



To: All Intercounty Members

Date: 11/13/23

From: Dan Schwartzstein

Re: The Gotham Advantage

Now more than ever, selling extended service plans plays a vital role in boosting your organization's profits. At Gotham Sales Co, we believe in championing your growth and prosperity through excellent service.

For more than two decades, we have stood alongside Intercounty, understanding the pulse of your members' needs and evolving alongside your business. We stand alone in a world where impersonal transactions dominate. Like all of Intercounty Members, we champion and power personal service. We represent personal touch, unlike the big box stores and faceless third-party administrators. Our commitment to you builds upon more than a business partnership, it is a dedication to your individual success.

The Gotham Advantage

- ❑ **Dan Schwartzstein / Eddie Guss** trusted industry veterans who have been calling on and servicing Intercounty members for 40 years on various products. We know you and your businesses. You are an important valued customer to us and will continue to be. We believe your issues are our issues and we work hard to resolve escalations when they arise. We offer a 24/7/365 hotline to us directly through phone, email or text.
- ❑ **Custom Brochures / Customer Retail Price Sheets** We provide all our customers with custom brochures and retail price sheets. We believe strongly the customer should completely understand the coverage they purchase to ensure transparency. The retail price sheets have proven successful in improving attachment rates. It serves as a reminder to both your sales people and customers to discuss the benefits of purchasing an extended service plan. (Sample Copies are attached)
- ❑ **On-Site Store Visits and Training** – We provide one-of-a-kind personal on-site visits and training to you, your salespeople, order entry and customer service. An exclusive benefit in the industry to our knowledge.

Programming Features (New Leaf) – Our Partnership has always been on the forefront of Unique Offerings

- ❑ **No limit of liability service plans**. Specifically outlined in our terms and conditions. If a unit has had service and cannot be repaired, your customers will receive the original purchase price (OPP) or a replacement through your store, whichever is less.
- ❑ **Parts no longer available**. New Leaf's terms and conditions include a provision that provides for a replacement unit if parts are no longer available, a major reason why every sale should include an extended service plan. These past years, parts availability has become an issue as manufacturers shirk their responsibility for maintaining adequate parts inventories.
- ❑ **Major Component Parts & Labor** – 5 year & 10 year.
- ❑ **1 Year NECO Warranty Extension** - Developed to combat the warehouse clubs offering a two-year manufacturer's warranty.
- ❑ **Kitchen Appliance Packages** – One contract for several appliances, allowing for substantial margin particularly on the higher end packages.
- ❑ **Replacement Only Sku's** – For Appliances under \$400 that are not economical to repair, a two-year extension providing your customers with a total of three years, one-time replacement.
- ❑ **Commercial SKU's** – 3 YR and 5 YR Date of Purchase plans for non-consumer usage.
- ❑ **50% Back Rebate** – Consumers can qualify for 50% of the retail the service plan (no cost to you) should they file the required paperwork within the prescribed period.

Contact Danny @ 201-410-6320 danny@gothamsales.com or Eddie 267-228-8903 eddie@gothamsales.com TODAY for more information. We can provide fellow member references for you to speak with and strongly suggest you speak with them.

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