

### 1. Welcome

Thank you for becoming a Member of InstallerNet. You are joining the largest professional electronics installation network in the United States. Our Members install almost any kind of electronics, be they for a vehicle or a building – for consumers or businesses. InstallerNet's clients range from the largest retailers and online e-tailers to some of the world's largest manufacturers of consumer electronics. Membership in InstallerNet is **free** and can significantly increase traffic to your store, but InstallerNet requires that all installers in the Network understand and abide by certain rules.

### 2. Purpose

This document will give each InstallerNet Member all necessary information to accept and process purchase orders and/or work orders from InstallerNet, whether they are generated on behalf of an individual with an InstallCard seeking installation of a consumer product or a commercial customer seeking installation for large fleet of vehicles or set of commercial buildings. You have the responsibility to read and understand this document and abide by our Rules of Engagement.

### 3. Value Proposition

InstallerNet's vision is to change the way installation services are delivered in all channels and markets, bringing new economies of scale and efficiency using its Web and Smartphone Platform and Technologies along with its Network of independent InstallerNet Members, i.e. You. Understanding the value we hope to bring to each of the stakeholders in this marketplace will help you to understand why and how we operate with our Members.

#### **For Our Clients:**

InstallerNet clients are getting a proven solution to increase sales and reduce returns of products that require installation. With InstallerNet's InstallCard, retailers and manufacturers are able to "remove the installation barrier" and open new channels of distribution without investing in their own installation work force – enabling them to compete successfully against those larger stores that have their own installation network. For others, InstallerNet simply makes nationwide sales possible. The fact that our Members not only install and confirm operation of the products but also briefly demonstrate operation to the consumer is also of huge value to them. Our commercial clients rely on the ability of InstallerNet to scale up commercial projects for buildings or fleets – enabling projects in the many thousands of installations to be completed in weeks or months instead of years.

#### **For You:**

#### **New Business**

InstallerNet connects electronics and technology-service consumers with qualified professional installers by the thousands on a weekly basis. Although InstallerNet is unable to promise any Member a minimum quantity of business, it is our hope that you will see new business, new customers and increased store traffic. The customers sent to your business via our Purchase Orders are yours as well as InstallerNet's, and our clients. With InstallerNet you become the local installation partner for nearby outlets of national retailers, well known online e-tailers, and companies offering services which depend upon device installations. In this document you will learn what it takes to maximize your business's opportunity for business in the InstallerNet business model.

### New Products

Because InstallerNet's list of clients includes premiere manufacturers as well as new technology startups, many times new products will flow through our Network before they hit shelves in retail, and some are not destined for retail at all. You may install products you've not seen before and want to sell them as part of your business, which you can usually do by contacting InstallerNet to see if we can provide information about the client's program for InstallerNet Members.

### Improved Service

InstallerNet University, our internal ProTeam of installers, has unmatched experience in installation of electronics and uses that experience to create the Tech Sheets you will receive and the web instructional material which is made available to you for the products you will install. Additionally, Tech Sheets are backed by a Technical Support line at InstallerNet from 9am – 6pm ET. By accumulating best practices and the newest technologies, InstallerNet University helps great installers be even better.

## 4. The Process

### InstallCard

1. You will be contacted by an InstallerNet Installation Coordinator informing you of an InstallCard customer who has selected your location, or to whose home or building you will go to for the installation. The Coordinator will tell you the requested date/time, discuss the scope of work and inform you the fee InstallerNet is paying for the work scope. If you accept the work for the amount InstallerNet will pay you, a Purchase Order will be sent to you, along with a Tech Sheet with critical information about the installation. This is your assigned job and it is not assigned to any other Member unless you turn it down. Please call the customer and work out the schedule details and see if any parts are needed, just like you would do with any customer. InstallerNet will provide the customer your information and sometimes the customer will call you before you get a chance to call them.
2. InstallerNet will attempt to confirm an appointment date (and whether you can do morning or afternoon). May customers ask for appointment times – InstallerNet does not record appointment times, but allows you to discuss and set a time directly with the customer if desired.
3. If this installation is for a residential or in-building commercial installation, the employee assigned to go onsite must have a current criminal background check on file with your business, no exceptions. See Background Checks under the Golden Rules section.
4. Always carry current and valid ID in case requested by the customer.
5. The Customer should have their product and their InstallCard (or printout of the email if an e-InstallCard) at the appointment. Ask to see the InstallCard to confirm they have it (and you will need the last 4 digits from it to get paid).
6. You should perform a pre-install inspection and use InstallerNet's Pre-Post Checklist (or your own), some installations require photographs for payment and to protect yourself and your business. **Photographs are always recommended.**
7. Bench Test the product(s) if possible. The sooner you uncover product defects the less expensive and time-consuming it is for all involved to resolve the issues.

