

WELCOME PACKET

WHOLESALE



THANK YOU FOR CHOOSING ROWE CASA ORGANICS

W H O L E S A L E



Welcome!

WE ARE HAPPY TO WORK WITH YOU

Thank you for choosing to be a partner with us to offer the highest quality, all natural solutions to help individuals across the nation thrive!

We are committed to supporting you with the best possible service and by providing what you need to be set for success!

WHAT'S INCLUDED

- Creating your account and ordering
- Wholesale Agreement/Terms and Conditions
- Ten Tips for Success

Each month you will receive an email newsletter with helpful information and updates. It will also include a current top 20 products sold list, updated product price list and marketing tips. With this package, you will also receive a price list of all current products and a product list tailored to your specific business. Our promise to you, is to provide the highest quality products using the highest quality ingredients so that you can be confident knowing you are offering the best possible products to your customers.

If you have any questions, concerns, or ideas of how we can better serve you, know that we are happy to provide any assistance you may need! We look forward to working with you!

Ordering Information

CREATING YOUR ACCOUNT

An account will be created for you and you will receive an email with an account invite. Please use the account invite link to create a password for your account. Your account has been marked "tax exempt" if you are eligible. Please do not make any changes to your name as it is listed on your account. Should any changes need to be made, please reach out and we will edit your account to reflect those changes.

WHOLESALE ORDER DISCOUNT

Your account will be tagged as a wholesale customer, meaning your discount will be automatically applied at checkout - no codes necessary! All wholesale orders must meet the following:

- Minimum of \$400 retail (\$280 wholesale) to receive a 30% discount
- \$1670 retail (\$1000 wholesale) to receive a 40% discount

**Please note that subscribe and save is not available to wholesale customers.

***You must be logged in with your email and password each time you order for you discount to apply. If you come across issues while ordering, please reach out to us prior to completing your order.

FREE MARKETING

Once you have received your first order, email us and we will add your store to the store location list and locator on our website. Customers regularly check the store locator on our website to find stores near them that carry our products.

Also, once you receive your products and have your product display ready, email us photos and your store will be featured in our Rowe Casa Organics VIP Facebook Group.

NEW PRODUCT LAUNCHES

Three days prior to public and Rowe Casa website new product releases, wholesales are provided with the following:

- New product information
- Lower order minimum (\$200) for 72 hours
- Preferred shipping for orders placed within the first 24 hours of the wholesale launch (Orders must include new products to be eligible).

Wholesale Agreement

TERMS AND CONDITIONS

The terms and conditions stated herein shall govern all wholesale sales of products by Rowe Casa Organics. These terms and conditions are subject to change without notice by Rowe Casa Organics. Please review these terms and conditions in their entirety.

AGREEMENT

This Wholesale Agreement (the "Agreement") is made between Rowe Casa Organics (referred to as we, our, or us), and the Wholesaler (referred to as you, your, or purchaser). Rowe Casa Organics reserves the right to refuse or cancel wholesale accounts for any reason whatsoever.

1. **Certification**

To qualify to open a wholesale account with Rowe Casa Organics, purchaser must provide a current resale certificate and all required information/documentation before account approval.

2. **Storefront**

A permanent storefront is required. This is included but not limited to retail stores, grocery stores, pharmacies, clinics, boutiques, and salons. Purchaser is prohibited from selling Rowe Casa products from a personal home/personal property. Purchaser is prohibited from selling Rowe Casa products in trade shows. Purchaser is allowed to sell at county/state fairs, farmers markets, and vendor markets upon approval gained from Rowe Casa Organics and it is a booth that is representing or displaying the permanent store front.

3. **Store Locations**

Additional store locations and/or store relocations must first be approved before offering Rowe Casa Products in the location.

4. **Store Audits**

Rowe Casa Organics reserves the right to audit any store/wholesale location to ensure wholesaler is adhering to the terms and conditions of this agreement. It is at the discretion of Rowe Casa Organics to terminate this agreement in the event that terms and conditions are not being followed.

5. **Order Requirements**

Purchaser shall place at least one order every quarter (90 days) to remain as an active wholesale account. Purchaser will be given due communication if this requirement is not met and moved to inactive status. Once placed in inactive status, Rowe Casa Organics holds the authority to reach out to store fronts on the waitlist in purchaser's area.

