



# Renew by Nov. 21, 2012 to get all the benefits of our proven Dealer Marketing Program

## \$2 - \$3 million in local dealer ads planned for 2013!

September 11, 2012

Dear David,

We think this coming year will be a highly successful time for you and all our SunSetter Dealers. Here's why: **With your great effort in 2012, SunSetter Dealer sales grew about 30%**. In 2013, SunSetter wants to continue this success through our local dealers, which is why we are planning **\$2 - \$3 million in local dealer ads to fuel new sales**.

**We will continue to design, place, and pay for the local dealer ads.** We do all the work and you get the leads and profits! Each of the ads will have a unique toll free number so we can track results and improve performance to create more qualified leads for you. Our Professional 24/7 Answering Service will answer all the calls and get the caller information to you promptly. You can concentrate on what you do best — selling and installing awnings to highly-motivated prospects who have asked to be contacted by you, their local SunSetter Dealer.

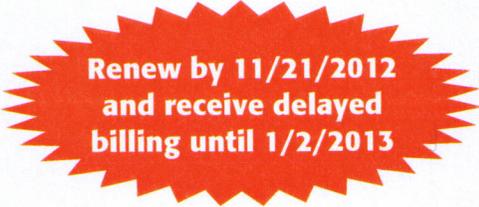
**And, of course, that's just one of the ways SunSetter brings highly qualified leads directly to your business.** We list the closest local dealer in hundreds of thousands of Info Kits we send out ... our phone staff refers local leads directly to you ... the Dealer Locator on our website shows your contact information to leads from your area ... and you'll receive emails from potential customers in your locale. There's even a local dealer link in the millions of marketing emails we send out. **This comprehensive Dealer Marketing Program has proven to be hugely successful. 60% of dealer sales in 2012 were from SunSetter leads.**

### To Take Advantage of All This, Please **Renew Now...**

You can have all these advantages and more, simply by renewing your participation in the Lead Referral Program by 11/21/12, which includes free local dealer advertising. The 2013 Lead Referral Program is just \$999 — which will pay for itself easily with just a single awning sale or two. **You'll find an Order Form enclosed, or you can renew right over the phone at 1-800-491-0911, Ext. 450. You must renew by 11/21/12 to participate.**

**So renew today, while it's fresh in your mind,** and put all the lead-pulling power of this proven Dealer Marketing Program to work for your business. There are more ways to reach superbly qualified leads than ever before, so join us and make even more profits in 2013. **Also in 2013, you will receive the pricing level based on your 2012 sales volume.**

Sincerely,  
*Les Snader*  
Les Snader  
Director of Sales



P.S. In 2012, **60% of all dealer sales came from SunSetter generated leads.** That's why this is such a powerhouse marketing program, and why you should renew now. Our **Dealer awning sales grew about 30% in 2012,** and we expect that trend to continue. Let's continue to grow together.

### GET MORE LEADS WITH OUR PROVEN MULTI-MEDIA DEALER MARKETING PROGRAM:

#### In Print:



We list the closest local dealer in every one of the hundreds of thousands of Awning Info Kits we mail out to new prospects.

#### On the Phone:

Local leads will be referred to you by our phone staff.



#### On the Web:

- Your company info will be listed as part of our Dealer Locator on our website.



- Receive emails from customers in your area.
- Exit Pop-up shows web visitors their local dealer.
- A link to find a local dealer on our popular Zip Code web feature.



#### In Emails:

The millions of marketing emails we send to prospects have a link to our Dealer Locator.

[Find a Local Dealer Near You](#)

### FREE LOCAL ADVERTISING:

We design, place, and pay for the ads. We do all the work, you get all the leads! Frees your time and money for more sales.



**New for 2013:  
A Personal Web Page  
to Manage Your  
Leads!**



# Dealer Marketing Program

**SunSetter Sends Highly Qualified Leads to You from Three Powerful Advertising Sources. Proven Successful Since 2006...**

In 2012, SunSetter spent over \$2 million in dealer advertising, generating thousands of qualified hot leads for our local dealers. Plus, our annual multi-million dollar national ad campaign drives millions of visitors to our website, [www.sunsetter.com](http://www.sunsetter.com) and creates hundreds of thousands of phone calls every season from qualified homeowners all over the country. **Many SunSetter Leads won't buy directly from SunSetter.** They want to see and buy the awning from a local dealer like you who offers professional installation. Here's the three ways you will receive these highly qualified leads:

## 1. The Nearest Local Dealer is Featured on Every Free Info Kit Mailed to New Leads.

(See page 2 for details)

- In 2012, local dealers were listed in hundreds of thousands of Free Info Kits mailed to homeowners.
- Each dealer was referred over 300 times, on average, creating thousands of sales for SunSetter Dealers nationwide!
- The free Info Kit also includes a DVD with a special chapter showing homeowners how to find their local SunSetter Dealer.