8. Perform the installation work, keeping in mind InstallerNet's rules of engagement (see following sections). You are expected to demonstrate basic operation of the product to the customer.
9. Upon completion have the customer inspect the installation, sign off your Inspection Sheet and give you the InstallCard. **KEEP THE INSTALLCARD** because you will need this InstallCard to submit for your payment in ExpressPay. In some cases, no plastic InstallCard will be involved – usually because the customer processed an e-InstallCard (they should still know their InstallCard number from the email confirmation they received). If the customers doesn't have their card or know their number please call InstallerNet.
10. Encourage your customer to take an online survey of their experience (they will receive an email invitation to fill out an online survey). **Your rating, which heavily influences the likelihood you will receive future work, is determined in large part by customer survey results and is calculated automatically from customer survey responses.**
11. Go online to <http://installernet.com/installers/Pages/ExpressPay.aspx> and use your P.O. number and the customer's InstallCard number to claim for your payment. Note: once you enter both of these the name and address of the business who the payment will go to will be listed. Confirm this is your business before submitting or continuing! Contact InstallerNet immediately if this is not your business.
12. If at any time issues or disagreements arise over quality, installation methodology, product operation or payment amounts you are required to call InstallerNet immediately.

### Fleet and Commercial Work

If your business includes performing commercial work for businesses and/or fleets of vehicles make sure your InstallerNet profile is updated so we know this. You will be contacted by an InstallerNet Project Manager with key details of a commercial or fleet installation opportunity. If you accept the work, a Purchase Order will be provided with instructions on how to have your installation work confirmed/approved and how payment processing will be handled. Typically InstallCards are NOT used for processing Fleet or Commercial installations, although each installation is likely to be assigned a transaction number for warranty purposes.

### 5. The Golden Rules of Engagement

You and your shop are expected to know and follow these fundamental and extremely important rules of engagement in order to continue membership with InstallerNet.

### ***Customer Satisfaction is Priority #1 - When in Doubt Call InstallerNet***

Allow InstallerNet to manage the transaction to your satisfaction and the customers. Don't let disagreements with the customer, questions about the product, extra needed parts or the installation degrade and/or hinder the overall experience for you or the customer! The last thing InstallerNet Members or InstallerNet needs is for an issue to rise up to the attention of our Clients without InstallerNet knowing about it and having a chance to solve the problem(s)first. If customer satisfaction, or yours, is ever in doubt please call us at 800-950-9869. Ext 4.

### ***Keep Payment Amounts Confidential***

**Do NOT tell the customer what InstallerNet is paying you.** Customers do not understand the InstallCard economics from beginning to end, so it's best not to try and explain the payment structure.

Always treat the InstallCard like a scope of work for which you are being paid per the P.O. provided. The InstallCard is NOT a value coupon, or somehow a deposit against your normal charges – the amount being paid is meant to cover the scope of work without additional amounts being charged to InstallerNet or to the Customer. There are some cases where additional amounts can be charged (see below) if approved in advance, but generally if you cannot do the work InstallerNet assigns to you without charging more to the customer directly then your business is likely not a good fit for InstallerNet (and customer survey responses will start showing this).

### **Forbidden and Acceptable Selling**

You are forbidden from attempting to sell the customer the same category of product being installed per the InstallCard and accompanying P.O. Likewise encouraging the customer to return the product on the InstallCard or Purchase Order is also forbidden with a zero exception policy. Outside of that category, however, **InstallerNet encourages Network installers to sell additional products and services you provide**, to make add on sales while the customer is at your location or you are at theirs.

### **Additional Amounts (“Overages”)**

In some situations you will be permitted to charge extra for labor or material directly to the customer. Some of InstallerNet's Programs forbid this, and if that is the case your Purchase Order will explicitly state this. You **MUST** inform the customer of any additional amounts required in advance of starting any work. If there appears to be any resistance by the customer you are to call InstallerNet for assistance before continuing the discussion. **Examples :** “*Mr. Customer the InstallCard will cover the radio installation but your dashboard is damaged which will require an additional \$20 in labor.*” Or “*Mr. Customer the quotation from InstallerNet does not include fishing wires through the attic to the second floor, but I have looked at what it would take and would need only \$50 additional to do so, which you can pay me directly if interested.*”

### **You Must Warranty Your Work**

You are expected to warranty your labor for 3 years except for non-commercial(non-fleet) vehicle installation for as long as the customer owns their vehicle. All commercial building and fleet installations have a three year warranty on installation labor. Whenever installation issues arise InstallerNet will attempt to direct the customer back to you for investigation and repair to start. Over 90% of issues are taken care of by the InstallerNet Member with no additional payment by InstallerNet or Customer. However, in some cases the customer is unable to, or demands not to, have the same installer perform troubleshooting or repairs (if their vehicle is on the road, for example. Or sometimes they develop a distrust or dislike of the original installer and request a change of installer as a result. Despite InstallerNet's commitment to you that we always try to use the original installer, it sometimes is just not possible. In cases where a new installer must get involved it is quite possible InstallerNet may “escrow” the payment for work done until the conclusion of the investigation and repairs.

