



## Dealer Marketing Field Guide

Inside you will find helpful tips and best practices you can use to grow your sales of Old Hickory Buildings and Sheds. You will also find our latest dealer marketing policies designed to ensure fair competition and the best possible customer experience.



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# Dealer Marketing Policy

## OLD HICKORY BRAND REPRESENTATION & USE OF TRADEMARKS

- Dealers are prohibited from representing themselves as the Old Hickory brand owner (either directly or implied) in marketing mediums such as: websites, social media, ads, etc. Implied ownership includes failure to use the "Authorized Dealer" logo version. Old Hickory reserves the right to disallow use of its trademarks and copyrights if it's determined that a dealer is intentionally misleading customers or represents themselves as the brand.
- Dealers are required to use the "Authorized Dealer" version of the Old Hickory brand logo on their dealer websites, social media pages and any other marketing assets that reference the Old Hickory brand. Use of the "Authorized Dealer" logo does not apply to brochures & signage produced and provided by the Old Hickory home office, which dealers are encouraged to use.
- The main Old Hickory brand logo (without "Authorized Dealer" designation) can only be used on Dealer's websites if hyperlinked to the main [Old Hickory Buildings & Sheds website](#) and should be displayed less prominently than the "Authorized Dealer" version of the Old Hickory brand logo.

## DEALER BUSINESS NAMES, DOMAINS AND ONLINE PROFILES

- Dealers are required to obtain advance permission from the Old Hickory home office before using the names "Old Hickory", "Hickory", or any combination thereof, as their legal business name, DBA, domain name, in website redirects, or as their social media page/profile name.
- Contact [marketing@oldhickorybuildings.com](mailto:marketing@oldhickorybuildings.com) to obtain advance permission.

## CONNECT TO OLD HICKORY

- Dealers must prominently display a link to [oldhickorysheds.com](http://oldhickorysheds.com), [oldhickorybuildings.com](http://oldhickorybuildings.com) or [oldhickorybuildings.ca](http://oldhickorybuildings.ca) on their website (determined regionally).
- If a Dealer has a Facebook or Instagram page for their business, they must like AND follow the Old Hickory [Facebook](#) and/or [Instagram](#) pages. Click [here](#) for simple instructions on how to do this.

## GEOGRAPHIC TARGETING

- Dealers ARE permitted to advertise "delivery" and to sell in areas where they do not have a physical lot but are PROHIBITED from implying (in text or images) that they are the local dealer in areas where they do not have physical sales lots.
- Dealers cannot represent the locations of other Old Hickory dealers or shops as their own.

## DISPLAY OF PRODUCT PRICING ON DIGITAL PROPERTIES

- Dealers should display prices on their websites and on social media properties (including Facebook Marketplace) provided that the pricing reflects our most current price list.
- Dealers are responsible for maintaining current pricing on their websites, on social media, on online marketplaces (eBay, Craigslist, FB Marketplace) or in any printed material they produce.
- Dealer MUST include the disclaimer: "Prices subject to change and may vary by delivery location"

## SALES LOT SIGNAGE

- Dealers are required to display Old Hickory signage and brochures as indicated in the dealer agreement and directed by your Old Hickory Territory Manager.

## 3D SHED BUILDERS

- Dealers are encouraged to link to the Old Hickory 3D Builder using this URL, replacing "999999" with their Dealer ID: <https://orders.oldhickorybuildings.com/myquote?dealerid=999999&template=1&dir=1>
- Dealers are prohibited from using third-party 3D shed design software programs because they do not conform with our build quality standards and misrepresent the Old Hickory brand.





# Branding Guidelines

Below are some simple creative guidelines to use when you're creating websites, signage or social media content for the purpose of promoting and selling Old Hickory Buildings and Sheds.

## AUTHORIZED DEALER LOGOS

Using the right logo will reduce customer confusion and make it clear you're the dealer. Click [here](#) to download the logo files from our dealer marketing asset library.



## BRAND COLORS

Use the Old Hickory colors to ensure instant recognition (i.e., Coca-Cola is always the same red.)

PRIMARY



PMS: 7701C  
CMYK: 96, 30, 8, 43  
RGB: 0, 87, 122  
HEX/HTML: 00577A



PMS: 2006C  
CMYK: 1, 21, 76, 1  
RGB: 234, 188, 83  
HEX/HTML: EABC53

ACCENTS



PMS: 7539C  
CMYK: 41, 31, 35, 10  
RGB: 141, 143, 143  
HEX/HTML: 8D8F8F



PMS: 2350C  
CMYK: 0, 99, 100, 19  
RGB: 175, 36, 32  
HEX/HTML: AF2420



PMS: Black C  
CMYK: 0, 0, 0, 100  
RGB: 44, 42, 41  
HEX/HTML: 2C2A29



PMS: NA  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
HEX/HTML: FFFFFFFF

## TYPOGRAPHY

Using these Old Hickory brand fonts will help you communicate your most important message first. These fonts are all web safe and available in both MS Office and Adobe software.

### HEADLINES, TAGLINES & CALLS-TO-ACTION: HELVETICA CONDENSED BOLD

It's not just any old building...it's an  
**OLD HICKORY BUILDING!**

**BUILD & PRICE ONLINE**

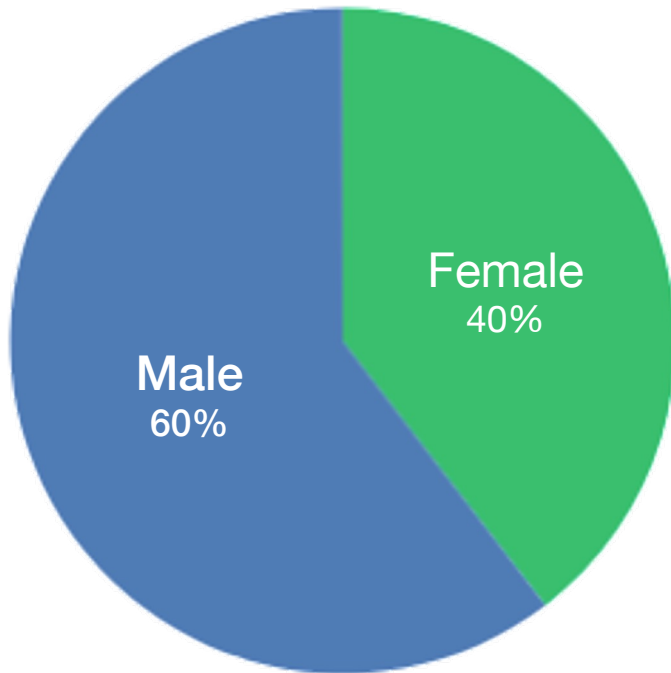
### BODY COPY: HELVETICA REGULAR

The Lofted Barn features up to 8 feet of loft included in price and has 6' 3" inside wall height. The 8ft wide model features a single wood door as standard while the 10', 12', 14' and 16' wide models feature double wood doors. Add your designed package and select from a wide variety of options to make this your dream shed.

