



Retail Burn Display & Model Home Program Effective October 17 2005

CFM Specialty Home Products Retail Burn Display & Model Home program includes ALL Majestic, Vermont Castings, Dutchwest, Century and Vermont Castings Signature Series products. Related products & accessories (excluding venting & piping) are also eligible.

Hearth Products must be completely installed and left on display for a minimum of three months to qualify for this program.

Reimbursement levels (discounts off of net pricing):

	Gas, Wood & Electric Fireplaces (burning)	Gas, Wood, Electric & Coal Stoves (burning)	Gas, Wood & Electric Inserts (burning)	Related Products (Mantels, Logs, etc excludes Pipe/Venting)	Built-In Grills & Patiofires	VCS Grills with Demo	Wood Fireplaces & Stoves (cold) <small>NEW</small>
<i>Retail Display & Model Home:</i>							
Burning & finished	50%	50%	50%	50%	25%	25%	25%
<i>Retail Display Only:</i>							
CFM Exclusivity*	75%	75%	75%	75%	Not Applicable		
Competitive Replacement	100%	100%	100%	100%			
Hearth & Home Technologies replacement**	120% (to cover labor & venting)	120% (to cover labor & venting)	120% (to cover labor & venting)	100% + labor			

* CFM Exclusivity: 80% or more of showroom space dedicated to CFM product in the corresponding product category

** includes Heatilator, Heat & Glo, Quadrafire;

**HHT replacement at 120% of net pricing does not apply for any electric units

Retail Burn Display & Model Home claims:

- Are limited to one unit per model, per location (Model Home location = 1 house), per year
- Must be for units from the current model year
- Must be submitted within 120 days of the date of installation (Model Homes: 90 days from date of Distributor's invoice to Contractor)
- Must include:
 1. Credit Request Form
 2. CFM Specialty Home Products product invoice
 3. Photograph of burning & installed unit (wood units must show wood burning)
 4. Serial number of product(s) claimed
- Showroom Burn claims will be directly credited your account; Model Home claims will be deducted from your Co-op Fund

Any claims not in compliance with the above guidelines will be denied



RETAIL BURN DISPLAY & MODEL HOME CREDIT REQUEST FORM

DATE SUBMITTED: _____

Customer Name:		Account #	
Address:			
City:	State/Prov	Zip/Postal	
Distributor Contact Name:		Phone:	

Please check off what you are claiming for:

☐ Burning Display Credit - Photo(s) showing unit **burning** in a retail setting must be attached

- ☐ VCS Grill Demonstration (25%)
- ☐ Built in Grills & Patio Fire Display (25%)
- ☐ Home/Mall/Trade Show - (up to 50%)
- ☐ Burning and finished (50% for hearth)
- ☐ Cold Wood Fireplaces & Wood Stoves - completely installed (25%)
- ☐ CFM Exclusivity (75%)*
- ☐ Competitive Replacement (100%)* - Brand Name & Model Replacing: _____
- ☐ HHT Replacement (120%)* - Model Replacing: _____

☐ Model Home Credit - A copy of the builder invoice must be attached. Photo(s) are not required.

- ☐ Installed and finished (50% for hearth)
- ☐ Built in Grills and Patio Heaters on display (25%)

*Verification from CFM Specialty Home Products' Sales Rep is required - DSM Approval Date: _____ Initial: _____

Please list models and serial numbers of all units and component items being claimed. All information is required in order to qualify for credit. Incomplete or missing information will delay the processing of claims. For more information please refer to the "Retail Burn Display & Model Home Program document - effective Oct 17 2005". Note that reimbursement is limited to 1 unit per model per location per year

	Unit 1		Unit 2	
Complete Serial Number				
Original Installation Date:				
CFM Invoice # OR list net pricing for all components being claimed				
		Purchase Price		Purchase price
Model No.		\$		\$
Related products & Accessories - please list all model numbers		\$		\$
		\$		\$
		\$		\$
		\$		\$
		\$		\$
		\$		\$
Total		\$		\$
Reimbursement level				
Total Credit	\$		\$	

Only two (2) units per form may be claimed.