### **Carry Proper Insurance**

You must have a current certificate of insurance on file with InstallerNet at all times. All InstallerNet Members must carry a Liability policy with \$1M coverage minimum. Installers with installation bays for vehicles must carry Garage Keepers liability in addition to general liability insurance. **You MUST have InstallerNet Named as Certificate Holder.** Fax Certificates of Insurance to InstallerNet Member Services at 978-867-6734, or email to [memberservices@installerNet.com](mailto:memberservices@installerNet.com) A valid W-9 (Taxpayer

Identification Number) Form must also be completed and forwarded to above. We must have all requested/required documentation on file in order to send you work.

### **Protect Yourself and Your Business**

Perform basic pre- and post-installation inspections to prevent disagreements about pre-install vehicle or building conditions. Take photos before and after. Use InstallerNet's form ([www.installers.installdernet.com](http://www.installers.installdernet.com)) or your own. Remember that in any given disagreement about work quality or pre-installation condition of a vehicle or building, without proof to the contrary InstallerNet will side with the customer. This is expected by our Clients for which we build and maintain these programs.

### **You Must have a Purchase Orders – No PO, No Payment, No Exceptions**

Due to essential corporate accounting policies, and commercial law, it is imperative that all installs be covered by a Purchase Order in the name of your business. If InstallerNet has called or emailed you to confirm an installation, a PO will subsequently be issued and you should receive it via email or fax.

Under no circumstances should you begin work without first confirming you have a Purchase Order.

Even if you lost the PO another copy can be retrieved (see below instructions). If you perform an install with no PO, you risk **NOT receiving PAYMENT** for that work. If a customer arrives at your shop and you do not have a Purchase Order from us, you can quickly and easily reprint a copy of the Purchase Order and/or check all work assigned to you. The **preferred method** is to simply enter into your account at [www.installdernet.com](http://www.installdernet.com), click "**Network**", and click on the "**Members Login**" or call us at **(800) 950-9869 Ext 4**

### **Background Checks**

No InstallerNet Member employee shall be permitted to go onsite to a residence or business unless that employee has a current background check on file (InstallerNet's clients are permitted to request a copy of a background check at random). The background check must, at minimum, cover:

Background search must be for a period going back at least 7 years, to all counties lived in.

1. Must include:

- a. Search of 50-State Sex Offender Registry
- b. Federal Criminal
- c. Social Security Search
- d. Super Criminal Search
- e. County Criminal Search (up to 40 counties)

2. Key points of adjudication:

- a. No Felonies allowed
- b. No Sex Offenses allowed

For any Member who does not already have a background search provider, InstallerNet's Account at PeopleG2 can be used for an inexpensive (roughly \$80) option – Contact InstallerNet Member Services.

### **Communications with Clients**

With rare contractual exceptions, InstallerNet does not permit its Clients to communicate with, schedule, or pay InstallerNet Members directly. If our Client(s) contact your business directly to discuss potential

work or payment you should immediately report this to InstallerNet. There are some Programs where client communications with your business ARE allowed and for those you will receive notification from InstallerNet that these programs are exempt (Ignition Interlock Programs, Insurance Replacement Programs, for example). There are NO EXCEPTIONS to the direct payment rule, however, and accepting payments without InstallerNet's permission will jeopardize your Membership with InstallerNet.

## 6. Basic How To's

### ***InstallCard Payment Processing***

1. Installer goes to [www.installernet.com](http://www.installernet.com) clicks **Network**, then clicks **Express Pay**
2. Installer enters the P.O. number, then the last 4 digits of the InstallCard and the date installed for the transaction to submit for payment.
3. Installer confirms the business name and address then listed to be paid is the correct one!
4. InstallerNet issues payments to the installers twice monthly in the 1<sup>st</sup> and 3<sup>rd</sup> week of each month – paying for Express Pay submissions received in the same period of the prior month (e.g. payments made in the 1<sup>st</sup> week cover Express Pay submissions received in the prior month up to the 15<sup>th</sup> thereof).

