tips and tricks.



Displays | Your showroom is an important tool for you to maintain a competitive edge by providing a place where homeowners can see the product's quality and make their selections. To help you fund this key sales activity, we offer a program for discounted cabinetry to help drive the sales success for your business.

Selection centers | Canyon Creek offers five different pre-designed merchandisers that you can order for your showroom. Our program gives you the flexibility to select the display door samples in the styles, materials and finishes that fit your market.

Showroom displays and tools

Literature and sales samples | Our selection of printed brochures and product sample kits will help you and your customers make decisions for their project. The brochures are also available from our website for your customers to view, download or to print.

Door samples | We offer a "quick ship" program on door only samples (DOS). This is a 6-day (business days) lead time for select door styles in Alder, Beech, Cherry, Hickory, Oak and Maple.

Wood sample sets | Wood "chip" sample sets are available in our best-selling wood species and finishes, as well as a custom display box for your showroom.

Promotional merchandise | We have a selection of Canyon Creek logoed items (hats, clothing and other giveaways) available for you to order from CC Business.



Certified Dealer Club

Canyon Creek has developed the Certified Dealer Club to recognize, reward and show our appreciation to high-achieving dealers.

Perks available at each level include free door and color samples, literature & promotional merchandise, display discounts and more. The higher the level, the more you earn.

Designer Council

We invite designers from a variety of markets to Canyon Creek to listen to, and gather input from them regarding design trends, our product offering, P&S Guides and ordering product from Canyon Creek.

Our goal is to hear the voice of our customer directly to help guide our efforts in improving our products and services.

Homeowner Leads

Our website has a "Where to Buy" listing for homeowners to find an authorized Canyon Creek distributor in their area.

We also will send homeowner leads to our dealers when a potential customer has directly requested information on where to buy our cabinets. These are leads that we receive from call-ins, social media, Houzz or from the "Literature Request" on our website.



Advertising design & marketing consulting

Our in-house marketing department can provide you guidance with your advertising efforts, within your budget. We will also then help you with the design and copy for the type of advertising you select. For example, if you choose a local publication to run an ad in, we can work directly with the publisher to provide the ad art for your business that also promotes Canyon Creek Cabinet Company, and is eligible for co-op advertising credit. The best part is, there is no cost to you for the consultation and design service!

Sales Programs & Marketing Aids

Get started on the right foot with displays and marketing assistance

Tradeshow Banners

We have sets or individual roll-up banners available for dealer use at store events, home shows and more. Displays are available rent-free on a first come, first served basis.

Vehicle Graphics

Your delivery vehicle is a potential rolling advertisement for your business! We can help you with the design of graphics for your vehicles or trailers and coordinate the production with your local vendor.

Co-op Advertising

We developed our co-op program to give dealers a helping hand in their advertising efforts where by you accrue co-op credit through your sales from Canyon Creek.

Examples of advertising that is eligible for co-op credit are magazine, radio and television advertising; trade shows, store signage, CC brochures and sales samples, and Houzz Pro+ accounts.

Houzz Pro+ Partnership

We have an agreement with Houzz.com to help you promote your business on the leading online platform for home remodeling and design. A Houzz Pro+ account that follows three simple rules is eligible for co-op credit:

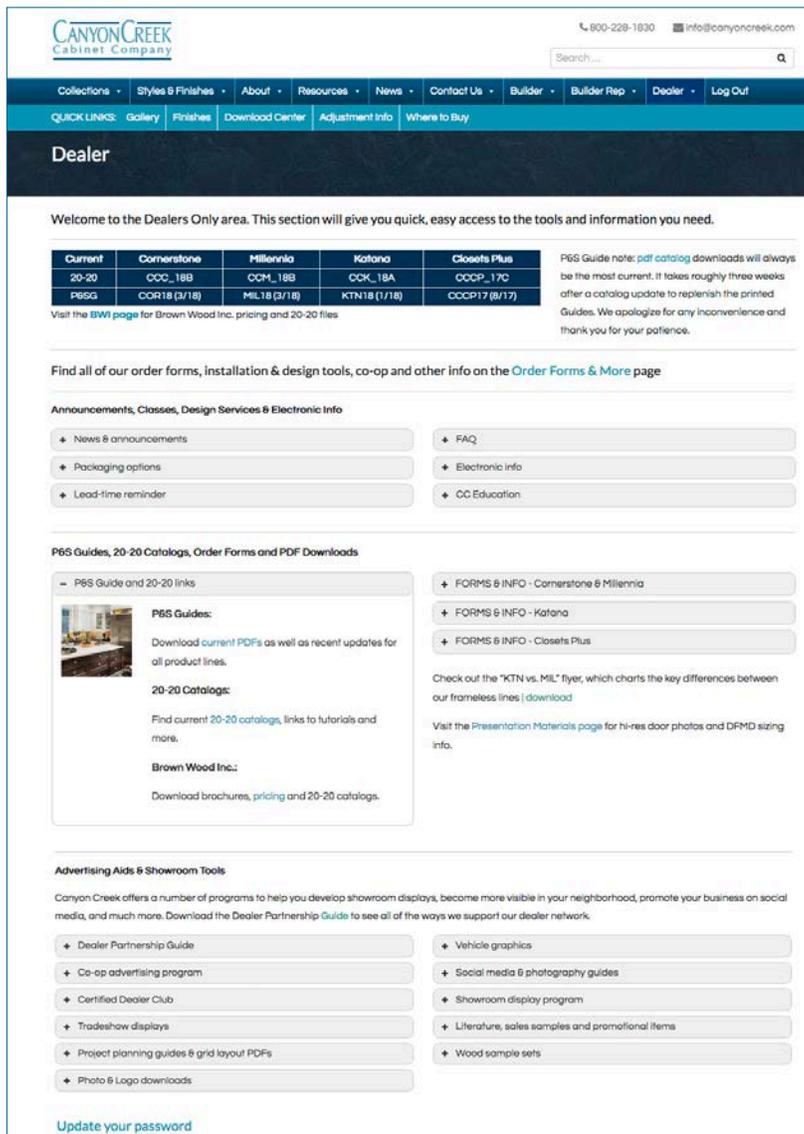
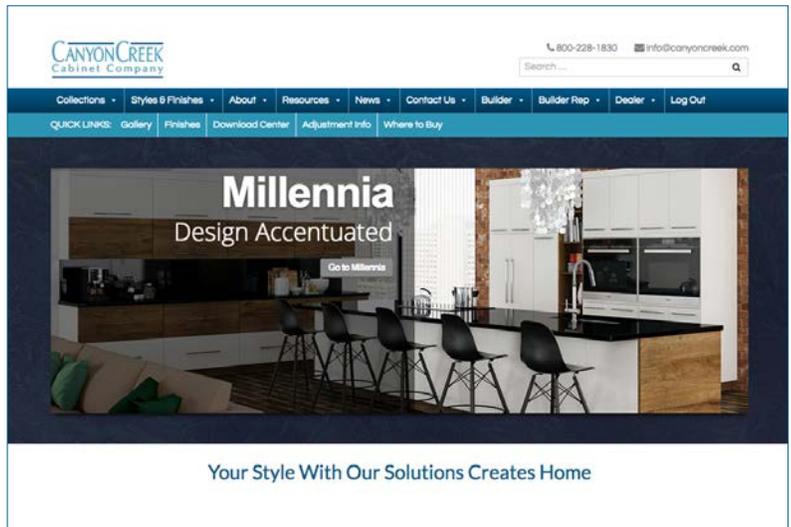
- » Your profile IDs you as a CCCC dealer
- » Your first project showcases and tags Canyon Creek product
- » The CCCC logo is displayed



