



**PRO ADVANTAGE**

# REWARDS & RESOURCES FOR GREEN INDUSTRY PROS

[EwingOutdoorSupply.com](http://EwingOutdoorSupply.com)





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## Welcome to ProAdvantage!

In the green industry, there's always work to be done and time is our most precious resource. Across the country, you can count on Ewing Outdoor Supply to help you make the most of your time every time you partner with us.

We launched the Ewing ProAdvantage Program in 2021 to help you save even more time and money, whether you're working to grow your business or to maximize its profitability.

At Ewing we understand the challenges of growing and maintaining a company. That's why our ProAdvantage Program puts you and your business first. In this contractor program, we offer resources and savings that will make significant differences for your business while offering fun rewards, because it wouldn't be Ewing if we didn't have fun.

Taking care of your day-to-day needs is Ewing's specialty. My grandfather, King W. Ewing, instilled a culture of service in the company that has been upheld through four generations of family leadership. For over 100 years, hard work, dedication, passion, commitment to excellence, and exceptional customer service have been a mainstay at our blue counters. We're happy to share those things with you through our ProAdvantage Program.

Now in our second century, Ewing remains dedicated to providing the top-level customer service you've come to expect from us at the counter, on the jobsite, and through the ProAdvantage Program. Thank you for being our partner. We look forward to serving you in the years to come!



*Douglas W. York*

**Douglas W. York**  
President & CEO  
Ewing Outdoor Supply





# PROGRAM OVERVIEW



With Ewing's ProAdvantage Program, you have access to ProSolutions, tools, resources, and earning reward points.

## Benefits of Being a Member

Once you sign up for Ewing's ProAdvantage Program, you can take advantage of our business development tools like homeowner financing, payroll services, discounts on mobile phone carriers and website builders. You can strengthen your business while earning points that can be redeemed. Find out more on the Rewards & Benefits page.

## Ways to Earn Points

You can **earn 1 point for every \$1 you spend** at Ewing and start redeeming your ProAdvantage Points once you hit \$5,000 in current-year purchases.

Points accumulate retroactively beginning January 1 of the year you enroll in the program. Points remain pending until associated invoices are paid in full and \$5,000 in current-year purchases have been met.

## Points Redemption Options

Once \$5,000 in current-year purchased have been made, login to your ProAdvantage account to redeem your points for Gift Cards, Local Events, Ewing Trips, Travel, Concert Tickets, Sporting Events, Online Shopping Mall, and Credit on Account.





By partnering with Ewing, you can take advantage of Synchrony Financial's homeowner financing options. It is no secret that customers today want options when it comes to payments, and it has been shown that customers are more likely to spend more when they can comfortably pay over time.

As an exclusive member of the ProAdvantage Program, you have the ability to become more competitive with flexible financing solutions, easy-to-use online resources, and free point-of-purchase materials designed to help you drive more sales and increase your average sales ticket.

**CUSTOMERS SPEND  
35% MORE WHEN  
FINANCING IS AVAILABLE**

## What sets Synchrony apart?

- Our simple, contactless, and paperless application process
- Multiple promotional offerings
- Competitive dealer fees, pricing, and low-cost promotions
- Synchrony Transact™, an online financing platform

## Ewing + Synchrony Financial:

- Private label card featuring your company name
- Exclusive program credit cards
- Installment loans with fixed monthly payments over time
- Options for repeat purchases
- Promotional plans to meet homeowner needs
- Simple, easy-to-use portal allows you to manage enrollment, sales, and payment processing
- Payment within 24 to 48 hours from job completion and sales slip submission

## Homeowner Financing Options:

- No interest if paid in full within promo period
- Equal payments/No interest
- Fixed payments/Reduced APR

**75%**

of dealers report  
financing increases  
their average sale.

**91%**

of cardholders feel  
financing makes larger  
purchases more  
affordable.

**50%**

of Americans have  
less than \$600 in  
savings.



## EWING'S SAVINGS4MEMBERS

Partnering with Ewing makes running your business a little simpler. Our partnership with Savings4Members provides you with **back-office resources and discounted services that can help you save money.**

### Fuel Savings



Save on fuel at Shell, ExxonMobil, and Wex gas stations nationwide. Track, monitor, and control fuel purchases.

