

Dual Account Benefits You Even More

For most farming and lawncare/landscape operations, I actually recommend setting up "dual account status". We may or may not have already spoken about this. If not, I'd like to explain how this sort of arrangement could benefit you.

Commercial accounts get the best pricing on products because they sign a waiver which indicates they will not resell the product (meaning, they will not purchase the product and then sell it in its original packaging off the shelf or via catalog, etc.). Since they are barred from selling the product retail, they are not competing against dealers for pricing. This is why they get such a good price on product.

I've included pricing documents for commercial accounts and also for what is called a "dealership" account. Dealer accounts are a more flexible account, but their pricing is not as good as a commercial user.

A dealership can help you in a few ways. If you have the time or inclination, dealers can sign up other large accounts such as other farmers, landscapers, lawncare professionals, golf course managers, nurseries and such.

Anytime those accounts purchase product through their account, all order processing and shipping is handled by AGGRAND, but the sponsoring dealer gets commissions on those purchases.

Many of our accounts have a pretty good network of other potential accounts that they work with, talk with, etc. There is a certain amount of trust and respect that passes between people who are aligned in the same or similar business/occupation (as long as those people run their businesses with integrity, of course).

That trust gives rise to opportunity, because, if you indicate to any of your business associates that you are seeing specific benefits from the AGGRAND products, it is likely that those same associates will be interested in at least trying the products themselves.

Of course, you'll obviously want to use the products yourself for a bit to make sure they work in the manner we say they do, but once that formality is out of the way (I have every confidence that you'll be thoroughly impressed with the AGGRAND products) then you have some wide open doors that you'll likely be able to step through.

And, if you have friends and family who happen to be home gardeners/landscapers, most of them will trust the opinion of someone who actually "does it" for a living. If you say the product works, they are going to be

inclined to believe you. And, since you're NOT going to say that until you've actually seen the results for yourself, you can rest assured that you are benefiting them as much as they'll be benefiting you.

As with larger accounts, if these smaller buyers purchase product, you receive the commissions for their order (and possibly even retail profits), even though the AGGRAND company handles all the order processing and shipping (just like with the commercial accounts).

So, you have the very real capability to make some additional money with an AGGRAND dealership account just by telling people of your experience with the product. But, you would want to continue purchasing **your** fertilizer under your commercial account, if it is being used for application to your own crops or customers' lawn/landscaping.

I hope this makes sense. There is a lot of potential here for increased profit with AGGRAND. I'm happy to answer any additional questions about the use of dual account status for your farming or landscaping operation. However, if this does not interest you, I am not going to badger you about it. I will let you push that process forward if you are interested.

You'll find included with this document the appropriate documents for dealership and commercial account sign-up, so that you have what you need, no matter how you decide to proceed.

Best Regards,

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