

# **a cascade dealership!**

Cascade Swimming Pool dealerships are available in selected areas of New Zealand.

Some of these areas have supported a Cascade Dealer in the past and the Dealership has lapsed, or may never have had a Cascade Dealer - and are wide open for you to take advantage of the increasing trend for home improvements which include swimming pools!

In some cases, a past Dealer may exist in your area due to previous arrangements but has had the Dealership lapse through non-performance.

In any case, we are actively seeking new Dealers in your territory due to the ineffectiveness of any prior arrangements that may have been made.

## **Types of dealerships available**

### **Exclusive Dealership: the "A" Dealer**

An exclusive Dealership arrangement may be entered into with suitable applicants in new areas where they comply with our requirements which include the installation of a display pool in a commercial Display Centre or other commercial premises, commitments to advertising & promotion, and the daily use of sign-written motor vehicle(s). This qualifies you as a Major Distributor, with the added purchasing power of better discounts on pool kits and accessories, with the right to re-sell the Cascade products to trade purchasers in your exclusive territory. No other Cascade Dealership will be appointed in your area or agreed territory providing the terms of the Distributor's Agreement are met.

### **3 Year (Renewable) Exclusive Dealership: the "B" Dealer**

A 3 year exclusive Dealership means that there may either be existing, new Cascade resellers appointed in your general area after a period of three years if your Sales Budgets are not being met. Pool Kit prices are not as attractive as the Exclusive Dealership and a commercial Display is not required, but it is necessary to install a display pool somewhere for the purposes of showing prospective customers. This pool may be installed in your own home, and a successful "B" dealer may eventually qualify for "A" pool kit prices - based on pool numbers sold.

email: [admin@cascade.co.nz](mailto:admin@cascade.co.nz)

## **Trade: the "C" or casual Dealer**

Trade purchasers require no display pool, but will be required to undertake a training session on the correct installation procedures. Trade purchasers may be appointed by, and purchase the pool components from, the local area's Exclusive Distributor. Discounts are limited.

## **What does it cost me to become a Cascade Dealer or Distributor?**

*There are refundable Fees based on your area  
Also ... you will need the following:*

**An appropriate Cascade display pool ( Capri, Jupiter etc..)  
Suitable Copings & Landscaping around the pool  
If you intend to install the pools yourself, you will need the following office & Pool Installation equipment:**

A3 Photocopier (or access to one) for Permit Approvals  
Personal Computer with email account

Assorted Builder's Hand Tools  
Concrete Floats & Steel Trowels  
Electric Drill, Pop Rivet Gun, Silicon Gun etc..  
Fire Hydrant, Key & 100m of Hoses  
Industrial Wet & Dry Vacuum for liner placement  
Laser or Dumpy Level (may be hired for each job)  
Self-Priming Sump Pump  
Spades, Shovels, Pickaxe etc.  
Spanners, Socket Set, Lump & Sledge Hammer  
Stringlines  
Suitable Vehicles for Sales and Installations/Service  
Towable Concrete Mixer (may be hired for each job)  
Two 30 meter Long Tapes, one 8 Meter tape  
Wheelbarrow (s)

### **Advertising Budget**

**Allow 2.5% of Budgeted Sales for the season**

Start-up Stationary (Brochures, Order Pads etc..)  
VHS Video Player & TV

### **Suitable staff or Subcontractors for:**

Installation Team two man crew plus Tiler/Coping Installer)  
One or more Salesperson  
One or more Administrative people

## **What Support will Cascade give me?**

### **Promotional Brochures & Material**

The "Pool Buyer's Guide" magazine  
Advertising bromides and advertising literature  
Access to our 30 years of pool building experience  
Free web entry on our CASCADE web server  
Email forwarding of inquiries from your franchise area  
A "supply and build" service in some areas.

### **Sales Contracts**

Personalised "Sale & Prurchase" agreement originals are available for you to photocopy and use. These Sales Contracts have "terms and conditions" which have evolved over the past 32 years and which offer you many financial safeguards, and protect your rights in the case of disputes.

