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203 North First Avenue • PO Box 69, Mayodan, NC 27027 • 336-548-6035 • Charliesoap.com

Registering to become a Charlie's Soap reseller is, pardon the cliché, simple as 1-2-3.

1. Click *Become a Charlie's Retailer* located at the top of www.charliesoap.com.
2. Click the *Sign Up* button at the bottom right of the page and fill in all the necessary information.
3. Customer Service will contact you usually within 1 business day. You will receive an email of this information upon approval.

The rest of this document details Charlie's Soap's responsibilities as the manufacturer and your responsibilities as a reseller. If you have any questions at all, please contact our office.

Reseller (or Wholesale User) Responsibilities:

1. Ordering Instructions:

- 1.1. Point your browser to www.charliesoap.com.
- 1.2. Click [Retailer Login](#).
- 1.3. Log in with your approved personal Email Address (or account ID) and password.
- 1.4. Choose your product category from the green box on the left of your screen.
- 1.5. Order in any capacity you require, but please note that a handling fee is embedded for single and double pack boxes.
- 1.6. Your shipping costs will be estimated at the time of order. Actual shipping will be shown as a line item on your invoice. Please allow 2 to 14 days for processing and shipment.
- 1.7. Add your PO# if you have one, and add any additional comments at checkout.
- 1.8. No payments will be taken at the time of order.
- 1.9. If you do not have internet access or have a special ordering process, please contact Sherry Stovall (sherry@charliesoap.com) or John Holcomb (john@charliesoap.com) in customer relations: 336-548-6035.

2. **Minimums:** To maintain wholesale pricing, the reseller must have purchased an average of two (2) cases per month over a six (6) month period. Each new reseller is given a four (6) month trial period to reach this volume. For drop ships, the number of individual orders should add to two (2) cases per month (average). Discounts are available for volume. Restrictions apply. Call for details.

3. Payment:

- 3.1. Initial orders must be paid for via credit card, check or cash equivalent **BEFORE** shipment.
- 3.2. "Payment before shipment" terms: these invoices must be paid via cash, cash equivalent or credit card before your order will ship. If your credit card is out of date or otherwise incorrect, you will be notified by our Accounts Receivable department. There is no fee for payments made before shipment. All invoices for drop ships must be paid for before shipment.
- 3.3. "Payment after shipment" terms are issued at the discretion of Charlie's Soap and are subject to change. A **credit check fee** of \$30 will be charged to the customer at the time of request for such terms. All invoices for drop ships must be paid before shipment.
- 3.4. "Payment after shipment" terms, e.g. net 30: these invoices must be paid in full **on the due date** via cash or cash equivalent. Payments made with credit card will incur a 4% finance fee.
- 3.5. If a payment is made after the agreed upon due date, a 1.5% per month (compounded daily) finance charge will be charged to your account, minimum \$15. Subsequent shipments may be withheld until the account is made current. You will be notified if your account becomes late and a statement will be issued.
- 3.6. Delinquent accounts may be turned over to collections where fees, penalties and reasonable attorney's fees will be added.

4. **Pricing:** Charlie's Soap enforces MAP (Minimum Advertised Pricing). A schedule is available upon request. If you run a sale, please notify taylor@charliesoap.com so it can be put on our calendar and we can promote your promotion. Online resellers must pay close attention to this to avoid a "race to the bottom".

5. **Reships, Credits, and Refunds:** Reseller will be responsible for honoring customer refunds. Charlie's Soap will credit the reseller's account the amount they paid Charlie's Soap for returned items due to manufacturer's defects. Orders provided with incorrect shipping information will be corrected at retailer's expense: \$12 per package. No returns will be accepted 90 days after purchase.



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6. **Restrictions:** No reseller or wholesale user is authorized to repackage, relabel or in any way tamper with the packaging of Charlie's Soap. Charlie's Soap as a brand is to be sold to the consumer exactly as it arrives. See the attached agreement regarding refilling of consumers' sanctioned packages.

Charlie's Soap's Responsibilities:

1. **Order confirmation and shipment:**

- 1.1. Charlie's Soap will immediately respond to orders submitted through www.charliesoap.com. This response will be emailed to the email we have on file. If you do not receive a notice of your order, chances are your order did not complete. You can check [Order Status / Review](#) in the shopping site to see if a recent order appears in the list.
- 1.2. All orders' paperwork will be prepared within 2 business days.
- 1.3. At that time, invoices will be prepared, emailed or mailed upon request.
- 1.4. Invoices will contain shipping cost as an extra line item.
- 1.5. Should an account be on hold for non-payment, Charlie's Soap will confirm the account status with the reseller promptly.

2. **Shipment confirmation:**

- 2.1. Charlie's Soap will respond to orders submitted to www.charliesoap.com.
- 2.2. All paperwork will be prepared within 2 business days.
- 2.3. At that time, invoices and tracking numbers will be issued and emailed.
- 2.4. Bills of Lading will be faxed or mailed when the product ships.
- 2.5. Most orders ship via UPS but Charlie's Soap can ship via USPS, LTL or truckload.
- 2.6. Shipping cost will be shown at the bottom of your invoice.
- 2.7. Please allow 3 to 14 days for shipment. In the case of a back order, you will be notified about the delay and asked whether we should hold or cancel the order. A shipment can be expedited (sent to the front of the line upon receipt) for a \$10 free subject to time constraints.
- 2.8. Should an account be on hold for non-payment, Charlie's Soap will confirm the account status with the reseller at the time of the purchase order.

3. **Pricing:** Charlie's Soap may change prices without notice at any time. If the customer has an explicit agreement with Charlie's Soap about the timing of price changes, Charlie's Soap will adhere to those agreements. Charlie's Soap will try to keep its direct-to-consumer price at the highest market level.

4. **Reships, Credits, and Refunds:** Should your order be damaged Charlie's Soap will reship your order or credit your account for the purchase. Charlie's Soap will credit the reseller's account the invoiced cost of any items returned due to manufacturer's defects. If Charlie's Soap makes an error in shipping, we will reship your order at no cost. No returns will be accepted 90 days after purchase.

5. **Promotion:** Charlie's Soap will list Reseller's contact information on our "[Buy Now](#)" page on www.charliesoap.com and on Facebook at www.facebook.com/charliesoap. Reseller will also receive POS material when available. Charlie's Soap periodically sends emails to its customers notifying them of new stores. If you are planning a show, let us know if we can help. *Color brochures* and *Samples* are available upon request. Restrictions apply. Your company may use Charlie's Soap images and logos for your promotional material only.

6. **Customer Service:** We will provide technical and sales support to you as a retailer and your customers. Whether it is a store that you supply, a large volume user or a first-time consumer, we will gladly answer their questions. Contact us for employee-training possibilities. Never hesitate to call us. We are here to make your experience with Charlie's Soap a pleasant one – always.