### Discounts at Your Local ACE Hardware



10% off online at participating retail stores, plus bulk discounts.

### HR and Payroll Solutions



Minimum 25% off for new customers with waived setup fee. Access to payroll and HR experts 24/7. Online tools, resources for Workers' Compensation, time off, benefits, and more. Up to 25% off for existing ADP clients or a free month of payroll services.

### Pre-Negotiated Rates on Shipments



Up to 50% off air, 30% off ground, and 50% off additional shipping services. No volume requirements.

### Save on Processing Fees



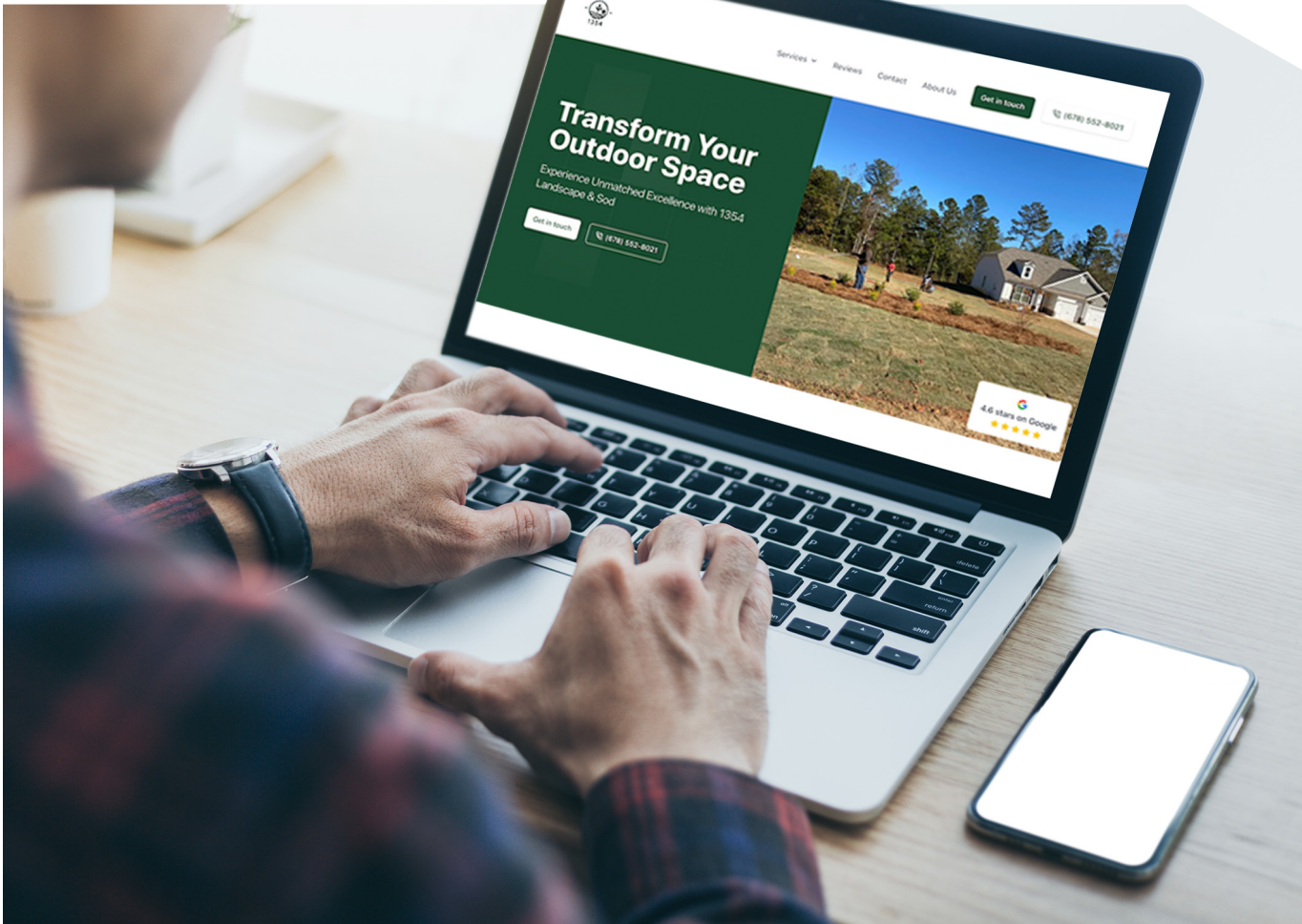
Easily accept card and non-card transactions. Financial security technology and transaction management.

