



Greetings to you!

First of all, Paul's ACE Hardware would like to personally thank you for your business! We appreciate you more than we can say – we wouldn't be here without you. We hope you enjoy the benefits of shopping with Paul's ACE Hardware and would like to offer you yet another.

Our floor associates are approached for referrals from our walk-in customers on a daily basis. Since you are our customer too, we want to refer you! So, we came up with a plan that would help us both and called it, **The Paul's Preferral Program**. Our Preferral list gets quite a workout!

Here's how it works: Paul's has created a "Paul's Preferral Directory", organized by type of service provided such as Electrical, Plumbing, Drywall, Landscaper, General Handyman, etc. This directory is also featured on our website. All you have to do to join this program is to continue to do three easy things. 1) If you have an in-house account with Paul's, you pledge to be current on your payments, 2) Spend at least \$250 a month with Paul's, and 3) Not have **any** customer complaints lodged here at Paul's. Easy right?

Interested? We hope you are! We would really like to make it easy to refer our walk-in customers looking for your services. Please fill out the enclosed "Pledge" and either fax it to 480.941.5621, email it to tricia@paulsacehardware.com or mail it to:

Paul's Preferral Program
c/o Paul's ACE Hardware
1800 N. Scottsdale Road
Scottsdale, AZ 85257

Sincerely,

Tricia Dauwalder-Luna
Internet Sales/Marketing
Paul's ACE Hardware
tricia@paulsacehardware.com



Paul's Preferral Program



We at _____ will continue to:

1. Keep our in-store account current (if we have one)
2. Spend at least \$250 a month at Paul's ACE Hardware
3. Deliver superior customer service to customers referred by Paul's ACE Hardware and not receive any customer complaints

We understand that the Paul's Preferral Directory will be reviewed quarterly. If we do not meet the above requirements, Paul's ACE Hardware will remove my contact information from the directory. We can, however, re-pledge the following quarter to be re-entered into the Paul's Preferral Directory.

Please enter the following information into the Paul's Preferral Directory:

Business Name _____
 Phone Number _____
 Email address _____
 Website _____

(If you have a logo or picture you would like featured – please email a .jpg to tricia@paulsacehardware.com)

Description of services offered

Please enter my business information into the following categories:

- | | |
|---|---|
| <input type="checkbox"/> General Contractor | <input type="checkbox"/> Painter |
| <input type="checkbox"/> Handyman | <input type="checkbox"/> Landscaper |
| <input type="checkbox"/> Drywall | <input type="checkbox"/> A/C Maintenance/Repair |
| <input type="checkbox"/> Electrician | <input type="checkbox"/> Rentals/Property Managers |
| <input type="checkbox"/> Plumber | <input type="checkbox"/> Other (specify please) _____ |

Signature _____ Date _____