



**Olympic Arms, Inc.
Dealer Application
Cover Document**

Fax: 360-491-3447
Email: tom@olyarms.com

Welcome to Open Enrollment.

As one of America's premier firearms manufacturers, Olympic Arms would like to invite you to become a Dealer Direct buyer of our fine products. As a true manufacturer and not just another brand name, we make every major component for the AR15 in house on our machines. ALL Olympic Arms products are 100% Engineered, Manufactured, and Assembled in the USA. Even our pins, screws, springs and polymer parts are all sourced from US manufacturers, most of them local to the Pacific Northwest.

We are proud of what we have accomplished over the last 37 years being a major factor in the innovation and advancement of the AR15. We look forward to providing all of our dealers with the best, most comprehensive customer service possible. Unfortunately, there are times that (based on severe spikes in product demand, raw-material availability or other outside circumstances) cause us to close enrollment to new dealer direct accounts. Today however, we are happy to announce a new open enrollment period, and actively taking on new dealer direct accounts.

To become more familiar with our company and policies, we ask that all new and renewing dealer accounts review this application form. Please read all sections of the following application carefully. Once you have read each page, please initial and date that page, and move on to the next. When you have completed the application, return it to us via fax or email (email is preferred) with a signed copy of your current FFL for processing. (If you are a Washington State Dealer, please include a copy of your WA. State Reseller's Permit as well.

Setting up your new dealer direct account should take no more than 48 hours.

If you have any questions regarding this Application, please do not hesitate to ask.

Thomas A. Spithaler
Sales Director
Olympic Arms, Inc.



Olympic Arms, Inc. Dealer Application

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Dealer Direct Buyer Policies & Information

General:

- Olympic Arms does not offer Open Accounts, or respond to credit references.
- All purchases will be made via credit card or shipped COD Certified funds (cashier's check or money order).
- No COD's via USPS.
- Olympic Arms must have on file the contact name, contact phone number, and email address of the manager/principal responsible for placing and confirming orders.
- A working contact email is required for all dealer orders regardless of size.

Ordering:

- All orders are recommended to be placed via Purchase Order.
- Purchase Orders can be submitted via fax or email to your Sales Representative.
- Purchase Order Guaranty: Any order placed via company PO is guaranteed to be delivered 100% correct according to your PO. If not, Olympic Arms promises to pay for all return shipping and re-shipping in order to make any and all corrections necessary at Fed-Ex or UPS Ground rates.
- Olympic Arms is not responsible for orders being delivered in configurations not "as ordered", if the order was not submitted via company PO.
 - IMPORTANT NOTE: Please be aware that orders placed by phone can easily result in error.
 - These errors are most often caused by a miscommunication between the buyer and Sales Representative. These errors can produce configuration issues due to improperly understood terms, or different understandings of AR15 related terminologies and descriptions.
 - In other words, "A3" might mean something different to you, than it does to an Olympic Arms Sales Associate or Customer Service Representative.
 - If you are unsure or have any questions whatsoever about your order, please ask the Sales Associate or Customer Service Representative to email you a copy of the Sales Order for verification.

Payment:

- Payment information is required at the time of the order.
- Credit card payments are preferred, **and we do not charge a service fee!**
- Have your credit card ready when you place the order.
- If no credit card is provided at the time of the order being placed, Olympic Arms will assume that the requested payment type is COD, and all COD charges will apply.
- We do not accept "call later" for billing information.

- **IMPORTANT NOTE:** We do not bill the credit card until the product actually ships. Therefore, your order is not “paid for” until it is built and shipped to you.

Product Categories

Olympic Arms currently has three product categories; Production items, Specialty Shop items, and Class-III items.