### Discounts on Everyday Office Supplies



Savings on office supplies, ink and toner, and more. Special printing and copy services. Helpful and dedicated support teams.

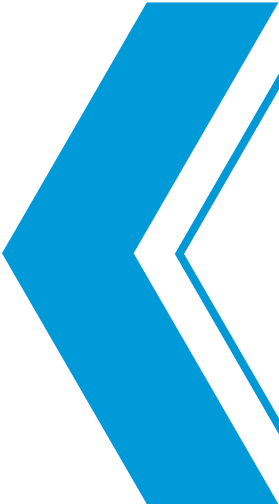




# BuiltRight

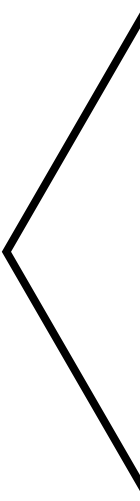
Ewing has partnered with BuiltRight to bring ProAdvantage members exclusive access to cutting-edge AI-powered website tools designed for contractors and landscapers, offering websites that are tailored to the needs of your industry.

This collaboration offers everything you need to create, manage, and grow your business online with ease. Whether you're a contractor, landscaper, or business owner, BuiltRight's digital solutions will help you stand out in the competitive market.



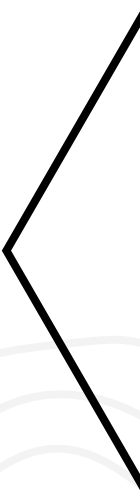
### AI-Powered Website Creation

Simple, automated website building with professional designs tailored to your needs, allowing you to get your site up and running in no time without needing technical expertise.



### Exclusive Member Discounts

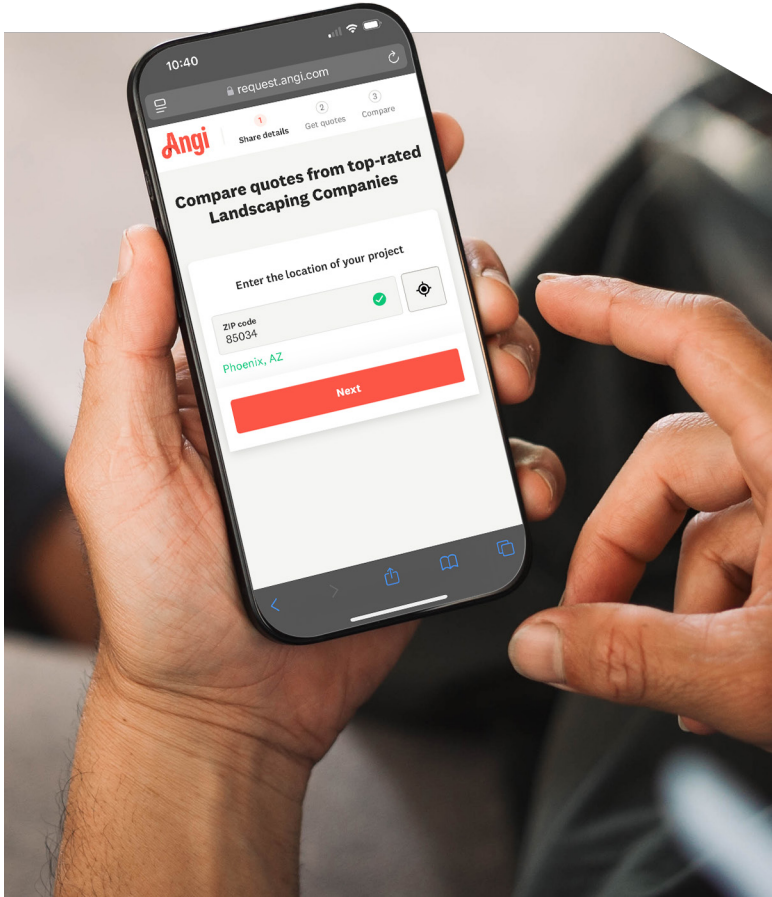
Ewing's exclusive partnership with BuiltRight offers customers special pricing on initial set up, ongoing website management, and upgrades throughout the life of the partnership.



