

Latham ProAdvantage

Builder Incentive
Program 2024

We are proud to offer the NEW Latham Pro Advantage Builder Incentive Program!



The Latham Pro Advantage program is our rewards system, reimagined. The program provides Latham Builders with enhanced rewards dollars for Latham purchases, incentivizing loyalty and growth, as well as our “bundle kicker” which is bonus earnings for multiple category purchases.

But wait, there’s more! And it comes in the form of catered rewards. With rewards dollars, choose redemption options that best suit your needs, and the needs of your business.

Options include:



Dealer Conference



Marketing Support



Cash

Program Details

Program dates:

October 1, 2023, through September 30, 2024

Qualifying Products:

ALL Latham, Coverstar, and Radiant Products

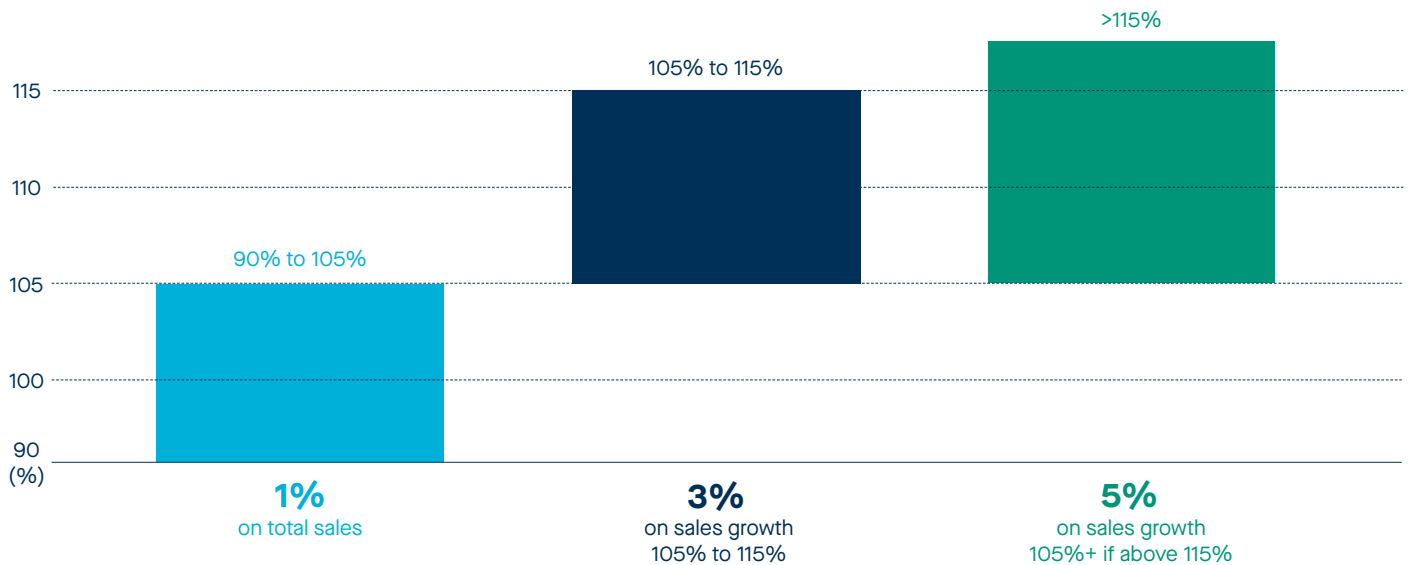
Requirements:

Must achieve 90% of previous year sales to qualify and have a minimum of \$25,000 in purchases.



Base Program

Rewards dollars earned through Latham Pool Product purchases.



Bundle Kicker

Rewards dollars in addition to base earnings.

Eligible Categories and Minimums

Fiberglass – \$100K

Pools, spas, tanning ledges, accessories

Automatic Safety Cover – \$50K

Systems, covers, accessories

Package Pools – \$50K

Panels, steps, coping, accessories, Radiant

Liners and Safety Covers – \$25K

Latham branded inground liners, safety covers, above ground liners

Category Percentages

1 Category	=	0% (base program only)
2 Categories	=	0.5%
3 Categories	=	1.0%
4 Categories	=	2.0%

Builder must qualify for base program (see above) in order to be eligible for bundle kicker rewards dollars.

Catered Rewards

Not only do you have many ways in which to earn rewards dollars through the Latham Pro Advantage program, you also have several choices for how you would like to redeem those rewards. Whether redeeming for a vacation getaway, marketing material to help grow your business, or cash rewards, the choice is yours.

1 Latham Dealer Conference

Redeem rewards for an unforgettable beach resort getaway. In early January enjoy five days and four nights at a world class all-inclusive luxury resort. This is a time for you to relax after a busy pool season, while networking with other Latham Builders. Our popular general session and tradeshow will allow you to engage with our product and sales teams, and valued event sponsors.