- Production items are our most popular products/SKU's, and are in regular production, constantly being produced in one stage or another.
 - Delivery estimates can be given on these products. Delivery estimates are just estimates and are based on the most accurate and current information available to us at that time. Delivery schedules are subject to, and often do, change without notification.
- Specialty Shop items are items that are made in limited production runs each year.
 - Due to their limited production, delivery estimates are not given on Specialty Shop products. Delivery time typically exceeds 6 months and could go one year or more.
- Class-III items are items that are restricted to Dealers with a current Special Occupational Tax stamp or SOT.
 - This would include short barreled rifles, machine guns for LE use etc.

FFL's

- Olympic Arms sells products at dealer price to FFL dealers only. We do not offer dealer level discounts to internet parts dealers or gun-show parts dealers. If you do not have an FFL, dealer pricing is not available.
- As is required by Federal Law, Olympic Arms must have a signed copy of your current Federal Firearms License in order for us to ship serial numbered products to you.
- Olympic Arms DOES NOT provide copies of its Federal Firearms License with firearms shipments. FFL's are only provided when Olympic Arms makes firearms purchases from you, as is required by law.
- For those dealers who have inventory systems that may require an FFL to ‘log-in’ your purchases, our FFL number will be gladly provided upon request.

Shipping:

Common Carriers:

- Common Carrier shipments must be shipped to a physical street address, and cannot be shipped to Post Office Boxes.
- All shipments are made via UPS Ground unless otherwise specified by the dealer.
- All orders are shipped with Adult Signature Required unless specifically requested by the dealer in writing.
 - **IMPORTANT NOTE:** If a Dealer request is made to ship without Adult Signature Required, Olympic Arms will not guaranty the safe delivery of your package.
 - In other words, if the package is identified as “dropped off” or “delivered” according to the shipper, Olympic Arms is no longer responsible for the proper disposition of that package or its contents.
 - If the package is lost, damaged, stolen, or missing some of its contents, full liability is assumed by the purchaser.
- Any packages received that are damaged, and/or have damaged or missing contents must be reported to Olympic Arms within 24 hours.

- Olympic Arms will not be responsible for damaged, deficient or missing products not reported within 24 hours of receipt.
- If orders are shipped requiring COD payment and are not claimed by or are refused by the purchaser, shipping costs for that attempted delivery will be added to the next available invoice as Past-Due shipping.
- No new orders will not be accepted by that dealer until the Past-Due shipping expenses are satisfied.

Shipping Via USPS:

- Only shipments whose values are below \$100.00 are eligible for shipping via United Postal Service.
- Shipments sent via USPS, are sent via First Class Package and are not trackable.
- Shipments sent via USPS do not come with a delivery guaranty. Once delivered to, or picked up by the Postal Service, Olympic Arms is no longer responsible for the proper delivery of the package, or the possible damage of its contents.
- Once delivered to or picked up by the USPS, all responsibility for the proper disposition of package(s) shipped becomes the sole responsibility of the purchaser.
- We do not recommend the use of this USPS service except for small inexpensive items for these reasons.

Backorders and Delivery:

- Standard back-orders of 4-6 weeks is typical at most times.
- Delivery estimates exceeding 6 months or more are possible. Please ask your Sales Representative at the time of order for current backorder estimates.
- Delivery estimates for Specialty Shop items are not offered. They will be filled in the next available production run. No delivery estimates are given.
- Delivery estimates for production items are estimates only.
- Delivery estimates given are based on the most accurate information available to us at that time of your inquiry, but please keep in mind that this information can, and often does change regularly.
- We do not offer guaranteed times of delivery unless stock is in hand at the time of the order.

Dealers are responsible for their Orders/Backorders:

- If your order is completed and can be shipped within 90 days, we will NOT call to notify you before the order ships. It will simply be billed and shipped.
- All orders 90 days old or less are considered current and accurately placed, and will be filled as soon as possible without contact prior to shipping.
- Dealers are 100% fully responsible for making certain their orders are current and correct. Please make sure all your open orders are up to date.
- Open Order Reports can be emailed to you at any time simply by making a request to any Olympic Arms Sales or Customer Service Rep.

Dealer Returns:

- Dealer Returns must be accompanied with a Return Merchandise Authorization number, or RMA.