### Lead-Generating Features

BuiltRight's AI tools capture and nurture leads, converting visitors into customers and growing your business. It also includes SEO, email marketing, and social media tools to boost your online presence and drive more leads.





Ewing has partnered with Angi to help you take your business to the next level by connecting you with millions of homeowners nationwide looking for your expertise. Homeowners use Angi to browse contractor ratings and reviews, match with top local pros, and tackle projects large and small.

## Benefits of ProAdvantage Angi Membership

By joining Angi's exclusive membership program, you can:

- Receive leads in real time
- Target leads by ZIP code
- Control your lead flow
- Receive free call tracking and lead management
- Create a custom profile to showcase your work
- Get access to tech, marketing, and business resources

### How Angi + Ewing Connect You with Jobs

- Market Match: Angi matches you with a customer base determined by your lead settings
- Exact Match: A homeowner chooses to connect with you directly based on your profile and reviews
- Instant Connect: Angi connects you with a lead over the phone
- Instant Booking: A homeowner books an appointment directly on your calendar

### Maximize Your Chance of Winning Jobs

- Respond and follow up quickly
- Update your profile with photos and awards
- Collect and respond to reviews to build your reputation
- Optimize your leads by choosing your target area
- Get personalized advice from your account manager
- Work smarter with the Angi Pro Leads App

**AS A CONTRACTOR, YOU  
CAN USE ANGI TO...**

**BUILD AND  
MARKET YOUR  
BUSINESS**

**RECEIVE LEADS  
THAT TARGET  
PROJECTS BY  
JOB TYPE AND  
LOCATION**

**WIN JOBS AND  
BEAT THE  
COMPETITION**



# EWING EDUCATION & HR RESOURCES

Leveraging our 100+ years of business growth, successes, and key learnings, we're providing our knowledge and expertise as a resource for you—another no-points-necessary perk.

**WITH PROADVANTAGE  
YOU'LL HAVE ACCESS TO**



**MARKETING  
TOOLS**

**RECRUITMENT &  
DEVELOPMENT  
WORKBOOKS &  
INFORMATION**

**EDUCATIONAL  
WEBINARS**



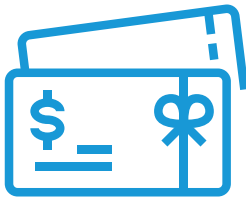


# POINTS REDEMPTION

The Ewing ProAdvantage Redemption Center is a unique, flexible, high-powered platform designed to make your redemption experience easy and enjoyable. Once you’ve reached \$5,000 in purchases and associated invoices have been paid, points become available for redemption.

Choose from a variety of Ewing ProAdvantage offerings for yourself, your crew, or your business. From fun gift cards to our online shopping portal, with Ewing it doesn’t have to be all work and no play.

**START REDEEMING ONCE  
YOU HIT 5,000 POINTS**



### Gift Cards

You can select gift cards and eGift cards from over 120 different merchants!



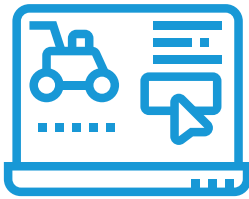
### Event Tickets

Redeem points for events in your area, including sports, concerts, theater, Las Vegas shows, NASCAR, and more!



### ProAdvantage Trips

Exclusive access to Waste Management Phoenix Open, hunting trips at Ewing’s E4 Ranch in Texas, fishing excursions, Ewing’s College Football Tailgate Tour, and more!



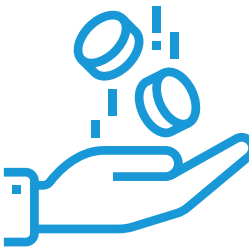
### Online Shopping Portal

Browse over 35,000 items to shop for from brands like, Amazon, Target, Best Buy, Apple, Omaha Steaks, and more!



### Travel Awards

Choose from thousands of hotels throughout the U.S. and around the world, airline tickets, car rentals, and weekend getaways.



### Credit on Account

You also have the option to redeem your points for a credit on your Ewing account and save on product throughout the year.