### ***Re-Printing a P.O.***

Keep in mind our Purchase Orders are emailed to you as attachments to emails. Some email systems will automatically filter out emails with attachments and put them in a Spam/Junk Email Folder. But to get another copy sent:

1. Go to [www.installernet.com](http://www.installernet.com) and click on **Network**, then click **Express Pay**; Click **Forgot Your PO?** and then type in the InstallCard number or the PO#.
2. You will be able to resend the PO to yourself or you can call us and we will resend it to you during normal business hours.
3. Please do not send a customer away over a lost PO.

### ***Viewing Additional Technical Sheets Details***

1. Go to [www.installernet.com](http://www.installernet.com) and click on **Network**, under Sign in to access: **Click "Tech Sheets"**
2. Enter the PO# or InstallCard# to view the Tech Sheet that will apply to this installation.

### ***Defective Product Processes***

InstallerNet warranty also states that if a product is defective:

- a. Upon Installation (Dead On Arrival, or DOA) - DOA is defined as any equipment that in the process of the installation or immediately after installation is determined to be defective. The installer shall, at NO CHARGE to the customer, remove/de-install the equipment and give it to the customer to get replaced. When the customer presents the replaced unit it will be installed at no additional charge. If this situation arises you are to call InstallerNet and inform them of the pending warranty re-install. If you feel additional payment is warranted you must get permission from InstallerNet to charge the customer directly. For residential and commercial-building installations a travel charge may be warranted for the second trip.

- b. After Installation (after the customer drives away, a “removal and reinstallation” or “R&R”) – If after the installation the customer realizes the equipment is defective for a period no longer than one year and within the manufacturer’s warranty. In most cases InstallerNet will issue a new PO to the installer for a troubleshoot and repair with a nominal fee that will be paid in the event it is proven not to be related to the installation labor. The installer will remove the equipment and replace it with a same make and model unit after the customer gets it back from repair. InstallerNet generally allows charging up to 50% of the original install for removal and replacement (when not covered by your labor warranty) directly to the customer. Travel fees for residential or commercial in-building installs may also be approved on a case-by-case basis.

## 7. Frequently Asked Questions

### **What do I get paid?**

InstallerNet determines nationwide pricing to keep the installation costs competitive with other installation providers. In many cases the installer payment amounts may be less than your business would charge a customer who approached you with product purchased elsewhere. You are, however, receiving a customer for free, and are able to up-sell them on other services and products from your business. We think the payment arrangement and amount is fair and thus we require you not charge any extra without InstallerNet’s knowledge and approval.

### **How does InstallerNet make money?**

When InstallerNet sends you an installation we pay you a couple of dollars less than what the customer paid for the InstallCard, the difference of which covers InstallerNet’s cost of processing, insuring, and warrantying the transaction. Though it may be no surprise to you, the customer sometimes doesn’t understand the concept so **DO NOT TELL THE CUSTOMER WHAT WE PAY YOU.**

### **What does the InstallCard Cover?**

There is a description of work on the rear panel of each InstallCard and a more detailed description on your purchase order. If you have any question as to what the InstallCard covers, or think you need to charge the customer directly but want to see what is or is not covered, go to [www.InstallerNet.com](http://www.InstallerNet.com) and click on the InstallCard Category (such as **Mobile Electronics**). You will see an image of each InstallCard and can click each to get a detailed description of what the card covers and what extras the customer should pay you directly for. Call InstallerNet if you have any questions.

### **When can I charge the Customer Extra?**

It is our goal to give the customer a quality installation experience for the price they already paid when buying the InstallCard, and no more. If you feel you need to charge the customer additional you should first check your P.O. to see if it is permissible. If extra charges are permissible and approved by InstallerNet you must explain to the customer why and tell them before you do the installation. We prefer that you sell accessory items that will give the customer a better experience and make you better margins than to hit them with a small extra labor charge on the InstallCard labor.

### ***Are there other InstallerNet Members are in my area?***

InstallerNet has over 1,700 mobile electronics and several thousand in-home installers in the US including Alaska, Puerto Rico and Hawaii. We are constantly recruiting to meet new categories of installation and add coverage in certain areas. We almost always have redundancy within any given area to be able to offer choice and keep costs competitive. The best thing any Member can do to ensure repeat business is to perform well with a customer-focused approach and encourage customers to take our surveys.

### ***How do I get more business from InstallerNet?***

Perform high quality work with a professional, customer-focused attitude and encourage your customers to take our online follow-up surveys. This will keep your ratings up. Members with higher ratings tend to get more work. Also look to provide additional categories of installation – such as in-home or fleet/commercial, but only if you are trained and experienced in doing this type of work.



## InstallerNet Member Indoctrination

# Contact Us

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