



Curate Home Collection
BRAND GUIDELINES 2018

Office and Warehouse: 621 Southwest Street, High Point, NC 27260 | (336) 875-8344
customerservice@CHC-curatehomecollection.com



Curate Home Collection

Brand Guidelines documents included:

- Terms and Conditions
- Pricing Policy
- Marketing and Advertising Guidelines
- Unilateral Minimum Advertised Price (UMAP) Policy
- E-Commerce Policy
- Return Merchandise Authorization (RMA) Policy
- Natural Materials Disclaimers

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TERMS & CONDITIONS

Minimum Order: (\$0) No Minimum

Submit all orders to: orders@chc-curatehomecollection.com.

Payment Terms: CBD (Cash Before Delivery).

- All CBD orders must remit payment within 7 days of “ready to ship” notification
- Items will go back into stock and the order canceled after 7 days

Terms: Not Accepted.

Credit Cards: Visa, MasterCard, American Express, and Discover accepted.

- Use CHC’s Credit Card Authorization form with all orders.

Shipping: In-stock orders with approved payment ship within 10 days

- Backorders ship as product arrives.
- We reserve the right to ship items in stock and not hold items for completion.
- Requests for backorder cancellation must be in writing and confirmed

Customer Service:

- Monday - Friday between 8:30am and 5:30pm Eastern Time
- Direct Line: 336-875-8344
- Email: customerservice@chc-curatehomecollection.com.

Damages: Inspect product on arrival.

- Any damage claims must be filed within 5 business days of arrival
- Images of damaged merchandise are required.

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Returns/Cancellations: All requests for cancellations or order changes must be received in writing.

- All authorized returns other than damage or defect are subject to a 25% restocking fee, plus all applicable shipping charges.
- All returned products must be in resalable condition, 100% complete and in original packaging.
- Credit will not be issued if return guidelines are not followed

Disclaimer: All illustrations and specifications in Curate Home Collection (CHC) catalogs and website are based upon the latest product information available at the time of printing and publication. CHC, LLC reserves the right to discontinue or close out items without advance notice. Prices are subject to change and we do not make price adjustments for previous purchases. Typographic, descriptive, or photographic errors are subject to correction. Content and images of CHC, LLC are fully protected by copyright and are not to be reproduced in any manner without written permission of CHC, LLC. All designs shown by CHC, LLC are protected under one or more of the U.S. Patent, Trademark and Copyright laws.

Governing Law: Any dispute or default arising from this Agreement shall be governed by the law of the State of North Carolina and each part agrees to submit jurisdiction and venue of the Courts of Davidson County, North Carolina.



PRICING POLICY

Pricing Tiers: Curate Home Collection provides Manufacturers Suggested Retail Price, Net and Designer Pricing levels to all active customers

Active Customer: Defined as those who have made a purchase within 24 months.

Freight Policy:

- Goods will be shipped collect and are the responsibility of the customer once departed from the Curate Home Collection facility in High Point, NC.
- Ground services shipped either by UPS or FedEx are estimates and subject to real time published rates.
- Curate Home Collection accepts third party shipping



MARKETING POLICY

Curate Home Collection has an extensive, professional product image library. Products are photographed on a white background and are archived for approved e-commerce and catalog usage.

Requirements:

Only images and logos provided, with written approval from the CHC Marketing Team may be used on websites, in editorials or public content, displays, email, social media campaigns, and/or advertisements.

To request usage of CHC images and logos please fill out a “Digital Assets Media Request” form. All requests must have written permission from the CHC Marketing Team. Please allow 7 business days to receive the digital files.

You may request a “Digital Assets Media Request” form via email at:
marketing@CHC-CurateHomeCollections.com.

Unauthorized usage of CHC images, content, and logos is strictly prohibited.



RETAILER UNILATERAL MINIMUM ADVERTISED PRICE POLICY

CHC's UMAP policy is effective January 1, 2018, In the terms of trade with respect to the Unilateral Minimum Advertised Price of Curate Home Collection, LLC (CHC) products. The UMAP policy applies to all advertisements of CHC products, whether identified as a CHC products or not, in any and all media. This includes and is not limited to flyers, mailers, coupons, posters, inserts, catalogs, magazines, newspapers, mail order catalogs, television, radio, public signage, and Online, including presentation on 3rd party sites.