# FREQUENTLY ASKED QUESTIONS

If you have questions, please call the Ewing Points Redemption Customer Service line at **800.433.7712** from 9 a.m. to 5 p.m. Monday through Friday or email [help.proadvantage@nxlperformance.com](mailto:help.proadvantage@nxlperformance.com).

## How can I find out how many points I have?

Points will appear once you log into your Ewing ProAdvantage account at [EwingOutdoorSupply.com/ProAdvantage](http://EwingOutdoorSupply.com/ProAdvantage). Points become available once you reach \$5,000 in purchases and associated invoices are paid in full.

## Do my points have cash value?

Yes, if you do not want to use your points for merchandise, trips, or business solutions like BuiltRight, you can use them to receive credit on your account if it's in good standing.

## Can points be transferred to manufacturer rewards programs?

No, manufacturer rewards points are managed by each manufacturer and do not transfer into the Ewing ProAdvantage Program.

## How do I order gift cards?

Log into your account at [EwingOutdoorSupply.com/ProAdvantage](http://EwingOutdoorSupply.com/ProAdvantage) to see all of your point redemption options.

## Who do I contact if I haven't received a purchase made from the ProAdvantage Program?

Call Ewing's Points Redemption Customer Service line at 800.433.7712.

## Who do I contact if I've lost or forgotten my user ID and password to the ProAdvantage Program?

Your ProAdvantage login is the same as your Ewing online account. To reset your password, visit [EwingOutdoorSupply.com/customer/account/forgotpassword/](http://EwingOutdoorSupply.com/customer/account/forgotpassword/).

## Who do I contact if I'm locked out of my ProAdvantage Program account?

Email customer support at [support@EwingOutdoorSupply.zendesk.com](mailto:support@EwingOutdoorSupply.zendesk.com) or call 800.343.9464.

## Will signing up for the ProAdvantage Program affect my Ewing Credit payment terms?

No. The ProAdvantage Program does not affect your payment options. Prompt Pay Discount: All purchases on account made in the month and paid for by the 10th of the following month, get a 2% discount or you can delay and pay the full amount by the 25th of the month.

# TERMS & CONDITIONS

Email [ProAdvantage@EwingOS.com](mailto:ProAdvantage@EwingOS.com) for questions on the ProAdvantage Program.

1. Ewing Outdoor Supply's ProAdvantage Program "Program" is a customer loyalty program available to professional landscape, irrigation, and lawn care maintenance companies. Information collected by Ewing in connection with program enrollment is subject to the Ewing privacy policy, which can be found at [EwingOutdoorSupply.com/privacypolicy](http://EwingOutdoorSupply.com/privacypolicy).
2. Participation in the Program is subject to these program terms and conditions "Term and Conditions," which may be amended by Ewing without notice. Failure to abide by the Program Terms and Conditions, abuse of the Program privileges, conduct detrimental to the interests of Ewing, or any misrepresentations made to Ewing in connection with the Program may result in the termination of participation in the Program and forfeiture of all accumulated points, at Ewing's sole discretion.
3. Ewing reserves the right to cancel or modify the Program without notice at any time and for any reason it deems necessary.
4. Eligibility is limited to professional landscape, irrigation, and lawn care maintenance companies headquartered in the United States. For the purposes of these Terms and Conditions, the term "Program Member" shall mean and include a corporation, partnership, limited liability company, or sole proprietorship that is enrolled as a qualified member of the Program.
5. Only one Program Points account shall be maintained per Program Member. Points are not transferable between Program Members.
6. Program Members' accounts payable to Ewing must be in good standing to take advantage of any of the benefits and features of the Program, including point redemption for trips, events, merchandise, credit on account, cash back in the form of a VISA gift card, business services, or Member discount programs. Ewing, at its sole discretion, may terminate a Program Member's participation in the Program, and the availability of that Program Member's points and benefits, if there is a past-due balance of such Member's account over ninety (90) days.
7. If a Program Member's account is past due over sixty (60) days, Ewing, at its sole discretion, has the option of drawing upon the Program Member's accrued points and converting them to credit to be applied against the Member's outstanding balance of service charges first and/or balance due. Points redeemed for this balance payment will only be those available points earned through paid invoices, not pending points.

