

## Hoover/Royal/Dirt Devil Reseller FAQs

### **Why is Hoover/Royal/Dirt Devil instituting an Authorized Reseller Registration Program?**

To ensure end users purchase only from Authorized Hoover/Royal/Dirt Devil Resellers capable of communicating our unique technology, performance and usability benefits.

### **How do I begin the registration process?**

On this site (<http://Authorization.Hoover.com>) select “Register” or “Start Here”, select a Hoover/Royal/Dirt Devil division, select your Registration type, enter the prompted codes and your specific information and you’re on your way.

### **What are the Registration types?**

Indirect Dealer - Dealer that purchases from an Authorized Hoover/Royal/Dirt Devil Distributor

Direct Dealer - New - Dealer applying to purchase directly from Hoover/Royal/Dirt Devil who does not yet have an Account Number but has a Rep Code from a Hoover/Royal/Dirt Devil Sales Representative

Direct Dealer - Existing - Dealer who purchases directly from Hoover/Royal/Dirt Devil and has a current Account Number

Distributor - A wholesale Distributor who sells to Dealers but not directly to end users

### **How do I secure my Pass Code?**

Indirect Dealer - From your Authorized Hoover/Royal/Dirt Devil Distributor. You only need to be authorized once by Hoover/Royal/Dirt Devil to be eligible to purchase from any Authorized Hoover/Royal/Dirt Devil Distributor. You do not need to register with a code from each Distributor.

Direct Dealer - New - From your Hoover/Royal/Dirt Devil Sales Representative

Direct Dealer - Existing - From the Registration Portal Announcement communication sent in September 2011 to your “Bill To” address on file with Hoover/Royal/Dirt Devil or from your Hoover/Royal/Dirt Devil Sales Representative

Distributor - From the Registration Portal Announcement communication sent in September 2011 to your “Bill To” address on file with Hoover/Royal/Dirt Devil or from your Hoover/Royal/Dirt Devil Sales Representative

### **How do I know what Account Number and State to enter? (For Direct Dealer - Existing and Distributor only)**

All of your Hoover, Dirt Devil & Royal “Bill To” Account Numbers were entered into our database. Enter any one of your “Bill To” Account Numbers and the State that corresponds to that “Bill To” Account Number for access.

## **What if I need to register for both the Consumer and Commercial divisions?**

If you will be registering for both divisions, follow the “RETURNING USER?” instructions on your second Registration in order to save time and create only one User Name and Password for both Registrations

## **What information should I have available for the Registration?**

Indirect Dealers need the following:

- Your Primary Email Address to be used for all critical Hoover/Royal/Dirt Devil email business communications
- Your Primary Company Telephone number to be used as the search key for Distributor inquiries into the validation of your Authorization status
- Resale Certificate or Tax ID number
- Company legal name, business type, primary address, phone and DBAs (if applicable)
- Facebook URL and Twitter@address (if applicable)
- Individual contact information for Agreement signatory & primary business contact

Distributors need all Indirect Dealer information **plus**:

- Additional individual contact information service/parts and accounts payable/receivable
- Company information such as number of locations and floor care business performance information
- Additional business, training and marketing information
- Entry of additional Brick and Mortar Location addresses (if applicable)

Direct Dealers need all of the Distributors information **plus**:

- Additional company information such as class of trade, Internet activity and Warranty Service status.
- Additional marketing information

## **What if we're interrupted in the middle of completing the Registration profile?**

There is a “Save and Continue” button at the end of each page of the Registration process that saves your information so you can continue when you log back in with your User Name and Password.

## **How to I return to where I left off if I logged out or was logged out of the Portal before completing my Registration?**

- Enter your User Name and Password in the “RETURNING USER?” section of the Portal Home Page
- Select “Login”
- Select “My Profile” on the horizontal bar
- Select either “View Detailed Consumer Profile” or “View Detailed Commercial Profile”
- Hover your cursor over “My Profile” on the horizontal bar and select the section to resume your registration.

## **What if I've forgotten my Password?**

In the “RETURNING USER?” section of the Portal Home Page, select the “Forgot Password?” link. On the next screen, enter your User Name and select the “Send Password” link. A temporary Password will be sent to the Primary Email address specified.

**Why do we need to provide all this information?**

This facilitates selecting the best possible resellers for Hoover/Royal/Dirt Devil products and understanding what we as a manufacturer need to provide you to most effectively support your success in representing, presenting, demonstrating and marketing the Hoover/Royal/Dirt Devil brands and products

**Does the completion of the Registration process and submission of our application guarantee approval?**

No. All applications and their content will be reviewed by the Hoover/Royal/Dirt Devil management team for individual approval.

**Who needs to execute the Hoover/Royal/Dirt Devil Reseller Agreement?**

The signatory for the e-signature electronic execution of any Hoover/Royal/Dirt Devil Reseller Agreement must be authorized and have the authority to enter into the Agreement with an e-signature on behalf of their company. Outside of physically selecting the Agreement and Addendum “I Agree”, the UMAP “I Have Read” and the “Submit Registration” buttons, non-signatory personnel are able to enter the requested Profile information.

**How long will the Registration application process take?**

Anticipate 10 minutes for Indirect Dealers, 20 minutes for Distributors and 30 minutes for Direct Dealers to review the Reseller Agreements and complete your company profile.

**Can we sell Hoover/Royal/Dirt Devil products to anyone? Anywhere?**

No, the Hoover/Royal/Dirt Devil Reseller Agreements authorize Direct & Indirect Dealers to sell Hoover/Royal/Dirt Devil products only to end users in the United States. The Hoover/Royal/Dirt Devil Distributor agreement authorizes distributors to sell Hoover/Royal/Dirt Devil products only to Authorized Direct & Indirect Dealers in the United States

**Does approval include authorization to sell Hoover/Royal/Dirt Devil products on the Internet?**

No. Within the Company Information section there is a prompt for Direct Dealers only to complete an application for Internet Sales Authorization consideration. Additional in depth information is required in regard to your URLs, sales performance, product mix, participating marketplaces, marketing activity, customer service and transaction capabilities.

**Why do we need to enter all our Brick & Mortar locations?**

The Dealer Locator function on Hoover/Royal/Dirt Devil brand websites will be powered by the Portal database ensuring end users are directed to only Authorized Hoover/Royal/Dirt Devil Reseller locations.

**What if an Authorized Direct Dealer needs to purchase fill-in product from an Authorized Hoover/Royal/Dirt Devil Distributor... How will the Distributor confirm the Dealer is authorized to purchase Hoover/Royal/Dirt Devil products?**

To confirm Authorization of Direct or Indirect Dealers, Authorized Hoover/Royal/Dirt Devil Distributors enter the Direct or Indirect Dealer's ten (10) digit primary telephone number into the Dealer Verification box on the home page of this site.

**Does authorization entitle Indirect Dealers to buy directly from Hoover/Royal/Dirt Devil?**

No, the authorization entitles Indirect Dealers to buy Hoover/Royal/Dirt Devil products from and only from Authorized Hoover/Royal/Dirt Devil Distributors.

**How long until I hear back from Hoover/Royal/Dirt Devil on our Authorization request?**

Typically, 10-14 business days. If you're a new Direct Dealer we'll need 14-30 business days to process your credit application due to reference checks and your bank providing authorization to review your account.

**How do I get more information?**

Complete the form accessible by clicking the "Contact Us" tab or email us at [ContactHelp@Hoover.com](mailto:ContactHelp@Hoover.com)