### **Colour Brochures**

Cascade was the first swimming pool company to introduce full colour brochures in 1972. The latest version of the "Pool Buter's Guide" is attractive and informative and forms a part of the overall presentation of the Cascade product when used in conjunction with the video presentation and the Sales Training given to you or your staff.

### **Video Presentation**

A fifteen minute VHS Video Tape which explains the "Cascade Story" and counters many "sales objections" before they can be verbalised by a potential customer. This type of visual presentation is invaluable as it portrays the Cascade pool in a positive manner, eliminating any negatives (which are suicide in any sales presentation)

### **Sales Training**

A training course on successful Sales Methods will be given to suitable sales staff, in which aspects of bringing a potential customer to the point of signing the Sales Agreement will be demonstrated. Regular updates on selling techniques are carried out at "mini-sales conferences" held throughout the time that the Dealer Agreement remains in force.

## **Administration:**

### **Budgets:**

Sample Budgets specific to your own business may be prepared to analyse the market potential and profitability of a Cascade Dealership in your territory if required. Sales Budgets will be required on an annual basis.

### **Cash Flow Projections:**

Cash flow projections will be extrapolated from the budgets to predict the source and application of funds generated from the sales of Cascade swimming pools in your territory if required. These cash flows are helpful in arranging suitable funding for your business with your Bank or other lending institution.

### **Critical Path Analysis:**

The "paper trail" from Advertising - Sales Contact - Sales Appointments - Sales Contracts - Ordering Product - Installing Product - Invoicing Product - Debtor Maintenance - Balance Sheet will be demonstrated so that proper records can be maintained.

### **Installation Training:**

We will send a Supervisor (at cost plus fares accommodation & meals) to train your two-man Installations Crew in the techniques of installing the Cascade pool system, or you can have your crew visit us in Auckland (at no charge to you other than fares, accommodation & meals) to work with one of our crews as they install a pool here. Depending on your existing level of expertise in this type of construction, the learning curve for your crew will vary from "two to three pools" to "more than three pools" before our expected standards are reached. We will assist you!

### **After Sales Support**

We offer you a full support mechanism for any "after sales" problems that may arise. Our experience over the past years has forged an efficient program which eliminates many of the pitfalls that may befall the inexperienced or unwary newcomer to the swimming pool business - solving "problems" BEFORE they happen!

## **Warranty**

Cascade pools system carries a comprehensive 10/20 Ten/Twenty Year Warranty on the Pool Liner and Wall Components. Our philosophy is simple; If it breaks, we replace it! (Conditions apply)

## **What other products are available?**

The Cascade swimming pool system is manufactured under licence by our associate business, the well established pool equipment company Aquatech Industries Limited - from whom the annual Aquatech parts Catalog is available.

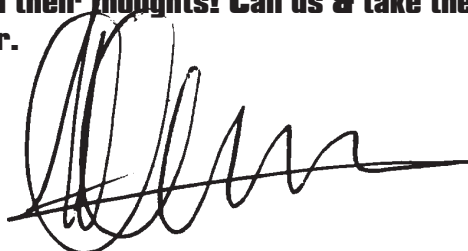
The Catalogue includes a number of swimming and spa pool industry product, such as:

*Genuine Replacement "Cascade " pool liners  
Replacement "Para, Paradise, Pace, Modular, etc.." Liners  
Full B&H Product Range  
Aquatech Spa Pool Covers & Duvets  
Stainless Steel Ladders and Access devices  
Aquatech Residential Diving Board range  
Salt, Ozone, Trichlor swimming pool chlorinators  
Pool Heaters of all types and manufacturers  
Pump and Filtration units  
Pond and Tank Liners  
Most other pool accessory items*

## **How do I get started?**

If you have read this far and are still interested, call or email us, and we will make an appointment for you to visit our Auckland offices and factory, and if there is a business possibility between us, we will come & see you in your home town.

**There are some costs involved, but like any other business decision, you must weigh up the potential income from a Cascade Dealership against the costs of setting out on your own from "square one". The swimming pool industry increasingly shows signs that the future is looking very bright. As more people look to improving their lifestyle - a home swimming pool is never far from their thoughts! Call us & take the first steps to becoming ... an Authorised Cascade Dealer.**



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