8. Ewing has sole authority in determining a Program Member's eligibility to participate in the Program or whether the redemption of available points for any Program award is in accordance with these Terms and Conditions.
9. The Ewing ProAdvantage Program will run annually from January 1 to December 31. In the event that Ewing elects to terminate the Program, Program Members will have ninety (90) days after the termination date to redeem available points if they comply with these Terms and Conditions.
10. Credit card payments on Ewing house accounts are not eligible for early-pay discounts.
11. Cash discounts cannot be taken when using a credit card to pay for a COD order.
- Earning Points**
12. Program Members earn points by purchasing irrigation, landscape lighting, or landscape supplies, or professional turf care products at any Ewing location or on delivered purchases.
13. One (1) point will be posted to a Program Member's points account for every \$1 in purchases during the Program year. Points will not accumulate on Agency products.
14. Points earned by a Program Member on purchase of products later returned will be deducted from the Program Member's points account.
- Expiration of Points**
15. To claim an award, the Program Member must reach minimum purchases of \$5,000 during the Program calendar year. If the purchase level minimum is not met by close of business at the end of the Program year, all points will be forfeited.
16. Points that have been forfeited in the previous year can be reinstated if the \$5,000 minimum has been reached in the current Program year. The Program Member's account must be in good standing.
17. Points will accumulate for a maximum of 3 years. After that time, if not used, the points will expire. Points expire on a calendar-year basis. For example, all points accumulated in 2022 will expire at the end of 2024 if not used.

**Award Redemption**

18. To claim an award, a Program Member's Ewing account must be in good standing. A Program Member may redeem available points for an award at any time during the Program year.
19. Points can only be redeemed if an account is enrolled in the Program for the current year. The account must be in good standing and must be held by an active Ewing customer and Program Member.
20. Ewing, at its sole discretion, may determine a customer is not qualified to attend any Ewing events.
21. The Waste Management Phoenix Open will require a predetermined number of points. The trip is limited to 2 attendees per award. Only registered attendees can attend Phoenix Open events. Attendance at this event is not transferable.
22. Any and all fees and taxes payable as a result of a Program Member's participation in the Program are the sole responsibility of the participating Program Member.

**Other Conditions**

23. Program Members may not transfer, combine, or barter points. Points have no cash value and are non-transferable. Additional points cannot be purchased.
24. Decisions regarding Program eligibility, available points, redemptions, and compliance with these Terms and Conditions shall be made by Ewing at its sole discretion. All such decisions shall be conclusive, final, and binding, and shall resolve any interpretations, disputes, or questions regarding the Program. Ewing has the right to terminate the Program or to change the Program in any manner, in whole or in part, including, without limitation, changing the Terms and Conditions, benefits, conditions of participation, number of points required to obtain any award and award levels, at any time, without notice, even though changes may affect the value of points already accumulated. If the Program is terminated, participants will have sixty (60) days from the termination date to redeem all points earned, after which all points will be forfeited.

25. Ewing is not liable for errors or omissions by its employees or agents in the printing of the Program brochure or related materials.
26. Ewing is not liable whatsoever for any loss, damage, tax liability, expense, nonperformance, misperformance, accident, or injury of any nature incurred in the course of an award recipient's use of any award received through the Program. Ewing, at its discretion, may request that the award recipient sign an additional release of liability form prior to delivery of an award.
27. Certain restrictions apply to awards. Awards must be used in accordance with the Terms and Conditions specified on the participant's award certificate(s).
28. By enrolling in the Program, Program Members agree to allow their names and likenesses, and those of their employees, to be used in public relations and promotional materials in perpetuity, and in any form of media whether online or in print as it relates to Ewing, except where prohibited by law.
29. Ewing Outdoor Supply is not affiliated with the suppliers of any of the awards offered under the ProAdvantage Program. Ewing provides no guarantees for any product or service offered by an awards supplier.
30. In no event is Ewing, its leadership team, or its employees liable to Program Members for any indirect, incidental, damages for lost revenue, or profits arising from the ProAdvantage Program or the Program Member's participation in the ProAdvantage Program.
31. If there is any dispute about or involving the ProAdvantage Program, the dispute shall be governed by the laws of the State of Arizona, USA, without regard to conflict of law provisions. In addition, the Program member agrees to exclusive personal jurisdiction and venue in the state and federal courts located in the State of Arizona, Maricopa County.





# **PRO** **ADVANTAGE**



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**LEAN ON US**