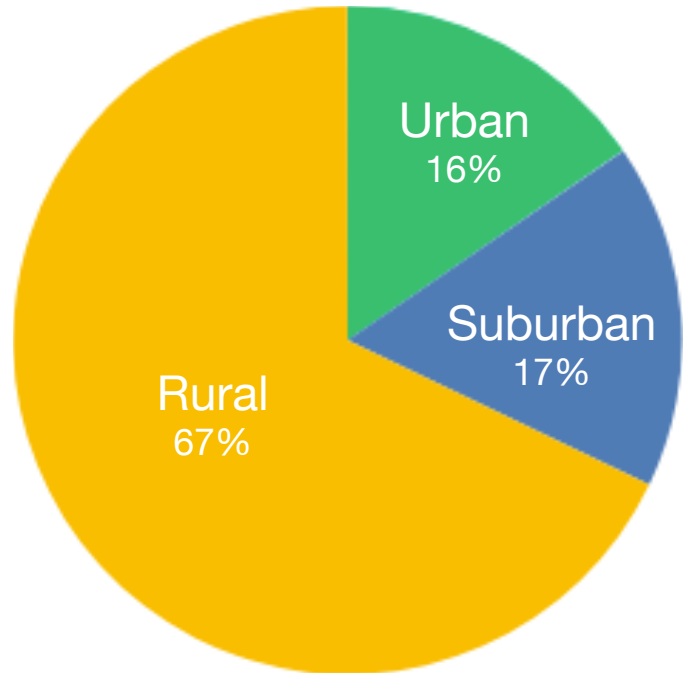


## WHO ARE OUR CUSTOMERS?

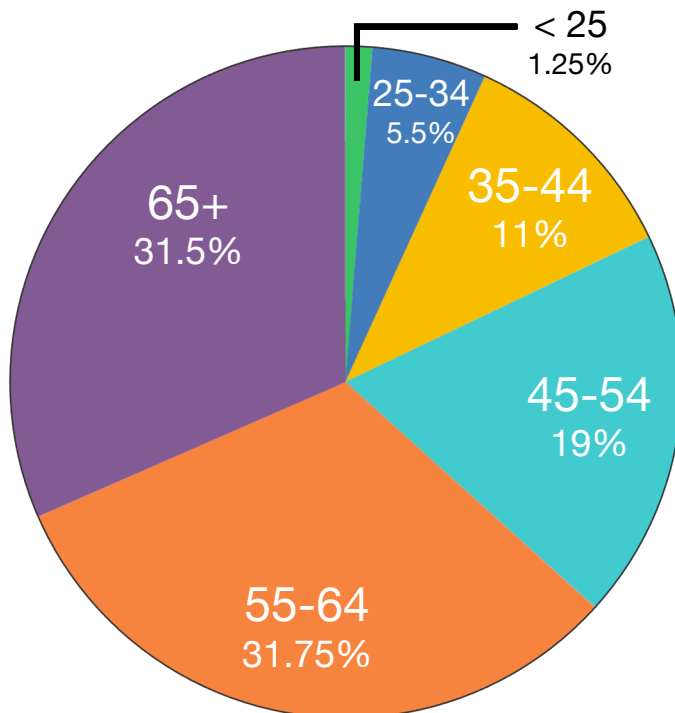
Based on the post-purchase survey we have been running since the Fall of 2020, here is who our customers are. We continue to gain respondents to the survey, so the data may change over time...but it is currently reliable given the number of respondents to the questionnaire.



**GENDER**



**COMMUNITY**

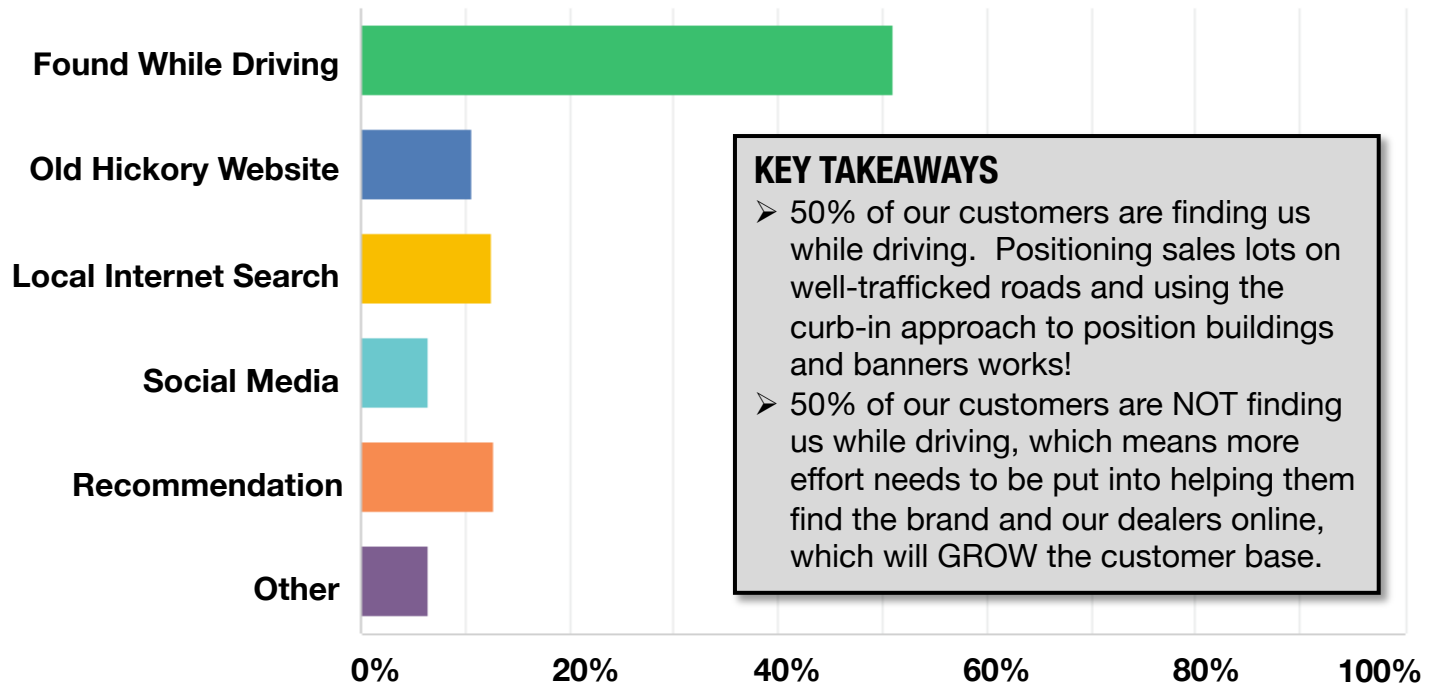


**AGE**

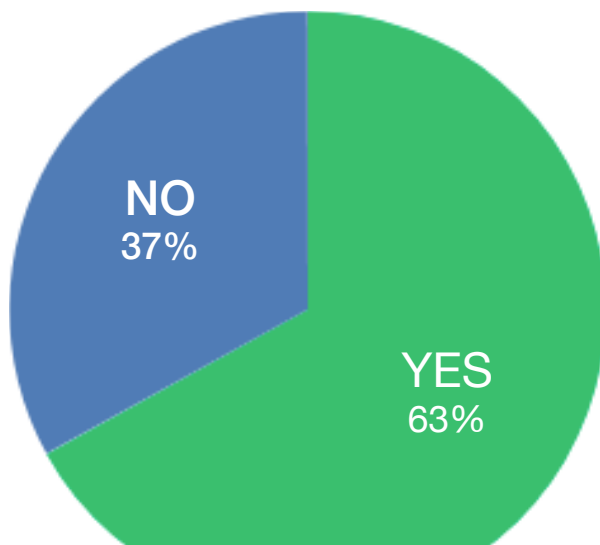
### KEY TAKEAWAYS

- Although rural communities produce 67% of our current customers, 33% come from suburban and even urban neighborhoods.
- Even though they represent a smaller percentage of the current audience, it's not too early to create Old Hickory brand awareness among the 35-44 and 25-34 age groups.

## HOW ARE CUSTOMERS FINDING OUR DEALERS?



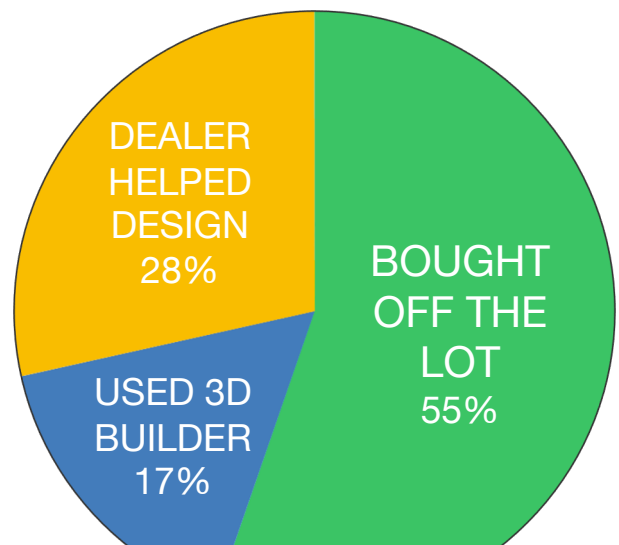
## ARE CUSTOMERS CONSIDERING OTHER BRANDS?



### KEY TAKEAWAYS

- Customers are still choosing Old Hickory after considering other options.