The prices that are contained in the UMAP list are suggested minimum advertised prices. CHC does not seek and agreement regarding the prices you sell to your customers for products. CHC retailers and other CHC resellers are encouraged to sell at Manufactured Suggested Retail Price (MSRP) but are free to sell CHC products at any price they deem to be appropriate to consumers so as not to violate the UMAP policy. Any CHC product offered for sale must be accompanied by an advertised price, which cannot be below the UMAP. Retailers may not omit the price and substitute such terms as "Call for Special Pricing," "Low Price Guarantee", "Price Match", or "Email us for Special Pricing" that implies that a lower price is available or is designed to obscure the actual advertised price. No strike-through or other alteration of the UMAP is allowed. No CHC products can be advertised below the respective UMAP even when included in a package with other non CHC products.

Advertised price means the price at which CHC products are advertised, whether Online or in print or any other medium, after any discounts, rebates or other reductions in price are applied, including but not limited to:

- Rebates, volume incentives, or any other discounting
- Premiums, gifts, or services associated with the purchase of any CHC products
- Payment of sales or other taxes for the consumer
- Discounts on non CHC products which are bundled in any way with CHC products



- Site-wide discounts are not allowed. If a retailer is offering a site-wide discount, the advertisement must clearly state that CHC products are excluded from the discount offer.
- Coupon codes available via email, Facebook, Instagram, Pinterest, Twitter, SnapChat, etc.
- Click-Through pricing Online, where a price appears once the item has been added to a shopping cart.
- The minimum suggested advertised prices are not negotiable. Implementation of CHC's UMAP policy is solely CHC's decision and responsibility. No employee of CHC has the authority to discuss or modify this policy.

Be advised that CHC will terminate, without warning, retailers that advertise (as defined above) a CHC product below UMAP set forth in the Price list enclosed with this letter or resell a CHC product to any reseller who advertised any CHC product below the published UMAP.

If there are any question about this policy, please submit them in writing to:

Brad Cates
President & CEO
Curate Home Collection
621 Southwest Street
High Point, NC 27260

The terms set out in this policy are subject to change upon notice to all CHC retailers. Notice of any changes may be given by email, fax, or other electronic means.



E-COMMERCE POLICY

CHC is limiting exposure online. We have mandated the following criteria for any customer wishing to partner with us through e-commerce.

The following are CHC's e-commerce partnership policies:

E-commerce merchants must be preapproved by CHC,LLC

- CHC Standard Shipping Rates apply and CHC reserves the right to change these rates without prior notification.
- Orders with in-stock goods will be shipped on a first come/first serve basis within 10 business days. Any backorders will be automatically shipped as the product becomes available.
- Retailers/Trade may choose their own preferred parcel carrier by notifying CHC of the carrier and their account number. Payment of carrier charges will be the retailer/trade responsibility.
- CHC utilizes standard ground residential parcel services. Additional parcel services may be requested by the Drop Ship Merchant and will incur additional charges added to the order. Items that are too large for standard parcel shipping require approval by CHC prior to submitting the order.
- E-commerce Merchants are responsible for arranging the carrier, freight pick-up, and all associated shipping charges directly with the carrier.



- All freight orders must be picked up within 5 business days of notification from CHC that the order is ready for pick-up.
- If freight is not picked up within 5 business days, the order will be returned to stock and a credit will be issued less the 25% restocking fee.

Returns: All returns must be requested within 5 business days of receipt. No returns will be accepted without authorization and a Return Authorization Number. Returns must be in the original packaging and in their original condition. Items that are returned will incur a 25% restocking fee. Returns that are not approved in advance, not in their original packaging, and not in original condition will not be refunded. Returns due to incorrect address being provided will result in credit less administrative fee of (15%), 25% restocking fee, and all shipping and handling charges for outgoing and return shipment.

Buyer's Remorse: CHC does not accept returns due to retailer, trade, or customer remorse or aesthetic dissatisfaction. Customer remorse returns are the responsibility of the Dropship retailer. Since many of our products are skillfully crafted with variations in size, finish, and color it makes these irregularities part of the elegance and uniqueness of our products.



RETURN MERCHANDISE AUTHORIZATION POLICY

Damage Claims: Many of CHC's products are skillfully hand crafted and have variations in color, finish, and size. These irregularities are part of the product and not defects or damage.