- Any merchandise returned without an RMA may be refused at the dock.
- Orders received that are not up to expected standards, must be reported to Olympic Arms within 24 hours. (i.e. damaged, missing parts, scratched or marred finish, etc.)

Restocking Fees:

- Any order returned for any reason other than Warranty issues is subject to a 15% restocking fee, as well as initial shipping costs and any other incidentals incurred because of the return.
- Any refused delivery is subject to a 15% restocking fee, as well as initial shipping costs and any other incidentals incurred because of the return.

Warranty Service:

- Olympic Arms encourages all Dealers to have their customers deal directly with Olympic Arms for warranty/repair service issues.
- Generally speaking, dealer or customer alteration or modification voids this warranty (Full language of the Warranty can be found inside the catalog, owner's manual, or on the Olympic Arms web site www.olyarms.com).
- To take advantage of your warranty, Olympic Arms may require that the product be returned to us for inspection prior to warranty service.
- Up to 50% of all returns do not qualify for service under our warranty because of alterations or "repairs" to the firearm made outside the factory.
- Olympic Arms does not have outside authorized repair stations. All Warranty service must be done at the factory.
- All products must be returned at the owner/dealer's expense until a determination of the issue(s) in question can be identified as being covered by the warranty.
- If your return is covered under our warranty and a copy of the receipt for the ground shipping costs for the return is supplied, your shipping costs will be refunded.

Dealer Buying Categories

- Olympic Arms offers several pricing levels to our Customers. These levels are set based on the licensee's status for reselling, as well as the volume of purchases made directly with Olympic Arms.

Pricing Levels:

- **Dealer Level** pricing is the "standard" from which all other prices are determined. All dealers purchase at this level until they become qualified participants in some of our other programs.
- **Retail pricing, or MSRP** is a standard percentage over dealer pricing. You will often find this referred to as MSRP (Manufacturers Suggested Retail Pricing). At these built in margins, there is great potential for profit for all dealers, and the opportunity for dealers to sell our product slightly below MSRP, and still make a considerable profit.
- **Distributor Pricing** is set percentage below dealer pricing. This allows our wholesalers and Dealer Distributors to buy in volume, re-sell to local storefront dealers, and to be able to do so at or near our advertised dealer pricing. This allows local dealers who are frequent buyers through national Wholesalers to be able to purchase Olympic Arms brand products from sources that may also sell other famous brands.

Dealer Levels:

Wholesalers:

- Wholesalers are nationally recognized distributors that buy in large quantities for the exclusive purpose of reselling to other FFL holders, and DO NOT offer direct sales to the general retail public.
 - Currently this list includes, Sports South, Lew Horton, and Bill Hicks.
 - Wholesalers are eligible to purchase any type of firearm from our catalog at all times.

Dealer Distributors:

- Dealer Distributors are large storefront dealers who act as local or regional distributors.
- Dealer Distributors (DD's as we call them) receive the same pricing as Wholesalers and are held to the rules that govern the program.
- DD's must purchase 8 units of complete firearms each month minimum.
- DD's are held to a strict MAP (Manufacturer's Advertised Price) program, and will be held accountable to that program.
- DD's are limited in numbers and in territory.
- Dealer Distributors are eligible to purchase any type of firearm from our catalog at all times.

Stocking Dealers:

- Stocking Dealers are normal store-front dealers that spend a minimum of \$2,000.00 per month with Olympic Arms.
 - To be initially eligible for the Stocking Dealer (SD) Program, you must:
 - Have been on file as a dealer for a minimum of three months.
 - Have three consecutive months of \$2,000.00 or more in purchases.
 - Stocking Dealers are eligible to purchase any type of firearm from our catalog even during Closed Enrollment periods, provided they continually meet the minimum requirements of the program.
 - If at any time as a Stocking Dealer, your sales average drops below \$2,000.00 per month over any consecutive 90 day period, your stocking dealer privileges may be revoked.
 - **IMPORTANT NOTE:** Stocking Dealers are retained as dealer direct buyers during Closed Enrollment periods.