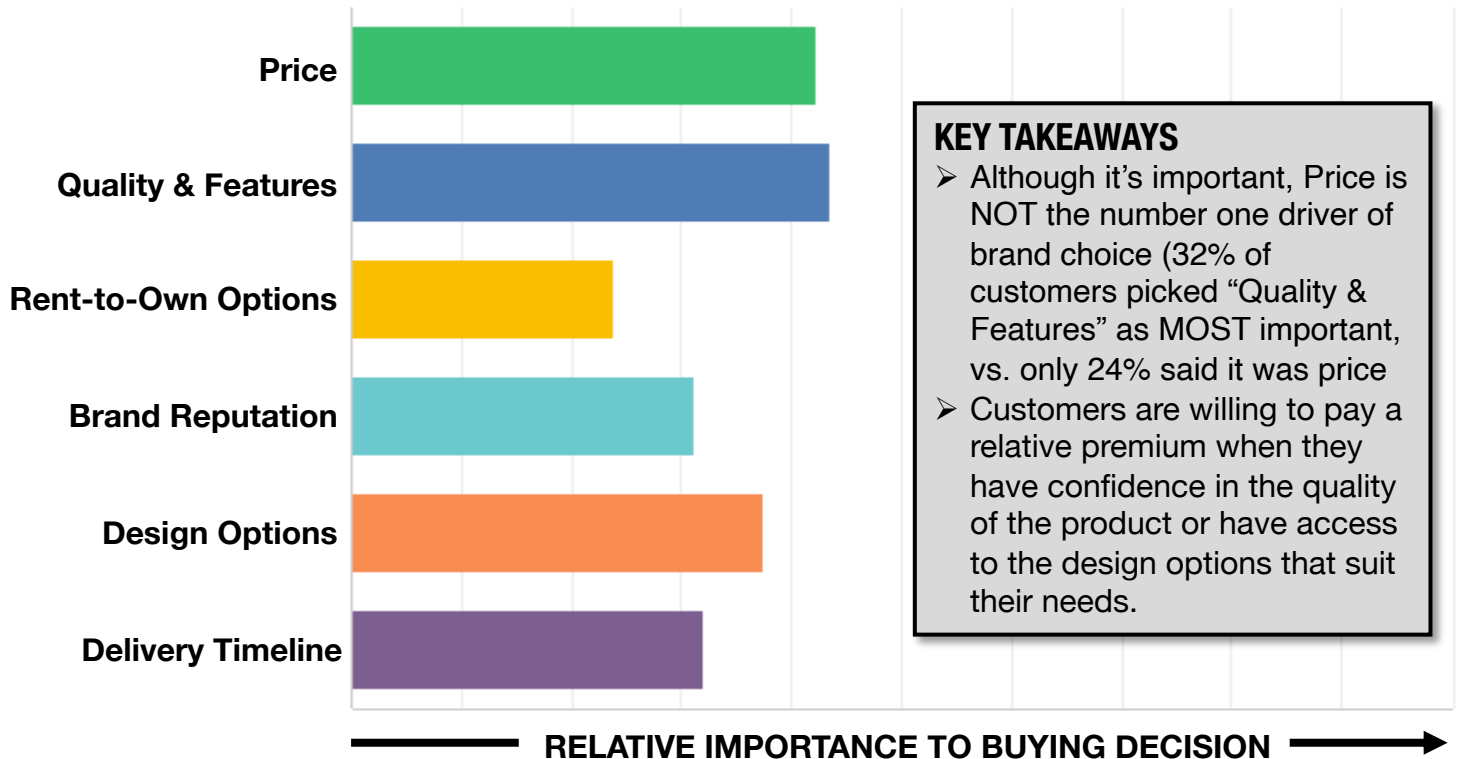
## HOW ARE CUSTOMERS CHOOSING THEIR SHED DESIGN?



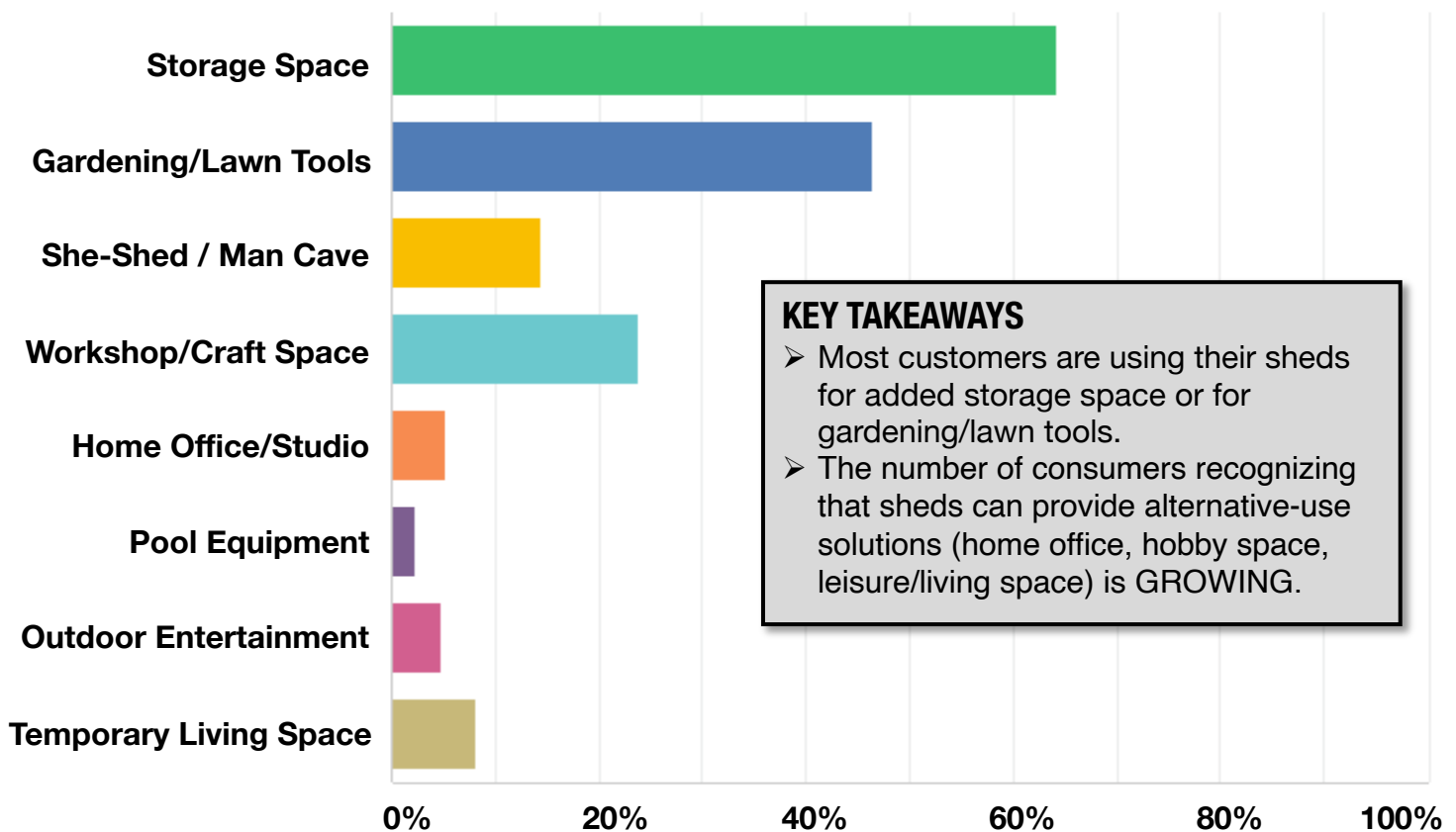
### KEY TAKEAWAYS

- The 3D Builder's influence on brand awareness & engagement is growing and is creating leads.

## WHAT ARE THE DRIVERS OF CUSTOMER BRAND CHOICE?



## WHAT ARE CUSTOMERS USING THEIR SHEDS FOR?





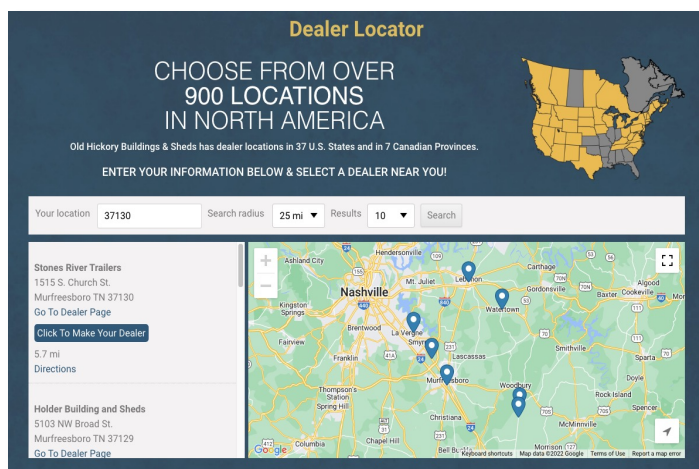
## NEW BRAND WEBSITE ([oldhickorybuildings.com](http://oldhickorybuildings.com))

The NEW Old Hickory Buildings & Sheds website is properly search optimized, drives sales leads to our dealers and contains a HUGE amount of content that will help to build the brand & persuade customers!



