BECOME A DEALER
ADD POWER AND PROFIT TO YOUR BOTTOM LINE
Thank you for taking the time to consider adding the Versatile line to your dealership. We have a proud heritage dating back to 1966 when Versatile was the first company to mass-produce articulated four-wheel drive tractors. Since then, our product line has grown to include front-wheel assists, self-propelled sprayers, combines and tillage tools.

Several of our founding principles remain the same even though the industry has changed so much over the past 50 years.

- Build products that are reliable and simple to operate.
- Build products that are easy to service and maintain.
- Build products that have the features required for today’s tough farming needs.
- Build new and innovative products while researching new technologies.
The Versatile legacy of reliability, durability and ease of service and maintenance is built into our history. The workhorse mentality found in previous tractor models remains intact with further refined durability, comfort and performance. Today, our product line includes four-wheel drive tractors, front-wheel assist tractors, self-propelled sprayers, combines and tillage tools.

We are proud to build, design, and test our equipment in North America. The Versatile manufacturing plant has built over 100,000 tractors since opening more than 50 years ago. Located in Winnipeg, Manitoba, Canada, the factory produces front-wheel assist tractors from 175 - 365 horsepower and four-wheel drives and DeltaTracks from 380 - 610 horsepower. Other facilities in Vegreville, Alberta and Willmar, Minnesota manufacture tillage and self-propelled sprayers.

Versatile understands that every successful dealership must remain profitable to make a living and provide excellent customer support. As a result, our pricing and marketing programs provide our expanding dealer network with the assistance that they need. This includes an industry-leading volume bonus program to provide additional support.

We appreciate your interest and look forward to having you join the ever-growing network of dealers who have discovered the benefits of joining the Versatile family.
There are many things to consider as you move forward with your decision to become a Versatile dealer. One of your primary concerns may be the costs associated with becoming a dealership. Please take the time to review the following list of initial costs:

- New dealers pay a one-time application fee of $5000 (refundable after two years).
- DLL Finance LLC charges $500 annually for the finance system.
- Each dealership must have access to the following special service tools:
  - Versatile Diagnostic Tool ($2000, no annual fee).
  - Cummins Engine Diagnostic Tool (this is the same tool used by other suppliers that use Cummins).
  - CAT ET Diagnostic Tool ($800, plus an annual subscription fee).
- Every dealer is required to carry spare parts for sold equipment (i.e. filters, bearings and high wear parts). The minimum parts orders are shipped free freight with Next Day and Ground options shipped at a premium.
- Versatile will supply new dealers with $7,500 in co-op allowance for advertising. All advertising that meets the co-op guidelines is eligible for reimbursement of 50% of the net cost.
- Dealers will receive a $500 credit for all merchandise ordered from the Versatile Merchandise Store. This allows dealers the opportunity to purchase promotional items for staff and loyal customers.
- New dealers must order a minimum of 2 product lines for a total of 3 unit orders in the first 12 months as a dealer. There will be 12 month terms on all orders placed in year one.

NOW IS THE TIME TO INVEST IN VERSATILE
Versatile does not charge for the following:

- There are no monthly costs associated with the online parts system.
- There are no monthly costs associated with the Versatile Dealer Portal (programs, price pages, forms, service and parts).
- Free Service Training Classes are provided in either Winnipeg, MB or Sioux Falls, SD. However, dealers can also choose the online Versatile Power Academy Service for a fee.
- Free Sales Training Classes are provided at no cost. However, dealers can also choose the online Versatile Power Academy Service for a fee.
- Access to current and past product manuals through the online Versatile Dealer Portal.
- No additional fees added to our whole good invoices for national advertising.
- The transfer system has no annual fee.
Below is an outline of the 11 things you will need in order to become a Versatile dealer.

01. Every dealership is required to have an updated website (refer to Graphic Standards Manual for more information).
02. All new dealerships must pay an application fee of $5,000 (refundable after two years).
03. Each dealership location must be at least 40 miles from any current Versatile dealer.
04. Every dealer prospect is required to submit a Dealer Business Plan and a 5 Year Sales plan to Versatile management.
05. Every dealership is required to secure a Versatile finance retail credit account, a DLL Finance LLC Wholesale Floor plan account of a minimum of $1,000,000.
06. All new dealers must secure a Versatile Parts account with a minimum $50,000 credit line.
07. Dealership facilities must include a shop large enough to hold two Versatile tractors with duals installed at the same time. The shop door needs to be 20’ wide and at least 14’ high.
08. Every dealership must have a delivery truck and trailer, service truck, forklift, service tools and splitting stands.
09. Each dealership must employ two trained service technicians who have attended Versatile Service Training, either in person or via Versatile Power Academy. At least one Cummins certified technician to a ‘Lite Repair’ level is also required at all times.
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11. Every dealership must have a minimum of one dedicated parts staff member who will attend Versatile training or complete Versatile Power Academy. All dealers must commit to stocking replacement parts.

12. Each dealership is required to commit to carrying at least two Versatile product lines. A new dealer should only have three units in stock the first year without prior approval.

All new Versatile dealers will be on probation for 12 months. If the minimum requirements are not met on contract approval then an action plan needs to be in place to reach the minimum requirements. The progress will be reviewed quarterly with Dealer Management, Dealer Development and the Territory Manager. Please call or email Alan Graff with any questions.

Alan Graff
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