Dealers:

- Dealers are storefront FFL holders who operate a retail a firearms sales business.
- Dealers pay standard price.
- Dealers are only eligible to purchase all products (Production and Specialty Shop) in the catalog during Open Enrollment periods.
- During Closed Enrollment periods, only active Stocking Dealers will be able to purchase standard Production models directly from Olympic.
- All purchases of Production models made by standard Dealers during Closed Enrollment periods, must be made through a participant in the Olympic Arms Distribution Network.

Open and Closed Enrollment Periods Explained

- Open Enrollment is a period of time during which new Dealer Direct accounts are available to be added to our customer database.

- Closed Enrollment is a period of time during which no new Dealer Direct buyer accounts are being opened.

Purchasing Policies During Closed Enrollment Periods:

- During Open Enrollment periods, all on-file dealers are eligible to purchase from each of the product categories offered by Olympic (Production, Specialty Shop and Class-III). The only exception would be the Class-III items, which are of course open only to those dealers with a current SOT on file.
- During Closed Enrollment periods, only Wholesalers, Dealer Distributors, or qualified Stocking Dealers are eligible to purchase from the Production and Class-III categories. Standard Dealers are ONLY eligible to purchase from the Specialty Shop products, provided their FFL has not expired.

Dealer Application Must Remain Current

- Dealer Applications must be updated with each FFL Renewal.

These issues are important to all dealers. Maintaining your business as a Stocking Dealer means that you will be able to make all your purchases directly through Olympic Arms during closed Enrollment periods. This is a huge incentive to keep your business qualified as a Stocking Dealer or above at all times.

As you know, as an industry we never know when the next big rush will come. Election cycles, socio-political events occur, a legislative issue is brought up, etc. and the market demand skyrocket, creating overnight backorder scenarios that wreak havoc among the industry in manufacturing, distributing and retailing. When this happens we act quickly as a company to protect our dealer customers who have been consistent customers through times of both feast and famine. This core group of dealers are the partners that have earned the right to be protected and receive priority over new accounts or low volume accounts that have not been faithful buyers. Good business relationships are worth rewarding.

Don't find yourself on the outside looking in if/when this happens again and we are forced to go through another Closed Enrollment period. Make sure you meet the minimum requirements of a Stocking Dealer, and assure your full dealer direct buying status should we face another Closed Enrollment period.



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Dealer Information and Data:

PLEASE TYPE OR PRINT LEGIBLY.

Business Name: _____

Personal Name if listed on the FFL: _____

General Contact Phone number: _____

General Contact Email: _____

Principal/Store Manager Contact Info:

To be eligible to open a Dealer Direct Account, Olympic Arms must have reliable contact information for a Manager, Supervisor, business owner or business principal that can make immediate command decisions regarding Open Orders on file with us. This means that we need REAL TIME contact with this principal so that questions regarding the proper filling or cancelation of Open Orders can be answered with authority. If we are in a back-order status and cannot make contact with this principal when it is necessary to confirm your Open Order(s), your order may be passed-over and moved to the back of the queue, severely increasing your lead time. Contact to this company Principal is therefore extremely important.

Manager/Responsible Party Contact Name: _____

Managers Contact Phone (Cell preferred): _____

Assistant Manager/Responsible Party (if desired): _____

Asst. Manager Contact Phone (Cell preferred): _____

Hours during which the Contact will be reachable: _____

As the authorized representative of the business listed above, I/we desire to become an Olympic Arms Dealer Direct purchaser. I am, or hereby authorize the above business Principal(s) to make command decisions concerning our company's orders with Olympic Arms. I have read and fully understand the detailed information contained in this Dealer Application form, and request to be set up as a Dealer under these Terms and Conditions.

Name (please print): _____

Signature: _____ Date: _____

Yes I have attached a signed copy of my current FFL.
 Yes No I am from WA State, and have also attached a copy of my Resellers Permit.