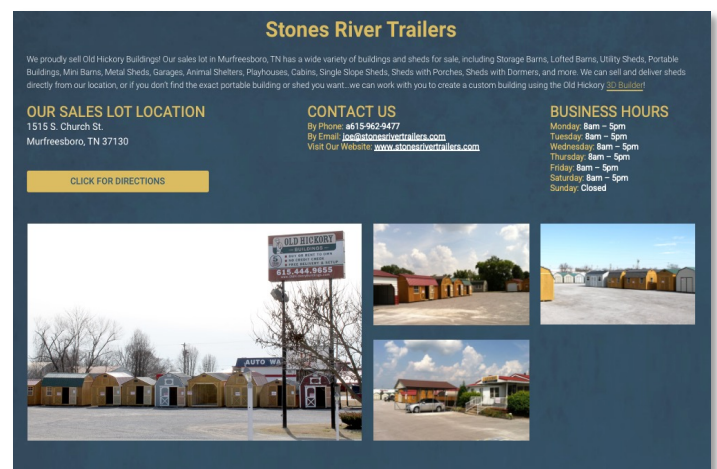
## KEY FEATURES THAT DRIVE BUSINESS TO OUR DEALERS:

- ✓ The site detects the visitor's location and assigns their nearest dealer
- ✓ Displays the correct product options based on the visitor's location
- ✓ Sales Leads are collected throughout the site and are passed to the dealers
- ✓ Drives visitors to the NEW 3D Builder Tool and keeps you as the default local dealer



## DEALER LOCATOR

Allows customers to search different geographic areas in case their intended delivery address is different than the location detected by the site.



## YOUR DEALER PAGE

We can add more contact info, business hours and photos to your page. Just contact us at: [marketing@oldhickorybuildings.com](mailto:marketing@oldhickorybuildings.com)

## BARNDEALER.COM DEALER WEBSITE PLATFORM

BarnDealer.com is a website platform that is exclusive to Old Hickory Dealers! You'll be able to launch your own website without ANY web development skill required. The site is pre-loaded with content and is fully search optimized to help you reach more local customers who are searching for sheds and portable buildings. The cost is only \$99.99/month for dealers with a single lot location (plus \$49.99 per additional lot location) and includes a FREE Google Business Profile set-up!



## KEY BENEFITS:

- ✓ Does NOT require technical skill & takes only 30 minutes of your time to create
- ✓ Use your own domain, or the system can provide options & register your favorite
- ✓ Content is pre-built & search optimized
- ✓ Just add your "About Us" information & your sales lot inventory so customers can view what's available on your lot

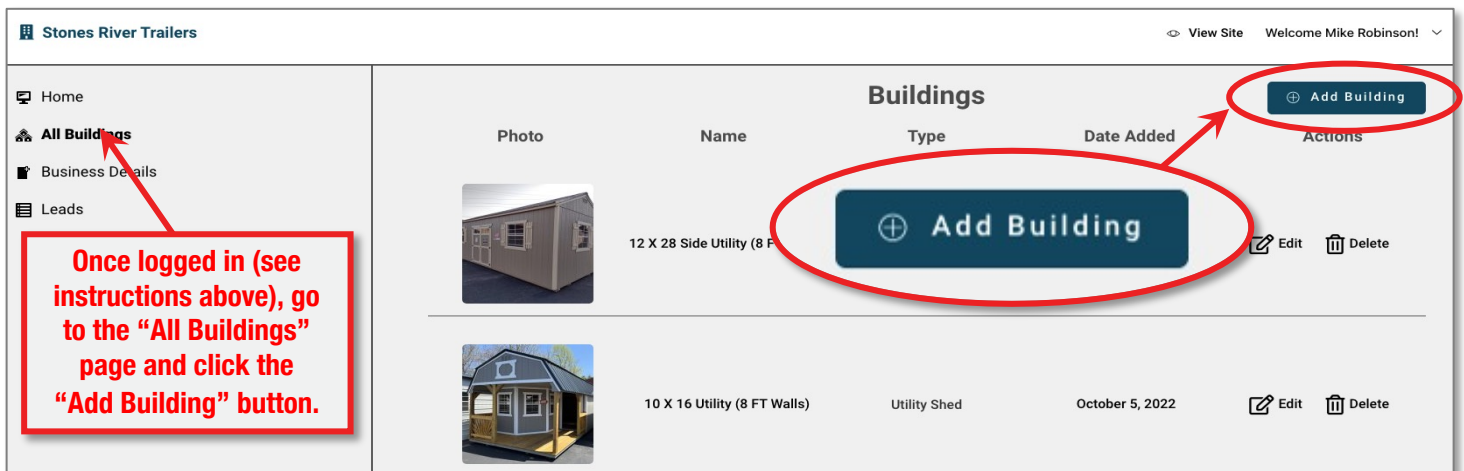
## EASY-TO-USE SITE EDITOR

- ✓ Manage "About Us" content, including lot photos, your story, address, email, phone & business hours
- ✓ View Sales Leads coming from the "Contact Us" page
- ✓ Add inventory to your site by inputting the building inventory # & loading photos. The tool connects to the Old Hickory database to populate key details, INCLUDING PRICING!

TAKE A SITE TOUR at [BarnDealerDemo.com](https://BarnDealerDemo.com)

Want to try adding inventory to the site?  
Visit [BarnDealerDemo.com/Admin](https://BarnDealerDemo.com/Admin), enter the following credentials, then follow the instructions in red below.

**ADMIN USERNAME:** demo1    **ADMIN PASSWORD:** demo1



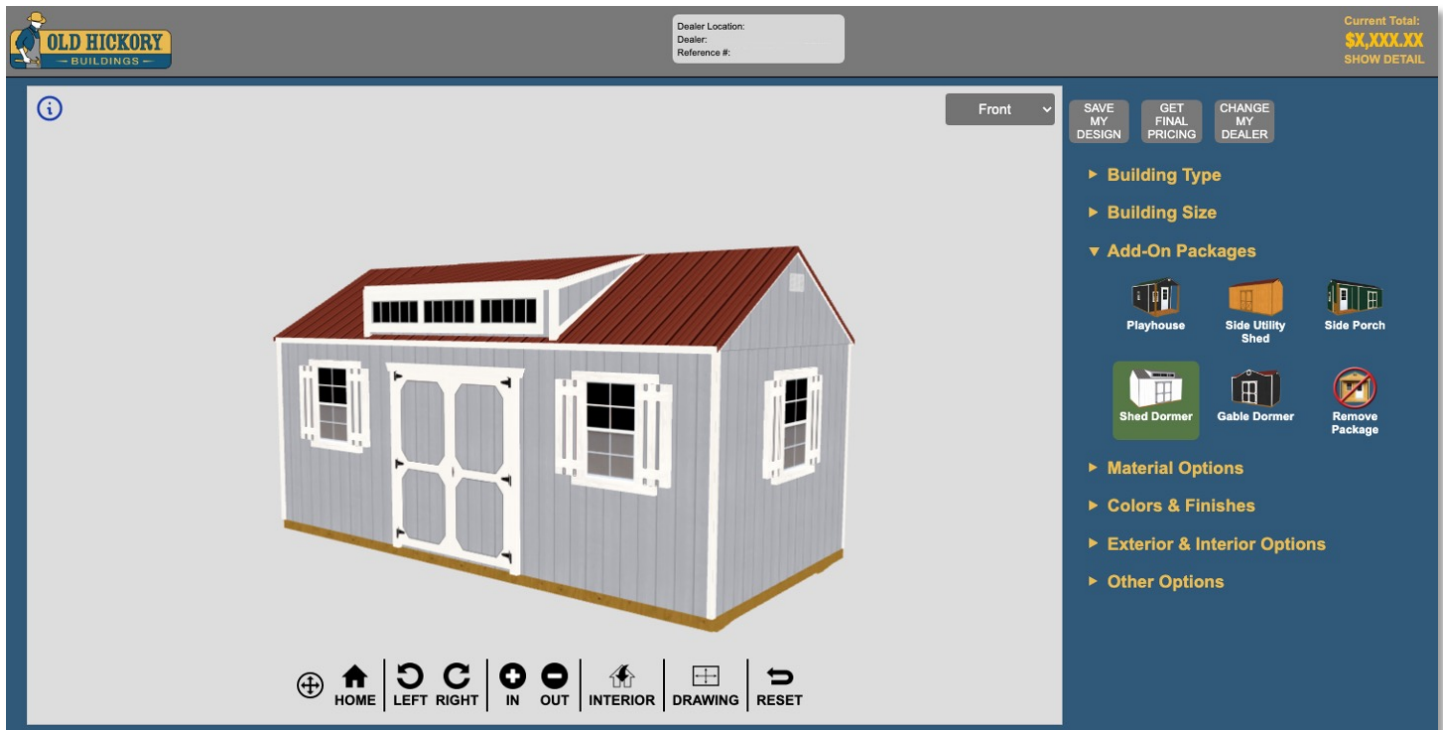
Note: On the demo site, you can test adding buildings using the inventory #s "DEMO-1", "DEMO-2" or "DEMO-3".

READY TO GET STARTED? OR HAVE QUESTIONS? VISIT [barndealer.com](https://barndealer.com)

For Technical Support, General Questions or Sales...CALL (615) 437-7457

## NEW 3D SHED BUILDER FOR CUSTOMERS

This new system allows potential customers to easily design exactly what they want and to submit their design to you for final pricing. To complete the sale...you'll be able to bring up their saved design, make some add-on and upsell recommendations...and CLOSE THE DEAL!



