



## Internet Advertising & Minimum Pricing Policy

Branch Home recognizes that today digital media is an extension of the traditional retail floor for many of its business partners. Our Internet Advertising % Minimum Pricing Policy is designed to support authorized dealer e-commerce initiatives AND long-term value of the Branch Home brand.

**QUALIFIED BRANCH HOME PARTNERS MAY PRESENT AN APPROVED PRODUCT SELECTION AT NO LESS THAN 100% OF THE SUGGESTED RETAIL PRICE, WITHIN THE FOLLOWING PARAMETERS:**

- **APPROVED PRODUCT SELECTION** is defined as merchandise that has been purchased by the authorized dealer for their store floor and / or showroom OR has been approved by Branch Home for e-commerce use.
- Branch Home partner websites cannot infer - either via graphics or language - that consumers may call for a better, lower, or discounted price, to circumvent this policy. Additionally, the use of slashes, strike throughs or other visual devices to suggest drastic price discounts is not allowed.
- National or geographically targeted “Branch Home” (or any variation) SEM, including Ad-words/ Pay-Per-Click, Re-marketing, and banner advertising, requires approval from Branch Home.
- Violation of this policy will result in the withdrawal of rights to sell, display, link, or list Branch Home products on the Internet.
- No Branch Home employee is authorized to waive, amend, or alter this written policy in any way.

**Branch Home reserves the right to change and update the Internet Advertising & Minimum Pricing Policy without prior notice, and at its sole discretion. All other Branch Home terms and conditions remain in effect.**

*I have read, understand, and accept Branch Home's Internet Advertising & Minimum Pricing Policy (IMAP).*

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_ COMPANY \_\_\_\_\_

CLIENT \_\_\_\_\_

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