Gold Package

2 People, 1 Room

\$4,000 value

\$3,000 rewards redemption



Diamond Package

2 People, 1 Room, 2 Airfares

\$7,000 value

\$5,000 rewards redemption

Up to two packages can be redeemed per builder.



2 Marketing Support

It is so important to set your business up for success. We have a wide offering of marketing materials and co-branded elements to support your business. Marketing support details and redemption options coming soon.



3 Cash

Redeem rewards for cash that you can use however you'd like. The options are endless, whether using it to reinvest in your business or to treat employees for all their hard work, you've earned it.



Terms and Conditions

Program Details:

Achieve 90% to 104.9% of previous year sales and receive 1% rewards dollars on the current year sales back to dollar one. A minimum of \$25,000 in qualifying sales required.

Achieve 105% to 114.9% of previous year sales and receive 3% growth rewards dollars on all sales above 105%.

Achieve over 115% of the previous year sales and receive 5% growth rewards dollars on all sales above 105%.

Earn "Bundle Kicker" rewards dollars on multiple category purchases, category minimums must be met.

All pool sales are based on "Paid in Full" purchases.

Rewards dollars to be paid on new invoiced purchases. Gross purchases will be reduced by the following, to calculate net purchases:

- a. Returns & Allowances
- b. Discretionary

Registration:

Registration is not required, all customers will be automatically enrolled.

Eligibility:

Eligible Purchases include all Latham, Coverstar, and Radiant branded products sold in the United States of America or Canada. Check with your Latham Sales Representative for program eligibility, some restrictions apply.

New Latham Builders will receive a flat 1% reward dollars on current year sales (\$25,000 minimum sales required), and will be eligible for Bundle Kicker earnings. Growth incentive earnings is only applicable to existing builders after a baseline of \$25,000 has been met.

Submission:

The Builder is responsible for submitting their purchases on a monthly basis. If the Builder does not purchase directly from Latham they must check with their distributor to ensure the distributor is including the Builder's sales in monthly submissions to Latham. Latham accepts and welcomes submissions made by distribution partners on behalf of the Builder, but the Builder is still responsible for making sure its sales are reported to Latham for inclusion in this program.

All submissions must be received and validated by October 31.

Redemption:

Builder must not have an outstanding payable balance when redeeming rewards. Builders redeeming rewards for the Dealer Conference must express intent to attend by June 1 of the year before the Dealer Conference is held. Dealer Conference redemption/registration period is October 15 through November 15. Attendance is subject to availability and confirmed on a first-come first-serve basis. Rewards trip may not be transferred to non-employees of the business. Latham will not be responsible for late expressions of interest or registrations. Cash back and marketing materials redemption period is December 1 through March 15. 50% of any unused earnings will rollover to the following year program period, cannot rollover 2 years in a row.

Terms and Limitations:

Rewards are granted on new, paid in full, purchases for Eligible Products only. Latham reserves the right to deduct from rewards an amount equal to returns and allowances granted to the Builder as well as discretionary funds expended by Latham for the Builder's benefit (including but not limited to discretionary discounts extended on purchases as well as repairs which are not covered by any applicable warranty, but which are performed at no cost by Latham). Must be current with accounts receivable, or rewards will be forfeited. Program cannot be combined with any other rebate programs.

Builders will not be granted rewards for purchases of any Eligible Products sold for use outside of the United States and Canada. To earn rewards, Builders must purchase Eligible Products directly from Latham or from one of Latham's distributors. All claims for rewards dollars are subject to verification by Latham of the validity of said claim. Latham's determination of each Builder's rewards balance shall be made solely by Latham and any such decision shall be binding upon Builder.

Latham may send periodic reminders to Builders to submit purchases but shall not be required to do so. Any such request is for the convenience of the Builder and Latham's failure to request submissions shall not affect Builder's obligation to submit proof of purchases. Latham will not be responsible for lost, late, incomplete, invalid, fraudulent, or misdirected submissions or claim documentation or information; for failed, partial, or garbled computer transmissions; or for technical failures of any kind, including but not limited to electronic malfunctioning of any network, hardware, software, electronic, or human error that may occur in the transmission of any information related to this program or in the processing of claims.

Rewards are not transferable and may not be claimed by any third party. Rewards have no cash value unless redeemed for cash and, in that event, are valued at then-current program redemption rates, which are subject to change by Latham at any time.

Distributors and Value Added Resellers are not eligible for participation in this Pro Advantage program.

All unused rewards are subject to expiration at the rate of 50% on March 15. Latham reserves the right to disqualify any Builder from this program at any time for any reason, which is not prohibited by New York law.



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