## KEY 3D SHED BUILDER FEATURES

- ✓ Select the building type, size, add-on package, material choices, color and other options ALL from the menu on the right. It's all right there on the page!
- ✓ Move objects by clicking & dragging them on the building...or use the object controller...it's easy.
- ✓ Use your mouse or the view control menu to zoom in & out or to rotate left & right
- ✓ View the interior or see a 2D drawing to make sure objects are placed where wanted
- ✓ Designs can be saved and returned to later for further modification...no need to start over
- ✓ Pull up saved customer designs when they show up to purchase...no need to start from scratch
- ✓ Unlike 3<sup>rd</sup> Party shed builders...ours is proprietary and only shows the options that can be built...so no broken promises and disappointing customers. If you can design it...we can build it!
- ✓ Our system is built IN-HOUSE by our development team...so we provide TECH SUPPORT!

## LINK TO THE 3D SHED BUILDER & SET YOURSELF AS THE DEALER

Use the link format below to send potential customers from your website, digital advertising or social media posts to the NEW 3D BUILDER...and to set yourself as the default dealer to ensure that you retain the sales lead that you helped to create!

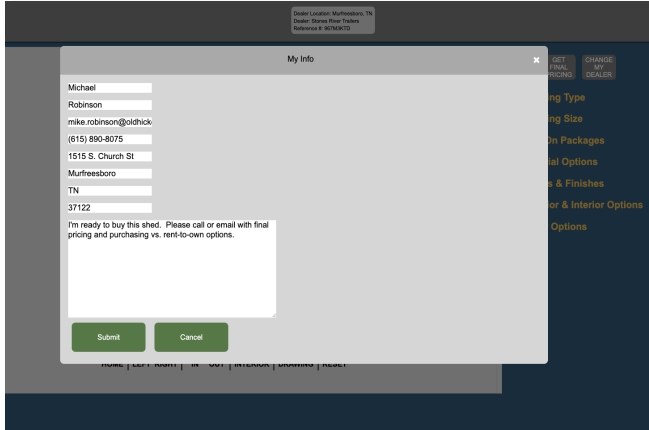
<https://orders.oldhickorybuildings.com/myquote?dealerid=999999&template=1&dir=1>

The "999999" in the above URL string should be replaced by your Dealer ID. You can locate your Dealer ID at the top right of the Dealer Portal screen once you are logged in.



## WE'RE DRIVING SALES LEADS TO OUR DEALERS

Both the brand website AND the public-facing 3D builder will drive sales leads to you. It's critical to follow up on ALL these leads, but it's important to know where each comes from and what they mean.



## PRIORITY 1: 3D BUILDER LEADS

**EMAIL SUBJECT: "Customer Requests Final Pricing"**

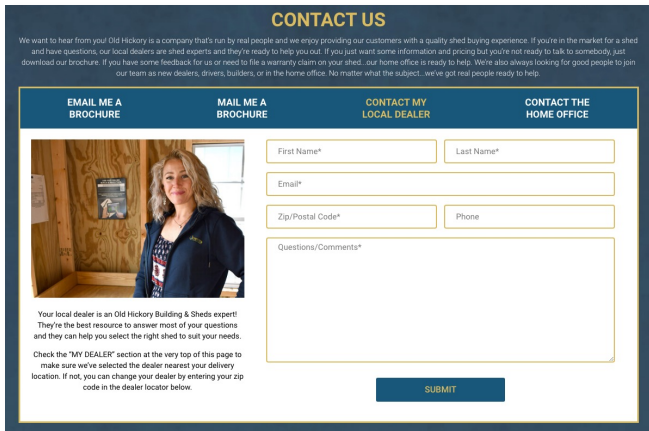
When a potential customer designs a shed in the 3D builder and clicks "GET FINAL PRICING", they're asked to enter their information (including delivery location). These are the most important leads because they already know what they want and may be ready to buy!

### BEST PRACTICE:

**Contact the customer within 24 hours to provide final pricing and offer your assistance!**

## TO CONVERT QUOTES INTO ORDERS:

When you receive a request for final pricing, login to your Dealer Portal account noted in the email and find the Customer Order # from the email on your Current Orders tab as a "Customer Quote". Click on that line and you'll see a "CONVERT TO ORDER" button on the top right. NOTE: Once converted to an order, only you will be able to make changes to the customer's building design.



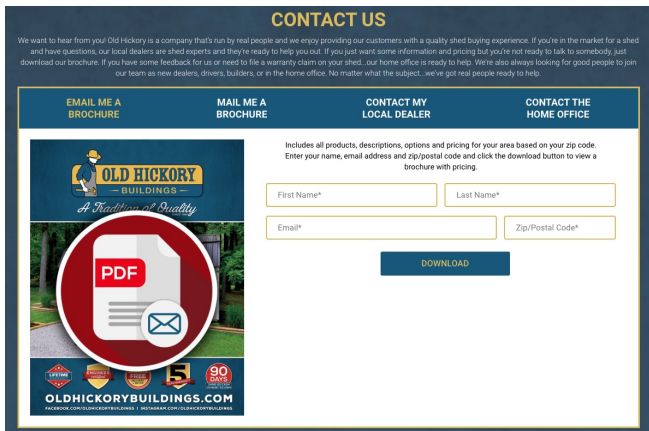
## PRIORITY 2: CONTACT MY LOCAL DEALER

**EMAIL SUBJECT: "Old Hickory Dealer Contact Request"**

The brand website has a CONTACT US page that includes options for several different types of contact requests. When a site visitor selects "CONTACT MY LOCAL DEALER", it shows that they're actively shopping for sheds and want to speak to an expert!

### BEST PRACTICE:

**Call or reply to the customer by email within 24 hours to answer their questions and offer your assistance!**



## PRIORITY 3: BROCHURE REQUESTS

**EMAIL SUBJECT: "Old Hickory Brochure Request Lead"**

A visitor to our brand website has requested a copy of the brochure. The home office will handle getting them a copy of the brochure, but we're passing you the sales lead contact information since it appears they're in your area and may have questions about buying a shed!

### BEST PRACTICE:

**Email the customer within 48 hours to offer your assistance and invite them to visit your sales lot!**

## WHY YOU SHOULD USE SOCIAL MEDIA

Your sales lot may be in a great location...highly visible on a road with plenty of drive-by traffic, but there is still a % of potential customers that aren't yet aware of you. Marketing through social media is one of the most versatile and cost-effective strategies that small businesses can use to reach their target audience, engage them and boost sales.

## FACEBOOK BEST PRACTICES

Like/Follow Old Hickory – This ensures that you'll see our main page content so that you can share it on your local page. Click [here](#) for simple instructions on how to do this.

Post Consistently – Try to post 2-3 times/week (or at least once). Your Facebook page needs to show consistent activity for it to work.

Deliver Solutions, Not Specs – Remember that customers aren't buying a list of specifications...they're buying a solution for a space problem they have. Use posts to share ideas of how sheds can be used.

Use Quality Creative – Click [here](#) to visit our product image library and download approved photos.

Post New Lot Inventory – Take a picture of new inventory that just arrived on your lot. Mention the size, options & colors...or mention rent-to-own options, our warranty AND free delivery.

Make Posts Actionable – Tell the customer to visit or call and provide your contact info.

Use Facebook Mentions – Include “@oldhickorybuildings” somewhere in your post to tag us.

Boost Posts that Receive More Likes/Shares – You'll reach more customers if you pay to boost a post. That will ensure your posts reach consumers that don't already follow your page.

Advertising & Audience Targeting – Advertising from your Facebook page can help you reach a lot more people in your area...but be sure to target your audience geographically. Click [here](#) to see how.

## FACEBOOK MARKETPLACE

People are shopping on Facebook now for items like sheds, lawn equipment, etc. Our most successful dealers have good Facebook Marketplace listings of the sheds on their lots.

## INSTAGRAM BEST PRACTICES

Your Facebook posts will also work great on Instagram as long as they include a photo. You'll just need to keep the description short. The latest social media statistics reveal that the Instagram generation is older than you think...and growing. They're working, buying homes and starting families. New customers are on Instagram waiting for you.

