



US Key Guard Automotive Locksmith Trade Partner Benefit Questionnaire

The US Key Guard Automotive Locksmith Trade Partner Benefit Questionnaire is a diagnostic tool to determine the potential benefit for each Trade Partner Candidate, as a trade partner adding automotive locksmithing services to your present offerings at your present location as a nano service center. The diagnostic created from the US Key Guard Informa Locus Research Project will determine whether or not a Pilot program will benefit your business.

Please fill in the questions below:

YES NO

- 1. Is your location completing over 100 unique individual customer transactions per day?
- 2. Do you have a plan for no-cost increase in physical customer traffic?
- 3. Could your business sustain an immediate increase of up to 40 new customers each day?
- 4. Does your business have a facilities manager or structured contract-for-services format in present use?
- 5. Do you currently have a locksmith referral program plan for when customers call for key services or referrals?
- 6. Does your business have a profile on google my business, Bing for business and all other local service listing sites?
- 7. Do you currently offer coupons or discounts to the market within existing advertising?
- 8. Does your business track and maintain records and contact details of each customer transacting business with you?
- 9. Do you have current and ongoing client stimulation by real people familiar to your customer base, primarily by telephone?
- 10. Does your business offer special promotional events to promote products and services regularly?
- 11. Do you issue press releases regularly with a press agent internally or externally?
- 12. Has your business increased in daily number of customers served over last 3 months?
- 13. Has your business increased in gross sales average on a per customer basis over last 3 months?
- 14. Has your gross business costs to earnings ratio improved over the last 3 months?
- 15. Are you currently working with specialized independent trade partners or customer sharing programs for service/ product add-ons to your current offerings?
- 16. Is your current POS easily modified to accept transactions as a variable contracted price with invoice number for tracking?
- 17. Do you currently have an invoice system attached to your POS or merchant account?
- 18. Is your banking system currently able to send and or receive ACH to or from contractors?

On a scale of 1-5, where 1 is the least important and 5 is the most important, please indicate how important each of the following earnings strategies (from sales revenues) are to you.

- 1 2 3 4 5 Acquisition of new customers
- 1 2 3 4 5 Customer spend per transaction
- 1 2 3 4 5 Customer engagement / stimulation
- 1 2 3 4 5 Cost reduction of advertising and marketing
- 1 2 3 4 5 Cost reduction of goods/ services sold

SCORE

6 or more no answers indicates a potential benefit from trade partnership with US Key Guard nano service center could achieve 100's of thousands of additional, no cost earnings per year for your business. A Pilot program is recommended to discover the potential of millions in earnings increase over the next few years.

US Key Guard Trade Partner Pilot Program Test Market For 30 Days

Yes! I would like to test pilot trade partnership with US Key Guard for 30 days, at no risk to my business, to determine the value of longer-term automotive key programming trade partnership to increase my market values for my customers, revenues, and community visibility.

I understand I can cancel my pilot program at any time, for no reason given, and upon cancellation, US Key Guard will vacate premises immediately, both parties will honor its outstanding unsettled partner fees according to the terms below, and all items provided to each other will be returned immediately without incident or damage.

Trade Partner Candidate: _____
Business Name / Trade Name

Trade Partner Location: _____
Business Address (Physical Location)

Business Listed Contact: _____
Phone _____ Website _____
Email _____ Other _____

Candidate Diagnostic Score: _____
Place Diagnostic Score Here

Retail Manager/ Owner: _____
Authority for Program Engagement

Direct Contact: _____
Phone (cellular) _____ Email _____

I further understand that this agreement is short term and acts only as a letter of intent to engage this location in the US Key Guard Automotive Locksmith Trade Partner Pilot Program. I may choose partner interaction protocols from options below, and I may change options below at any time during this pilot program, upon simple notification from designated contact as defined above, until such longer-term agreement is made between the two parties. Additional factors may be determined and called to attention upon notification of intention to move forward with a longer-term arrangement. Either party may discontinue this program at any time, and also, may continue this program for an additional period (30 days), until a longer-term agreement is agreed to between the parties hereto.

Further, this Letter of Intent to engage in the program provides only permissions for referral and license to utilize designated or freely available parking space to US Key Guard vehicle(s) or designated internal space (kiosk) for Advert or US Key guard personnel, by Location Authority, according to the terms defined herein. I nor my business listed herein is obligated nor expected to pay any costs or fees to test this program other than any standard resource offered in common with customers.

I accept no responsibility for any damages or costs related to any damages to property or personnel while on property or disputes that may arise from interaction and operations by US Key Guard automotive technicians performing services of key duplication, key construction, chip and remote programming and eeprom on customer vehicles. At best all customers are free to choose whether or not to receive US Key Guard automotive key services and therefore rely upon licensing and insurance proffered by US Key Guard, upon customer engagement. US Key Guard shall assume any and all liability that may arise related to services performed to customers on or off property. Any and all customers earned as a result from affiliation by US Key Guard with our business as defined above are viewed and treated as referrals only, at best.

X _____
Signature

Printed Name

Date

To be determined on, during, or before completion of the USKG Trade Partner Pilot Program period:

Contract Fees.

If Collected and Paid by US Key Guard
15% (See Coupon Rate)
20% (1-20 tickets per day)
25% (21 + Tickets per day)

If Collected and Paid by Retailer
85% (See Coupon Rate)
80% (1-20 tickets per day)
75% (21 + Tickets per day)

Coupon Rate. Some retailers prefer to offer a coupon for services from and to each party. In such cases a coupon rate may be established between the parties in lieu of payment. The rate established may be any and will be determined before a final longer term agreement is finalized.