6. Shipping and Payment Policy

Payment by purchaser is due at time of order. Our processing time is 3-5 business days (subject to change during sales and holidays) and will ship via the most efficient shipping method chosen by Rowe Casa Organics.

7. Transfer of ownership

Upon shipment and once the carrier retrieves products from the facility to begin transit, products in the order are no longer property of Rowe Casa Organics. Ownership is transferred to purchaser.

8. Notification of Complaints

Purchaser shall notify Rowe Casa Organics within 14 calendar days of receipt of Rowe Casa Organics products regarding any defect or damaged shipment.

9. Customer Complaints

If a store customer brings product back due to quality issues, this can be directly handled through Rowe Casa Organics Customer Service at info@rowecasaorganics.com. If a store customer wants to return/exchange a Rowe Casa product for any other reason than quality, it is at Purchaser's discretion as to refund/replace. This includes products sold/purchased after the labeled expiration date.

10. Current Products

All Rowe Casa Organics products on store shelves must be in current labels by December 31, 2022. All Rowe Casa products on store shelves must be within range of labeled expiration date or "best buy" date. All display areas must be kept neat, organized, and well stocked.

11. Pricing and Online Sales Policy

Purchaser shall charge the same amount as product price listed on rowecasaorganics.com. In-store sales are allowed and may match sales prices on the website; however, it is not required to do so. Extended sale times, online sales, and shipping Rowe Casa Organics products is prohibited. We do offer percent off sales & Facebook Live sales occasionally for our customers - these deals cannot be combined with your wholesale discount. Subscribe and save is not available for wholesale customers.

12. Social Media Policy

While we encourage our stores to post about Rowe Casa on their social media platforms, using, sharing, copying, or quoting personal posts from customers and members in the Facebook VIP group or any social media platform is prohibited. Within the VIP group you may also share your location as a new store and share "restock" posts. However, posts related to sales at your storefront are not allowed. In addition, any negative posts about Rowe Casa Organics on social media or any other public forum is grounds for removal from the wholesale program.

13. New Product Launches

Purchaser may not advertise, sell, or make available any information regarding new products, reformulated products, or repackaged products prior to public product and launch by Rowe Casa Organics. Doing so may result in removal from the wholesale program and termination of the Wholesale Agreement. See "New Product Launch" guidelines provided to you upon wholesale program approval.

Ten Helpful Tips for Success

SHARE

Join our Rowe Casa Wholesale and Rowe Casa VIP Facebook groups. Share our informational posts to your social media. This is an easy way to share about why, how, and when to use our products!

DISPLAY

Customers are drawn to pretty things. Make sure your display is eye catching and accessible to attract customers. Decorate your display for the season and arrange products in a neat, organized way so customers can easily see each product! Avoiding price tags on the front or top of products helps the overall look.

PRODUCT SPOTLIGHT

Provide a monthly or weekly product spotlight and offer information about how and why to use the product!

GIFT SETS

Offer gift sets for any holidays and special times for celebration. (Store anniversary, holidays, seasonal changes, wellness sets, baby gift sets etc.)

TALK ABOUT IT

Word of mouth can be your best friend! Make sure people in your area know that you carry our products. This can include using our signage, advertise through different local avenues, and/or participating in local fairs, holiday or farmers markets.

STAY CURRENT

Make sure to order our newest products and have those ready for the public launch dates. Customers want the latest and greatest and providing the most up-to-date formula, label, or product will keep customers coming back!

PRODUCT STOCK

Be sure to keep a good stock of the products you carry. Stock up during product launches, but be aware of best buy dates that are printed on the product so your customer will be able to use the product as long as possible!

LOCATION

Present your display in an easy to see, upfront, eye-catching location in your store so you can take advantage of the foot traffic coming in. Keep the display neat and streamlined so that customers can see clearly what you have to offer!

MARKETING

Keep your customers aware of the products by sharing and marketing on social media as much as possible! Feel free to share any post (not including customer testimonials) from Rowe Casa Organics Social media platforms.

EVENTS

Host special events where customers can come test a product and gain information about how to use the product. e.g. Girl's Night Out, Sip and See with Tart Cherry, Essential Oil classes. The possibilities are endless and we are here to help provide information and assistance when planning!