## HOW-TO RESOURCES

Use the links below to find "how-to" information for Facebook, FB Marketplace and Instagram:

### FACEBOOK HOW-TO RESOURCES

[Create a Business Page](#)

[Posting Best Practices](#)

[Boosting your Posts](#)

[Growing Your Audience](#)

[Assigning Roles & Permissions](#)

[Publishing Video](#)

[Advertise On Facebook](#)

### FACEBOOK MARKETPLACE

[Sell on Facebook Marketplace](#)

[Boosting Marketplace Listings](#)

### INSTAGRAM HOW-TO RESOURCES

[Creating an Instagram Account](#)

[Cross-posting to Facebook](#)

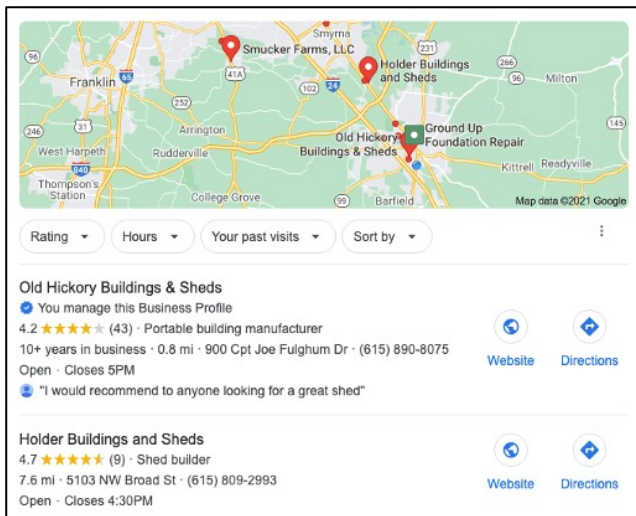
[Advertising on Instagram](#)

## WHY YOUR GOOGLE BUSINESS PROFILE LISTING MATTERS

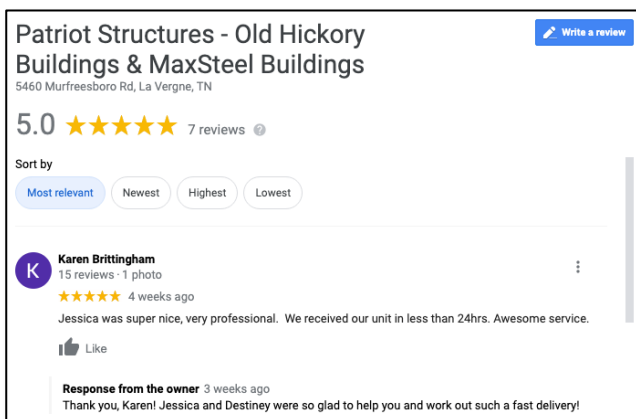
46% of all Google searches are looking for local information and 80% of consumers use search engines to find local business information. If it isn't your business that shows up in search results, it is one of your competitors. And for this reason, it is critical that you put in place a solid local search strategy.

Without a Google Business Profile listing, you won't appear on Google Maps or the local pack, and you run the risk of the knowledge panel being incorrect or sparsely populated. These are highly prominent listings that stand out to users when displayed, and these are eye-catching listings you don't want to be missing out on.

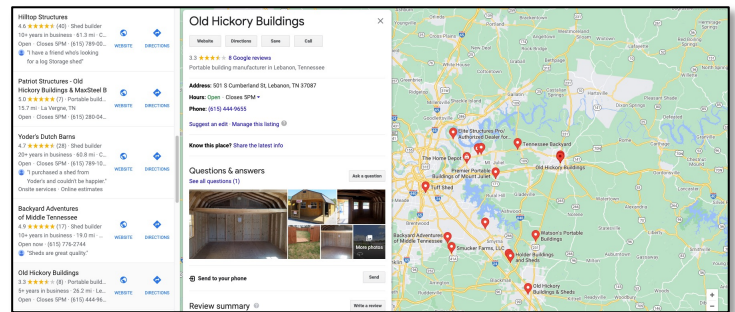
## FEATURES & BENEFITS OF A GOOGLE BUSINESS PROFILE



**Local Pack Listing** – These are the business listings that appear directly under the map when a user runs a localized "sheds for sale near me" search.



**Google Reviews** – Reviews and responses are a key ranking factor for local search results. Most businesses simply cannot afford to be the one without strong trust signals showing alongside their listing.



**Google Maps Listing** – Google Maps (both the app and desktop and mobile web versions) is intended to help those looking for directions as well as to discover businesses and locations.

## SET UP A GOOGLE BUSINESS PROFILE

**STEP 1:** Visit the Google Business Profile [CREATE](#) Page and Search for your Business Name

**STEP 2:** Fill out your Business Name & Select "Portable Building Manufacturer" & "Shed Builder" as your Business Categories

**STEP 3:** Add your Business Location & Address

**STEP 4:** Review Possible Listings (select existing locations that are yours or select "None of these")

**STEP 5:** Confirm "YES" that you Serve Customers Outside your Location

**STEP 6:** Select the areas that you serve

**STEP 7:** Add your Contact Information

**STEP 8:** Opt-in to Updates & Recommendations

**STEP 9:** Finish & Verify Your Listing (follow the instructions to verify)

**STEP 10:** Use your Google Business Profile Dashboard to Manage Your Listing (opening hours, logo, photos, etc.)



## A CENTRALIZED PLACE TO LOCATE LOGOS AND IMAGES YOU CAN USE

As part of the marketing effort to help our dealers grow their shed sales, we've assembled a library of approved logos, sign graphics, delivery photos and product photos that you can access and download for use on social media, Google My Business pages, or on your website. All product photos files are named based on the type of building, the package (if any), the siding and roof color.

### IMAGE ASSET LINKS

- [Old Hickory Buildings "AUTHORIZED DEALER" logos](#)
- [Key Selling Point Badges \(I.e. Free Delivery, Engineer Certified, etc.\)](#)
- [Sales Lot Signage](#)
- [Product Photos](#) (named by building type, package, siding color & roof color)





## THE GATEFOLD BROCHURE

ALL the important building details, options & reasons to buy from Old Hickory Buildings & Sheds...in ONE easy-to-read brochure that should be given to EVERY customer that shows up on your sales lot!



## THE PRICE LIST

This is a simplified 1-page, black and white price list printed on a single sheet of paper. It fits inside the gatefold and contains pricing for the building styles and sizes offered in each territory...including the cash price and monthly rent-to-own payment options.

Old Hickory will supply these prices lists in packs of 100 each...but the simple 1-page black and white design will allow it to be printed on a standard desktop printer in a pinch.

## LOFTED BARN

Net 100 sq. ft. 10' x 12'