Your company will also be referred by our telephone reps.



## 2. The Dealer Locator on Our Web Site Sends Leads Directly to You.

(See page 3 for details)

- Your company is listed and gets exposure to millions of visitors to [sunsetter.com](http://sunsetter.com).
- "Hot Leads" are emailed directly to you right off our website.
- Homeowners call you while they are most ready to buy!

Your company will be listed on [www.sunsetter.com](http://www.sunsetter.com)



## 3. SunSetter's Exclusive \$2 to \$3 Million Dealer Advertising Plan.

(See page 4 for details)

- In 2013 SunSetter is planning \$2 to \$3 million in dealer advertising to drive qualified leads to our dealers.
- Includes unique Toll Free numbers to track results.
- In 2012 SunSetter spent over \$2 million in dealer advertising, generating thousands of leads for our local dealers.
- We design, place, and pay for these ads.
- We answer the phone 24/7 and email you the leads. **You get the sales and the profits!**

SunSetter's proven print ads get results. See the back cover for details!

Enjoy Instant Shade & Comfort All Summer and SAVE \$200! Don't Wait! Sale Ends May 31st.

**Awning Sale!**

Keeping cool and comfortable this summer just got even more affordable! Call now and get a \$200 discount, good toward any SunSetter Retractable Awning - America's #1 best-selling awning. Enjoy the outdoors any time you want! A SunSetter keeps your deck up to 20 degrees cooler. It can lower your air conditioning bills, too. It opens and closes in under 90 seconds, providing instant protection against hot sun, light showers, and 99% of harmful UV rays. Call now to get the name of an independent authorized SunSetter Dealer near you. He can show you all awning models, fabrics, and colors in person, and give you a Free Estimate on the perfect SunSetter for your home. There's absolutely no obligation.

**FREE Estimate!**

**GOOD HOUSEKEEPING**

**SunSetter** RETRACTABLE AWNINGS

Call Toll Free: 1-888-817-6444 Ext. 00000

Call now for a FREE Estimate from your Local Authorized SunSetter Dealer

Go to [www.localsunsetter.com](http://www.localsunsetter.com) and use Extension 00000

**60% of Dealer Sales are from SunSetter Generated Leads!**

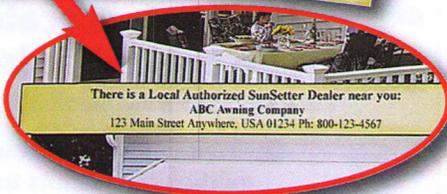
**Here's how it works...**

# Every year hundreds of thousands of homeowners all over the country request our Free Awning Info Kit and DVD

**creating hot leads who want to talk to you.**  
**They want to buy locally and get professional installation.**



The local dealer contact information is also printed on the outside of the envelope!



Sample flyer inserted into every Info Kit

**Prefer to Order Your SunSetter from a Local Dealer?**

**Here's the name and number of your local authorized SunSetter Awning Dealer:**

**Call or Email Today to Get a Free, No Obligation In-Home Consultation**

**ABC Awning Company**  
 123 Main Street  
 Anywhere, USA, 01224  
 Phone: 000-000-0000  
 Email: abcawning@hotmail.com

**Your Dealer Can Help You:**

Try Out a SunSetter in Person  
 See All Our Color Choices  
 Have Your Awning Professionally Installed

While many people buy their awnings directly from the factory, some folks prefer to purchase their SunSetter from a local independent SunSetter Dealer.

- All SunSetters are easy to install, even if you are not particularly handy with tools. But if you would like your awning professionally installed, purchasing your SunSetter from a local authorized dealer could be the right choice for you.
- Many people also like to see the awning in person and try it before they buy. Your dealer may have a working model of our Motorized Awning for you to try, so you can operate it, see just how easy and convenient our awnings are to use, and experience their superb quality for yourself.
- The dealers also have samples of all our fabric colors on hand, which makes it easy for you to find the perfect color awning for your home! You can see and feel them for yourself!