Website and CC Business

www.canyoncreek.com | We've designed our website to be very user friendly, with a search box, simple navigation and lots of inspirational and representative photography. There are hundreds of rooms showcased in our Photo Gallery, as well as many examples of stain combinations and finish enhancements.

The Download Center includes all of our literature to be viewed online as a brochure, or as a PDF to download. There's also important product information that ranges from info on wood species and other cabinet materials, to care and cleaning, making adjustments, to design and planning, to our sustainable manufacturing.



CC Business | This is a password-protected area of our website available to dealers only. It contains electronic versions of our Price & Specifications Guides for each of our four product lines, 20-20 cabinet design catalogs, and other helpful advertising aids and showroom tools.

Electronic info | Also in CC Business, we have a number of electronic notifications that you can sign up for. Examples include emailed invoices, statements, order acknowledgements, shipping notifications, and direct payment options such as wire transfers or digital check transmissions.

eStatus | eStatus is Canyon Creek's web-based program that gives you access to your real-time order information. If you have a computer with internet access and an email address, you have everything you need to track any order at any time.



eStatus Login



MOSS Mobile Order Status System Login Watch Tutorial

MOSS | Stands for Mobile Order Status System and is designed for your cell phone or tablet. MOSS allows you the same access to your orders as eStatus when you're on the go and not in the office.

Register for CC Business access at www.canyoncreek.com/cc-business

Email Announcements

There's a lot going on at Canyon Creek, and we want to make sure you always have the key info you need to place accurate orders and plan for holiday closures.

Every week we send Happy Friday emails with new product info, spec and product changes, plus general info such as holiday shipping schedules and other reminders to help keep you up to date.

At any time that you have updated contact info for yourself or one of your employees, please email marketing@canyoncreek.com so we can keep you in the loop!

Photo & Logo Downloads

We provide hi-res photography of all of our doors, along with profile drawings, drawer front size rules, and a selection of room photos suitable for printed projects or large monitors. We also offer lo-res photos for social media use.

Logos | Canyon Creek logos are available in CC Business for immediate download—just when you need one for an ad, business card, flyer or other marketing effort.

Kitchen & room photos | There are hundreds of pictures in the Photo Gallery section of our website that you can use on your website or in your marketing. Custom-sized hi-res room photos are available by request.



Echoes from the Canyon

Our monthly online eMagazine features a different Canyon Creek customer each month. It's a great way to gain free publicity for your business as it is posted on our website and sent to our email subscriber list. It's also in a format that allows you to forward it to your customers or post it to your social media outlets.

Product Info, Presentation Tools & Social Media Help

Ways to keep in touch, stay informed and make a splash on social media

Planning Guides

With all of the options available through Cornerstone and Millennia, it can be tough for a customer to make selections. So we developed a couple of different selection guide PDFs to help you and your customers narrow down and define their cabinetry choices. We can also customize the guides with your logo and information—and we'll provide a print-ready file you can take to your local printing company.

Social Media Assistance

» **Social media primer** | We have developed a guide that we update every year to help dealers use the main social media platforms that we have found helpful in our industry. (Facebook, Houzz, Twitter, YouTube, Google+, Pinterest & LinkedIn.)

» **Facebook** | Our Facebook page is a busy place! We frequently post "plant snaps" from the factory floor; product and holiday closure information, and industry articles on trends and more. We will also be happy to share your photos of finished projects on Facebook (tag us or be sure let us know).

» **Photography guide** | Whether it's for your website, social media or Houzz, it's important to have clear, well-lit photos that represent your work. Our photography guide is filled with tips and suggestions on how to take your own pictures for email and the internet.

We've been manufacturing quality cabinetry in Washington State for over 35 years, and pride ourselves in providing our dealers with the cabinet products, selection and flexibility to fit any space, style or budget. Thank you for choosing to be part of our valued dealer network!

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