SIZE	CASH PRICE	RENT TO OWN PRICE (NO HOPI*)	RENT TO OWN PRICE (NO HOPI*)
10' x 12'	\$1,199	\$1,199	\$1,199
12' x 12'	\$1,499	\$1,499	\$1,499
14' x 12'	\$1,799	\$1,799	\$1,799
16' x 12'	\$2,099	\$2,099	\$2,099
18' x 12'	\$2,399	\$2,399	\$2,399
20' x 12'	\$2,699	\$2,699	\$2,699
22' x 12'	\$2,999	\$2,999	\$2,999
24' x 12'	\$3,299	\$3,299	\$3,299
26' x 12'	\$3,599	\$3,599	\$3,599
28' x 12'	\$3,899	\$3,899	\$3,899
30' x 12'	\$4,199	\$4,199	\$4,199
32' x 12'	\$4,499	\$4,499	\$4,499
34' x 12'	\$4,799	\$4,799	\$4,799
36' x 12'	\$5,099	\$5,099	\$5,099
38' x 12'	\$5,399	\$5,399	\$5,399
40' x 12'	\$5,699	\$5,699	\$5,699
42' x 12'	\$5,999	\$5,999	\$5,999
44' x 12'	\$6,299	\$6,299	\$6,299
46' x 12'	\$6,599	\$6,599	\$6,599
48' x 12'	\$6,899	\$6,899	\$6,899
50' x 12'	\$7,199	\$7,199	\$7,199
52' x 12'	\$7,499	\$7,499	\$7,499
54' x 12'	\$7,799	\$7,799	\$7,799
56' x 12'	\$8,099	\$8,099	\$8,099
58' x 12'	\$8,399	\$8,399	\$8,399
60' x 12'	\$8,699	\$8,699	\$8,699
62' x 12'	\$8,999	\$8,999	\$8,999
64' x 12'	\$9,299	\$9,299	\$9,299
66' x 12'	\$9,599	\$9,599	\$9,599
68' x 12'	\$9,899	\$9,899	\$9,899
70' x 12'	\$10,199	\$10,199	\$10,199
72' x 12'	\$10,499	\$10,499	\$10,499
74' x 12'	\$10,799	\$10,799	\$10,799
76' x 12'	\$11,099	\$11,099	\$11,099
78' x 12'	\$11,399	\$11,399	\$11,399
80' x 12'	\$11,699	\$11,699	\$11,699
82' x 12'	\$11,999	\$11,999	\$11,999
84' x 12'	\$12,299	\$12,299	\$12,299
86' x 12'	\$12,599	\$12,599	\$12,599
88' x 12'	\$12,899	\$12,899	\$12,899
90' x 12'	\$13,199	\$13,199	\$13,199
92' x 12'	\$13,499	\$13,499	\$13,499
94' x 12'	\$13,799	\$13,799	\$13,799
96' x 12'	\$14,099	\$14,099	\$14,099
98' x 12'	\$14,399	\$14,399	\$14,399
100' x 12'	\$14,699	\$14,699	\$14,699
102' x 12'	\$14,999	\$14,999	\$14,999
104' x 12'	\$15,299	\$15,299	\$15,299
106' x 12'	\$15,599	\$15,599	\$15,599
108' x 12'	\$15,899	\$15,899	\$15,899
110' x 12'	\$16,199	\$16,199	\$16,199
112' x 12'	\$16,499	\$16,499	\$16,499
114' x 12'	\$16,799	\$16,799	\$16,799
116' x 12'	\$17,099	\$17,099	\$17,099
118' x 12'	\$17,399	\$17,399	\$17,399
120' x 12'	\$17,699	\$17,699	\$17,699
122' x 12'	\$17,999	\$17,999	\$17,999
124' x 12'	\$18,299	\$18,299	\$18,299
126' x 12'	\$18,599	\$18,599	\$18,599
128' x 12'	\$18,899	\$18,899	\$18,899
130' x 12'	\$19,199	\$19,199	\$19,199
132' x 12'	\$19,499	\$19,499	\$19,499
134' x 12'	\$19,799	\$19,799	\$19,799
136' x 12'	\$20,099	\$20,099	\$20,099
138' x 12'	\$20,399	\$20,399	\$20,399
140' x 12'	\$20,699	\$20,699	\$20,699
142' x 12'	\$20,999	\$20,999	\$20,999
144' x 12'	\$21,299	\$21,299	\$21,299
146' x 12'	\$21,599	\$21,599	\$21,599
148' x 12'	\$21,899	\$21,899	\$21,899
150' x 12'	\$22,199	\$22,199	\$22,199
152' x 12'	\$22,499	\$22,499	\$22,499
154' x 12'	\$22,799	\$22,799	\$22,799
156' x 12'	\$23,099	\$23,099	\$23,099
158' x 12'	\$23,399	\$23,399	\$23,399
160' x 12'	\$23,699	\$23,699	\$23,699
162' x 12'	\$23,999	\$23,999	\$23,999
164' x 12'	\$24,299	\$24,299	\$24,299
166' x 12'	\$24,599	\$24,599	\$24,599
168' x 12'	\$24,899	\$24,899	\$24,899
170' x 12'	\$25,199	\$25,199	\$25,199
172' x 12'	\$25,499	\$25,499	\$25,499
174' x 12'	\$25,799	\$25,799	\$25,799
176' x 12'	\$26,099	\$26,099	\$26,099
178' x 12'	\$26,399	\$26,399	\$26,399
180' x 12'	\$26,699	\$26,699	\$26,699
182' x 12'	\$26,999	\$26,999	\$26,999
184' x 12'	\$27,299	\$27,299	\$27,299
186' x 12'	\$27,599	\$27,599	\$27,599
188' x 12'	\$27,899	\$27,899	\$27,899
190' x 12'	\$28,199	\$28,199	\$28,199
192' x 12'	\$28,499	\$28,499	\$28,499
194' x 12'	\$28,799	\$28,799	\$28,799
196' x 12'	\$29,099	\$29,099	\$29,099
198' x 12'	\$29,399	\$29,399	\$29,399
200' x 12'	\$29,699	\$29,699	\$29,699
202' x 12'	\$29,999	\$29,999	\$29,999
204' x 12'	\$30,299	\$30,299	\$30,299
206' x 12'	\$30,599	\$30,599	\$30,599
208' x 12'	\$30,899	\$30,899	\$30,899
210' x 12'	\$31,199	\$31,199	\$31,199
212' x 12'	\$31,499	\$31,499	\$31,499
214' x 12'	\$31,799	\$31,799	\$31,799
216' x 12'	\$32,099	\$32,099	\$32,099
218' x 12'	\$32,399	\$32,399	\$32,399
220' x 12'	\$32,699	\$32,699	\$32,699
222' x 12'	\$32,999	\$32,999	\$32,999
224' x 12'	\$33,299	\$33,299	\$33,299
226' x 12'	\$33,599	\$33,599	\$33,599
228' x 12'	\$33,899	\$33,899	\$33,899
230' x 12'	\$34,199	\$34,199	\$34,199
232' x 12'	\$34,499	\$34,499	\$34,499
234' x 12'	\$34,799	\$34,799	\$34,799
236' x 12'	\$35,099	\$35,099	\$35,099
238' x 12'	\$35,399	\$35,399	\$35,399
240' x 12'	\$35,699	\$35,699	\$35,699
242' x 12'	\$35,999	\$35,999	\$35,999
244' x 12'	\$36,299	\$36,299	\$36,299
246' x 12'	\$36,599	\$36,599	\$36,599
248' x 12'	\$36,899	\$36,899	\$36,899
250' x 12'	\$37,199	\$37,199	\$37,199
252' x 12'	\$37,499	\$37,499	\$37,499
254' x 12'	\$37,799	\$37,799	\$37,799
256' x 12'	\$38,099	\$38,099	\$38,099
258' x 12'	\$38,399	\$38,399	\$38,399
260' x 12'	\$38,699	\$38,699	\$38,699
262' x 12'	\$38,999	\$38,999	\$38,999
264' x 12'	\$39,299	\$39,299	\$39,299
266' x 12'	\$39,599	\$39,599	\$39,599
268' x 12'	\$39,899	\$39,899	\$39,899
270' x 12'	\$40,199	\$40,199	\$40,199
272' x 12'	\$40,499	\$40,499	\$40,499
274' x 12'	\$40,799	\$40,799	\$40,799
276' x 12'	\$41,099	\$41,099	\$41,099
278' x 12'	\$41,399	\$41,399	\$41,399
280' x 12'	\$41,699	\$41,699	\$41,699
282' x 12'	\$41,999	\$41,999	\$41,999
284' x 12'	\$42,299	\$42,299	\$42,299
286' x 12'	\$42,599	\$42,599	\$42,599
288' x 12'	\$42,899	\$42,899	\$42,899
290' x 12'	\$43,199	\$43,199	\$43,199
292' x 12'	\$43,499	\$43,499	\$43,499
294' x 12'	\$43,799	\$43,799	\$43,799
296' x 12'	\$44,099	\$44,099	\$44,099
298' x 12'	\$44,399	\$44,399	\$44,399
300' x 12'	\$44,699	\$44,699	\$44,699
302' x 12'	\$44,999	\$44,999	\$44,999
304' x 12'	\$45,299	\$45,299	\$45,299
306' x 12'	\$45,599	\$45,599	\$45,599
308' x 12'	\$45,899	\$45,899	\$45,899
310' x 12'	\$46,199	\$46,199	\$46,199
312' x 12'	\$46,499	\$46,499	\$46,499
314' x 12'	\$46,799	\$46,799	\$46,799
316' x 12'	\$47,099	\$47,099	\$47,099
318' x 12'	\$47,399	\$47,399	\$47,399
320' x 12'	\$47,699	\$47,699	\$47,699
322' x 12'	\$47,999	\$47,999	\$47,999
324' x 12'	\$48,299	\$48,299	\$48,299
326' x 12'	\$48,599	\$48,599	\$48,599
328' x 12'	\$48,899	\$48,899	\$48,899
330' x 12'	\$49,199	\$49,199	\$49,199
332' x 12'	\$49,499	\$49,499	\$49,499
334' x 12'	\$49,799	\$49,799	\$49,799
336' x 12'	\$50,099	\$50,099	\$50,099
338' x 12'	\$50,399	\$50,399	\$50,399
340' x 12'	\$50,699	\$50,699	\$50,699
342' x 12'	\$50,999	\$50,999	\$50,999
344' x 12'	\$51,299	\$51,299	\$51,299
346' x 12'	\$51,599	\$51,599	\$51,599
348' x 12'	\$51,899	\$51,899	\$51,899
350' x 12'	\$52,199	\$52,199	\$52,199
352' x 12'	\$52,499	\$52,499	\$52,499
354' x 12'	\$52,799	\$52,799	\$52,799
356' x 12'	\$53,099	\$53,099	\$53,099
358' x 12'	\$53,399	\$53,399	\$53,399
360' x 12'	\$53,699	\$53,699	\$53,699
362' x 12'	\$53,999	\$53,999	\$53,999
364' x 12'	\$54,299	\$54,299	\$54,299
366' x 12'	\$54,599	\$54,599	\$54,599
368' x 12'	\$54,899	\$54,899	\$54,899
370' x 12'	\$55,199	\$55,199	\$55,199
372' x 12'	\$55,499	\$55,499	\$55,499
374' x 12'	\$55,799	\$55,799	\$55,799
376' x 12'	\$56,099	\$56,099	\$56,099
378' x 12'	\$56,399	\$56,399	\$56,399
380' x 12'	\$56,699	\$56,699	\$56,699
382' x 12'	\$56,999	\$56,999	\$56,999
384' x 12'	\$57,299	\$57,299	\$57,299
386' x 12'	\$57,599	\$57,599	\$57,599
388' x 12'	\$57,899	\$57,899	\$57,899
390' x 12'	\$58,199	\$58,199	\$58,199
392' x 12'	\$58,499	\$58,499	\$58,499
394' x 12'	\$58,799	\$58,799	\$58,799
396' x 12'	\$59,099	\$59,099	\$59,099
398' x 12'	\$59,399	\$59,399	\$59,399
400' x 12'	\$59,699	\$59,699	\$59,699
402' x 12'	\$59,999	\$59,999	\$59,999
404' x 12'	\$60,299	\$60,299	\$60,299
406' x 12'	\$60,599	\$60,599	\$60,599
408' x 12'	\$60,899	\$60,899	\$60,899
410' x 12'	\$61,199	\$61,199	\$61,199
412' x 12'	\$61,499	\$61,499	\$61,499
414' x 12'	\$61,799	\$61,799	\$61,799
416' x 12'	\$62,099	\$62,099	\$62,099
418' x 12'	\$62,399	\$62,399	\$62,399
420' x 12'	\$62,699	\$62,699	\$62,699
422' x 12'	\$62,999	\$62,999	\$62,999
424' x 12'	\$63,299	\$63,299	\$63,299
426' x 12'	\$63,599	\$63,599	\$63,599
428' x 12'	\$63,899	\$63,899	\$63,899
430' x 12'	\$64,199	\$64,199	\$64,199
432' x 12'	\$64,499	\$64,499	\$64,499
434' x 12'	\$64,799	\$64,799	\$64,799
436' x 12'	\$65,099	\$65,099	\$65,099
438' x 12'	\$65,399	\$65,399	\$65,399
440' x 12'	\$65,699	\$65,699	\$65,699
442' x 12'	\$65,999	\$65,999	\$65,999
444' x 12'	\$66,299	\$66,299	\$66,299
446' x 12'	\$66,599	\$66,599	\$66,599
448' x 12'	\$66,899	\$66,899	\$66,899
450' x 12'	\$67,199	\$67,199	\$67,199
452' x 12'	\$67,499	\$67,499	\$67,499
454' x 12'	\$67,799	\$67,799	\$67,799
456' x 12'	\$68,099	\$68,099	\$68,099
458' x 12'	\$68,399	\$68,399	\$68,399
460' x 12'	\$68,699	\$68,699	\$68,699
462' x 12'	\$68,999	\$68,999	\$68,999
464' x 12'	\$69,299	\$69,299	\$69,299
466' x 12'	\$69,599	\$69,599	\$69,599
468' x 12'	\$69,899	\$69,899	\$69,899
470' x 12'	\$70,199	\$70,199	\$70,199
472' x 12'	\$70,499	\$70,499	\$70,499
474' x 12'	\$70,799	\$70,799	\$70,799
476' x 12'	\$71,099	\$71,099	\$71,099
478' x 12'	\$71,399	\$71,399	\$71,399
480' x 12'	\$71,699	\$71,699,	