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**DISCLAIMER:** ALL SUNSETTER DEALERS ARE INDEPENDENT BUSINESSES WHO BUY PRODUCTS FROM SUNSETTER PRODUCTS LP FOR RESALE TO THE CONSUMERS, AND ARE NOT REPRESENTING SUNSETTER PRODUCTS LP, AND ARE NOT AFFILIATED WITH, CONTROLLED BY, AGENTS OF OR PARTNERS OF SUNSETTER PRODUCTS LP. ALL SUNSETTER DEALERS SET THEIR OWN PRICING FOR THE PRODUCTS AND SERVICES THEY SELL AND ALL TRANSACTIONS BETWEEN A CONSUMER AND A DEALER ARE ONLY BETWEEN THESE TWO PARTIES AND DO NOT INVOLVE SUNSETTER PRODUCTS LP AS A PARTY EXCEPT FOR THE PRODUCT WARRANTY COVERAGE AS SET FORTH IN THE SUNSETTER PRODUCTS LP STANDARD WARRANTY. SUNSETTER PRODUCTS LP DOES NOT MAKE ANY REPRESENTATIONS AS TO ANY DEALER OR ITS SERVICES AND SUNSETTER PRODUCTS LP IS NOT RESPONSIBLE AND DOES NOT PROVIDE A WARRANTY FOR INSTALLATION SERVICES PROVIDED BY THE DEALER. NO DEALER IS AUTHORIZED TO MAKE ANY REPRESENTATIONS OR WARRANTIES REGARDING A SUNSETTER PRODUCT.

- Hundreds of thousands of free Info Kits with local dealer information were sent in 2012.
- A flyer featuring the closest SunSetter Dealer is inserted inside every Info Kit.
- This generates additional phone calls and emails from highly qualified local prospects directly to your business.
- Our DVD also includes a special chapter showing homeowners how to find their local Dealer.

## PLUS:

SunSetter sends over 11 million marketing emails annually. Each email features a link that displays the lead's closest SunSetter Dealer.

Click here now to go to our site

You can order with complete peace of mind with our 90-Day Money-Back Home Warranty and 5-Year Limited Warranty. Again, your warranty code is 10271.

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| <b>Why Did I Receive This Email?</b><br>You are receiving this email at your request or because you have previously registered with us or purchased from us. | <b>The Above Offer</b><br>The above offer cannot be combined with any other offer. Valid for deck and patio awnings only. | <b>Additional Information</b><br><a href="#">Find a Dealer Near You</a><br><a href="#">Privacy Policy</a><br>SunSetter Products<br>184 Charles Street<br>Malden, MA 02148<br>Phone: 1-800-876-2340 |
|--|---|--|

# Our website sends you great leads, too!

Each year, millions of potential customers visit [www.sunsetter.com](http://www.sunsetter.com).

We send ready-to-buy prospects to you in four ways:

**1.** Our highly popular Dealer Locator displays the 3 closest dealers, sorted by mileage.

**Customers can find you easily in any of four ways!**

**These features create thousands of superbly qualified leads for our local dealers. 60% of dealers' sales in 2012 were from SunSetter-generated leads. This program is a proven winner!**

**2.** Every visitor who requests a free Info Kit and DVD is shown their closest local SunSetter Dealer.

**3.** Every visitor who checks our prices sees a pop-up showing their closest local SunSetter Dealer.

**4.** Every visitor who checks how many awnings are in their Zip Code can click to find their local SunSetter Dealer.

## Dealer Advertising by SunSetter

SunSetter spent over \$2 million in 2012 for local dealers...

# Dealer Advertising Program!

...and SunSetter does all the work!

- SunSetter is planning \$2-\$3 million in 2013 for Dealer Advertising -- in addition to our \$10 million National Advertising Plan.
- We **design** the ads, place the ads in your local area – and **we pay for the ads!** You don't have to do anything!
- We use unique Toll Free numbers to track results and get more leads for you.
- We email you the hot leads and you get the sales.
- **New for 2013:** Personal web page for managing all your hot leads!



Our proven dealer ads have brought in sales for dealers across the country since 2006. These ads are in addition to our annual \$10 million national advertising plan!

## Here's what participating dealers say:

"We are true believers that you must advertise locally to promote and grow your business and to keep pace with competition. SunSetter's Advertising Program is great. I just don't have the time and money to get it all done like they did for me."

Glenwood Blind & Awning

"Your Advertising Program has been a home-run for us. Because of the SunSetter brand awareness, we're closing a high percentage of these leads."

Golden Hammer

"We got great results from the Advertising Program. It was great to see a company do the advertising for you and not worry about negotiating..."

Brown's Awning Solutions

## Sign up today to get started!

(See the Order Form)

1. Sign up for the Lead Referral Program which includes the Dealer Advertising Program. (\$999 Listing Fee per Lead Referral location.)
2. SunSetter will negotiate the cost, place the ads during the prime selling season (March through July), and pay for the ads directly. You do not need to deal with the publications at all.
3. SunSetter will use unique Toll Free phone numbers to track results to improve performance.
4. SunSetter will answer all the calls for these Toll Free numbers, 24/7, and send you the leads.
5. For maximum sales and profits we highly recommend you call the hot lead within 24 hours.

4. **Questions? Want to get started? Call: 1-800-491-0911, Ext. 450**