When filing a claim for damage please know that:

- All damage claims must be reported with 5 days of receiving your shipment.
- Resolutions will be determined with a reimbursement of the product cost or a replacement based on stock status or refused if deemed to be freight carrier damage.
- Claims for damage must be received within 5 business days of order delivery and must be accompanied by photos of the damaged item, photos of inner/outer packaging cartons and packing list.

Email all of your supporting documentation as required above to customerservice@CHC-CurateHomeCollection.com. Allow 5 business days for processing. All returns are inspected. Returns determined to have no damage to them will incur a 25% restocking fee and shipping costs will not be reimbursed.

Refused Orders: The customer is responsible for all freight charges and return charges on any refused order. Freight charges will not be refunded on refused orders. Refused products will be credited less a 25% restocking fee.

Returns: All returns must be requested in advance and CHC will provide an RA number for all returns. Returns must be in their original packaging and their original condition. All authorized returns will incur a 25% restocking fee per item. Customer is responsible for all return shipping costs. Returns that are not approved in advance, not in the original packaging, and not in original condition will not be refunded.



Initial shipping charges are non-refundable. The product refund will be processed at the time of receipt of the return. CHC requires that the product be returned to CHC within 30 days of a return shipment call tag being issued.

If there are errors in prices, the descriptions of images of certain merchandise, CHC reserves the right to restrict the return of those items.

CHC makes every attempt to credit your account within 5 business days from receipt of the return. To receive a check for the amount of refund owed, please contact our Accounting Department through email customerservice@CHC-CurateHomeCollection.com.

All returns must include the RA Number.



NATURAL MATERIAL DISCLAIMER

Curate Home Collection creates natural material products that may contain leather, recycled glass, zinc, wood, and natural stone. These materials have variations in color, texture, size, and finish. They are hand crafted to be one of a kind designs. Irregularities are to be expected and are not considered defects.

Leather: is a natural animal product and will differ from hide to hide. Changes in leather texture, color, and wear are normal. In some cases, we purposely distress the leather resulting in small dings, dents, and scratches. Finish differences and color consistency are not considered defects.

Wood Finishes: might have variation in color, texture, and grain. CHC uses complex hand applied stains and finishes to the product. Due to natural wood selection and finishes, we cannot guarantee each product will be a perfect match to other wood products. Variations in color, texture, and shading should not be considered a product defect.

Zinc: is a handcrafted patina. We apply natural acids with oils to create unique product designs. With time, zinc will change color from bright to more of a natural and dull finish. Eventually it turns gray/black. Zinc surfaces have intentional regularities, color variations, and patina and should not be considered a product defect.

Natural Stone: are products of nature and there will always be variation in pattern, color, size, veining, and texture. No two stones will ever be alike. These variations should not be considered a product defect.

Recycled Glass: recycled glass can have variation in color and texture. These variations should not be considered a product defect.



CUSTOMER AGREEMENT

Curate Home Collection, LLC (CHC) incorporated in the state of North Carolina located at 621 Southwest Street, High Point, NC 27260. CHC is in the business of providing goods and services of furniture, home decor, accessories, and lighting and by doing so owns the following trademarks - Curate Home Collection as well as, copyrights to their complete catalog of unique home, and fashion designs.

It is understood that by becoming a customer of CHC, this does not allow the use of trademark names, copyrights, logos, content, and images for any websites, domain names, 3rd party retailers, catalogs, publications, social media, or advertisements. Any exception to this rule must be made and approved with written permission by CHC.

The CHC brand guideline are to be used when conducting business with CHC. It includes confidential information and is strictly prohibited to be shared with any competitor or outside sales agent not representing CHC. CHC has the right to refuse doing business with any customer in violation of CHC Brand Guidelines.

CHC Brand Guidelines document includes:

- Introduction Page
- Terms & Conditions
- Customer Pricing Policy
- Marketing Guidelines
- E-Commerce Policy
- Unilateral Minimum Advertised Price
- Return Merchandise Authorization Policy
- Customer Agreement

All customers are required to sign and return this page to Curate Home Collection,
LLC Email: CustomerService@CHC-CurateHomeCollection.com.

I have read the CHC Brand Guidelines and comply with all Terms & Conditions

SIGNATURE _____

COMPANY _____

PRINTED NAME _____

DATE _____

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