## VINYL BANNERS

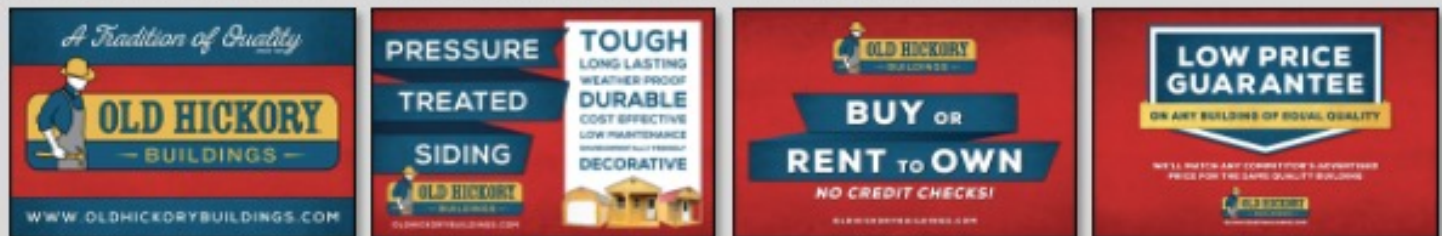
The best way to capture drive-by customer attention and interest is to use a “curb in” approach to building and signage display. This means positioning the attractive side of the sheds and Priority 1 banners so that they face oncoming drivers. Ask your Territory Manager for these banners!

### PRIORITY 1 BANNERS (positioned “CURB IN”)

These are the messages that create the highest level of interest and should be constantly on display.



### PRIORITY 2 BANNERS (positioned near the sales office)



### SPECIAL USE BANNERS (with Territory Manager approval)



### CUSTOM BANNERS

Custom banners can be printed at a cost of \$25 each for these standard sizes or at a cost of \$3.50/sq ft for non-standard sizes.



8ft x 3ft  
Custom  
Banner

6ft x 4ft  
Custom  
Banner





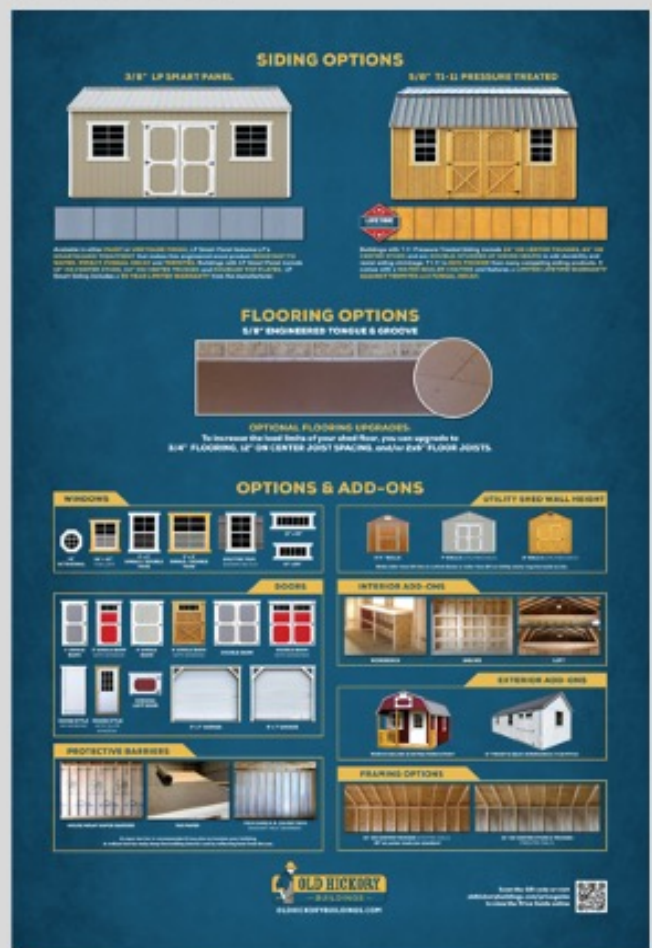
## 12" x 18" DEALER OFFICE BADGE SIGNS

These are single-sided signs that advertise the key values offered by Old Hickory. They should be displayed prominently in or near the dealer lot sales office so that customers can view them while they're waiting to talk to a salesperson.



## SALES OFFICE POINT-OF-SALE POSTERS

These 20"x29" posters are designed to hang inside sales offices, waiting areas and other indoor spaces. One explains the core Old Hickory value propositions and advertises our core products while the 2<sup>nd</sup> shows the siding, flooring and add-on options available.





## 18" x 12" DOUBLE-SIDED SIGNS

(SIDE 1 and SIDE 2 pairings shown)

Note: Use of SIDE 2 signs advertising sales events or price reductions requires Territory Manager approval.

### 10% OFF / 15% OFF THIS BUILDING



### 20% OFF / 25% OFF THIS BUILDING



### ADD SHELVES/ INVENTORY REDUCTION



### ADD A WORKBENCH / PRICE REDUCED



### FREE DELIVERY & SETUP / \$100 OFF



### LTD LIFETIME WARRANTY / \$200 OFF



### 90 DAYS SAME AS CASH / \$250 OFF



### RENT TO OWN / \$300 OFF



### PICK UP PRICE GUIDE / LOOK INSIDE



## 24" x 18" DOUBLE-SIDED SIGNS

(SIDE 1 and SIDE 2 pairings shown)

### WE CAN ORDER IT / BUY THIS BUILDING



### FREE DELIVERY & SET-UP



## 18" x 18" DOUBLE-SIDED SIGNS

(SIDE 1 and SIDE 2 pairings shown)

### SOLD / USED (18" x 18")



### T1-11 / LP SMARTPANEL

