

**Aqua Vim Corporation**

54-08 46th Street  
Maspeth, New York 11378  
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Website: <http://www.AquaVim.com>

**New Dealer Application**

*(To get exclusive ahead of your neighbor stores, fill up and fax us today)*

Date: \_\_\_\_\_

1). Company/store name: \_\_\_\_\_

2). Company type:  Corp  LLC  Partnership  Proprietor

3). Your business category:  Retail pet shop  Aquarium maintenance  
 Other (please describe): \_\_\_\_\_

4). Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

5). Contact: Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

6). Name of owner(s): 1). \_\_\_\_\_ 2). \_\_\_\_\_

7). Name of person running the business (If different from the above): \_\_\_\_\_

8). Total # of Employees: \_\_\_\_\_ Total # of Stores \_\_\_\_\_ Annual Sales: \$ \_\_\_\_\_

9). How long have you been in this business: \_\_\_\_\_  This is a new business

10). Store total square feet, excluding warehouse: \_\_\_\_\_ sqf Fish/aquarium section: \_\_\_\_\_ sqf

11). If you currently sell fish tanks, please tell roughly how many tanks do you sell annually:  
Approximately: \_\_\_\_\_ tanks annually,  
among which, \_\_\_\_\_ are tanks between sizes 5 - 29 gallon  
\_\_\_\_\_ are tanks between sizes 30 - 89 gallon  
& \_\_\_\_\_ are tanks 90 gallon and larger.

12). List other aquarium stores near you, that are bigger than your store in size, as below:

1). \_\_\_\_\_ How far away from you: \_\_\_\_\_ miles

2). \_\_\_\_\_ How far away from you: \_\_\_\_\_ miles

3). \_\_\_\_\_ How far away from you: \_\_\_\_\_ miles

13). If we give you exclusive sales territory, what area do you want?

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_

14). What is your main method of marketing?  Online  retail store  trade show  
 catalog mailing  call house-owners in the area  local fairs  newspapers  
 newspaper ads  approach local businesses  ads on weekly or monthly magazines  
 display samples in highly traffic shopping mall/public gathering area on lease terms.

as add-on's on top of home construction/décor/design/aquarium maintenance services.  
others (please specify here):

**Please fax this 2-page application to: 718-433-4826, accompanying a copy of your business registration.**

**Note to prospective dealers:**

- a). We generally grant an exclusive territory of 5 to 50 mile radius of your store, depending on the population density and average income level of your geographic area. You can sell to customers beyond your exclusive territory if there is no other dealer conflicting with you. We will not approve applications of other dealers from your area after you activate your dealership, and will evaluate your sales performance annually for the purpose to determine the extendability of your dealer privileges. If you don't make any sales or make very little sales, we reserve the right to void your privileges.
- b). There is an initial minimum order requirement for all new dealers. This could be from merely 2 sets of LV/OV/MV aquariums up to \$35,000, depending on our assessment. The purpose of the initial order is for you as our dealer to display the exceptional quality and craftsmanship of our products so customers brought to your store can feel and touch them with admiration; it also make sure no individual buyer from your area get our wholesale dealer prices. After initial order, there will be no minimum order required.
- c). If we approve your dealership, you must activate your dealership within 45 days. If you do not activate within 45 days of the approval with an initial order, you may be disqualified and any other dealer we approve may replace you to be the exclusive dealer in the area.
- d). After you receive your initial order and display our products on prime retail spots of your store, we will publish you as our dealer. Since we do ads nation-wide, you can get many visitors looking to spend their money on not only our aquarium products but also on your fish and accessories. Although our aquarium sells itself because of its visible superiority of crafsmanship, we highly recommend that you study our products and take one minute to point out our less visible advantages to your customers, such as our state-of-the-art overflow box, snap-on doors, cooling fan slot, feeder feature, clearer glass, handcrafted real wood furniture, and other areas that surpass our competitions.
- e). We generally do not sell directly to the public. However, we reserve the right to occasionally offer some special deals to the public. This is because the exceptional guarrantees we make confidently to our dealers, under which, a dealer can return a merchandise even if it is damaged by dealer's customers during display in store, as long as the returning item is not used with water and it is in resellable and/or repairable conditions.
- f). Be the only one in town to profit from AquaVim's superior craftsmanship. Activate your dealership ahead of other stores in your area, so that we could reject your competitors' applications.

**This area below is for internal use only by Aqua Vim Corporation:**

Date received:	Date approved:	Area granted:	radius
Verified by RW    AZ    PH	Date expanded:	Area expanded to:	radius

Note:



