

Mitchell Gold + Bob Williams

Dear valued professional design client,

In 1989 when Mitchell and Bob started their company, their goal was to design and manufacture the most "comfortable" upholstered furniture possible. Comfortable to them meant not just how it sat, but also how it looked and how it was priced. As it turned out they were able to create and build beautifully designed furniture that was accessible to a fairly wide market range for this level of quality and design. As their business grew and gained commercial and critical acclaim, professional designers such as yourself soon took notice and embraced the Collection enthusiastically. As Mitchell and Bob often say, "we are really humbled that professional designers wish to use our stuff in their projects."

We now face the enviable dilemma of how best to accommodate the design community with a fair and equitable discount on a collection of home furnishings that, frankly, was "responsibly" priced from its very inception. As I'm sure you are aware, To The Trade Only showrooms mark up their products to allow for the kind of designer discount they provide.

After thoughtful consideration, we feel the most practical approach is to offer a two-tiered incentive that can be applied to all categories within the Collection (excluding fine art photography).

1. Once registered as a designer in our store, you will enjoy a 10% discount/commission on all regular priced stock and special orders (excluding fine art photography).
2. When your sales exceed fifty thousand dollars, you will enjoy a 15% discount/commission on all regular priced stock and special orders (excluding fine art photography) for the remainder of the given calendar year. Upon completion of each calendar year, your discount/commission will revert back to 10% until the fifty thousand dollar mark is achieved.

These discounts/commission can be offered per transaction or as rebatable dollars quarterly, semi annually or yearly, which ever works best for you.

We've come to learn that Mitchell and Bob want 'comfort' for far more than furniture...they also want it for their customers, their employees and well, everyone. We sincerely hope this policy makes you comfortable to shop with us.

Sincerely,

The Mitchell Gold + Bob Williams SoHo Store Team

registration.

To register for our designer program, please complete this form, provide us with (2) business cards and provide one of the following documents:

- * current business license
- * current resale or tax certificate

Organization/Firm: _____

Tax ID #: _____

First Name: _____

Last Name: _____

Title: _____

Street Address 1: _____

Street Address 2: _____

City: _____

State: _____

Zip: _____

eMail / website: _____

Phone: _____

Cell: _____

Fax: _____

The above information is subject to approval. Discount is non-transferable and cannot be combined with any other offers or promotions. We reserve the right to deny anyone the trade discount. All orders must be paid for in full at time of order placement. Customer is responsible for all shipping costs.

Signature: _____ Date: _____

I have read and understand the details of the MG+BW designer program and agree to follow the terms and conditions.