



VIKING WINE RACKS

CUSTOM WINE STORAGE

Viking Wine Racks Certified Dealer Policy and Procedure December 2024

Become a Certified Dealer:

- **Application Process:** To become a Viking Wine Racks dealer, please complete and submit the Dealer Application for approval. <https://www.vikingwinecellars.com/become-a-dealer/>
- **Exclusive Benefits:** Certified dealers gain access to Viking's exclusive wine storage product lines, professional design services, training resources, sales tools, and ongoing consultation. Dealers are expected to actively promote, sell, and install Viking Wine Racks in their regional areas.
- **New Dealer Fee:** A one-time dealer fee of \$300 provides a sample kit, marketing brochures, product training, and high-resolution photos. This fee also includes our dealer design policy, which provides complimentary 3D design renderings for each new project.
- **Regional Dealer Limits:** Viking Wine Racks limits the number of certified dealers to motivated, qualified professionals who are committed to promoting, selling, and installing our systems in their designated regions.

Placing an Order:

- **Design Request Form:** To initiate an order, submit the Design Request Form along with floorplans, room elevation sketches, and any relevant inspiration photos. [Link to Design Request Form]
- **Design Timeline:** A Viking designer will provide an initial design concept within 3-5 business days.

Initial Design Concept:

- **Design Basis:** The initial design is developed based on the information provided in the Design Request Form, including room sketches, architectural drawings, and inspiration photos.
- **Purpose of Initial Design:** This concept is meant for aesthetic presentation as a sales tool and is not intended for final production. Key room dimensions and unique features are included, but technical specifications are not part of this initial presentation.

Design Process:

- **No-Cost Initial Design:** The first 3D color rendering for sales presentation is provided at no cost. Any subsequent revisions will incur a design fee; please refer to the Designer Fee Policy for details.
- **Final Design Approval:** After finalizing the design, a 50% deposit is collected, and Viking provides a detailed, dimensioned design for customer approval. Once room dimensions are confirmed, a final

approval sign-off is issued to the dealer.

Production Time:

- **Lead Time:** Upon receiving the approved design sign-off, the project is added to the production schedule, with an estimated delivery time of four to eight weeks. No delivery date is provided until the approved sign-off is received.
- **Shipping Process:**
- **Careful Packaging:** Viking Wine Racks carefully crates and pallets each order for safe shipment. We ship via LTL freight for commercial and residential deliveries, with lift-gate service available for residential shipments to ensure secure and efficient delivery.