Verification. All Tickets are copied and delivered to Retailer and placed in designated location (physical or email) or other shared accounting folder, each day, for the reporting of total sales made each day on the next business day by 5:00 PM.

Refund Policy. Each refund issued, if any, will be reported and verified along with the daily report on sales contract fees (tickets). US Key Guard will manage and decide all refunds to be given. A standard refund attitude is to refund only if we return auto to its preexisting condition

Chargebacks. Chargebacks will be deducted from the following business day's payment, according to chosen payment cycle and noted as a deduction from monies owed.

Settlement.

_____ Retailer charges at til – Pays US Key Guard: Daily___ Weekly___

_____ USKG Charges Customer – Pays retail Trade Partner: Daily___ Weekly___

Please provide Banking ACH or Wiring Instructions in exhibit A.

Hardware Control. Its recommended to allow US Key Guard to include the hardware (keys) in the sale of key and programming services. However, auto parts stores may venture into or already offer keys for various makes and models. In cases where the auto parts stores sell the keys to customers and refer cut and programming, the fee payments may change slightly to reflect 10, 15, 20.

_____ Retailer controls - Offer Keys (OEM & After Market) Store benefits from mark up of hardware

_____ US Key Guard provides as part of the service. (Recommended unless auto parts retailer)

Taxes. The party collecting fees will be responsible for collecting and managing state sales taxes where applicable. All other taxes are the sole responsibility of the receiver of funds for referral. W-9 forms will be provided no later than 3 days from the completion of this agreement.

Liability. US Key Guard will carry the liability of transacting any and all business in, on and you're your business. We will maintain better than sufficient coverage to manage all incidents in the course of our business during any contracted period with you. US Key Guard carries a policy of \$2,000,000 in General liability and additional comprehensive coverage per incident and persons. A COI will be provided to this location under name provided above. Within 3 business days of signing this agreement.

Insurance. Our Insurance policy number is: CHUBB D01709781

Authority. Security Locksmith License Texas: B28381801

Tickets. Tickets refers to the sales receipts and invoices related to each and every sale. If retailer prefers collecting fees for services performed by US Key Guard, such tickets will be exchanged from Quote by US Key Guard in the form of an invoice or voucher. Customer will then pay retailer. Upon receipt of payment (proof of payment) from customer, keys will be delivered to customer either by retailer representative or US Key Guard representative.

QR Codes. Occasionally a US Key Guardian may be on board a vehicle or off site. An advert(s) will be provided to retailer in one or multiple forms. On each Advert will be a QR code specific to each store location. Each location will be credited for closed tickets originating from such adverts whether performed onsite or off site.

Adverts. Please indicate adverts permitted to be used, displayed and passed to customers upon normal business transactions each advert will need to be approved by retail location authority and US Key Guard before public display:

- Flyers
- Coupons
- Banners (Buildings)
- Posters Placed in store and areas
- Flags (street) Restrictions adhered to
- Retractable Banners (size determined by space)

Online Advertising. Our team will gladly assist in providing copy and placement of advertising relevant to automotive key services. Please indicate below what types of enhancement you would consider to increase your business revenues:

- Add to existing (car keys made here)
- Location based advertising + main store purpose
- Search engine placement + promotion

Social. Our side of online social media related to your business will support your business and ideas in the form of praise, pride, and promotion. Further our team will gladly assist you in providing copy and placement of promotion through social media channels. Please indicate below what types of enhancement you would consider to increase your business revenues:

- Online
- Supportive (not definitive)
- Claims of availability at
- No claims of official partnership

Customer Alerts. We are serious about protecting and promoting co-branded community shops. We are providing incredible, necessary services to our community. We can stimulate your customers with another real threat prevention by making car keys. Add a coupon to turn on the afterburners. Get ready!

- Call center customer alerts in name of store (Hi. We are now offering car key duplication and programming – don't be a victim of lost keys which can cost you thousands! Come on in at your convenience or would you like me to schedule an appointment now, it only takes about 10 minutes!)

Press and Media. We will support and highlight your business ideas and contributions to the community in any press, media, and public discussion. Our own media room and blog(s) will highlight you as a business making a difference in all the ways you do.

____ Yes. Identify us in press releases as an available resource in your course of public relations, relevant to our relationship and liabilities practices.

Opt Out. Either party may opt out of this program at any time for any reason. Conclusion of business arrangement will be managed according to the terms defined herein: 1) Any time (either party); and 2) Remainder of fees owed, paid within thirty days of opt out date; and 3) Vacation of Premises, as defined below.

Vacation of Premises. Upon Opt Out, by either party, Licensee shall vacate premises immediately, without incident nor public display.

Final Settlement. Upon opt out, all materials provided by each party shall be returned immediately, or no later than 30 days from vacation of premises. All Monies from referrals on contracts performed (tickets) and not already paid, shall be paid no longer than 30 days from date of project cancellation.

Store Hours. Please fill in store hours relevant to permission granted to US Key Guard

Mo ____-____ Tu ____-____ We ____-____ Th ____-____ Fr ____-____ Sa ____-____ Su ____-____

Licensee, Contractor, Provider.

Automotive Locksmith

Us Key Guard
877-539-4273
USKeyGuard.com
partner@uskeyguard.com
1500 Dragon Street Ste 160
Dallas, TX 75207

Authority

Security Locksmith License
Texas: B28381801

Liability

CHUBB D01709781

Contact

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