



Great Lakes Cat Furniture Breeder Referral Program

Great Lakes Cat Furniture is happy to offer you the opportunity to create a new revenue source for your business. By recommending our pet furniture products to your customers, you give them the opportunity to purchase premier products at a discount price. Each time your customer purchases cat furniture from us you will receive a referral commission as long as our agreement is active.

After signing our Breeder Referral Agreement you will receive a unique Breeder Identification Code (BIC). This code is then given by you to your customer with easy to follow instructions on how to use it to obtain the discount.

Your customer will visit our website, shop the products, make their selection and proceed with “check out” just like for any web purchase. On the first screen of the “check out” process there is a box in the upper left corner that says “enter your breeder code here if known”. Your customer enters the BIC provided by you. The system then discounts the total cost of the furniture ordered, places the discount amount on the page, and gives you credit for the discount by placing your cattery name next to the line item.

Only the price of furniture is discounted. Customers are responsible for paying full delivery cost and any applicable sales taxes.

By the tenth business day of the month following your customers’ cat furniture shipment date we will send you a commission check for all the purchases credited to your account. Or you may choose to ‘bank’ the commission and apply it to your own future purchase.

How do I get started?

You need to complete a Breeder Referral Agreement form. Go to our website to download and print the form, fill it out, and mail it to us. Please provide as much information as you can. You can also download and print our product sheets that can be used as hand outs to your customers. Write your unique breeder number on the bottom of each sheet before passing them out to ensure you get proper credit and your customer gets the proper discount.

How soon can my customer start receiving a discount?

At the time we advise you of your Breeder Identification Code it is active within our system, and can be used to receive a point of purchase discount. The sale will also be tracked at that time to give you and your cattery credit.

As a Preferred Breeder can I get a discount on your furniture?

We think it is very important that you are able to show your customer the quality and uniqueness of our cat furniture first hand. As a new member of our Breeder Referral Program we are happy to extend to you a one time 20% discount on up to three pieces of any cat furniture ordered for future shipping or delivery via a cat show. This discount only applies one time; it only applies to the price of the cat furniture; and cannot be used in combination with any other type of discount offered.

Your one time order must be placed via phone or email, and not via the website.

Are there any other perks with this program?

- If you have a website we will email you an electronic file of our company logo that you can add to your site and link to our product page making it easier for your customers to go through you to buy cat furniture.
- We will add your cattery to our online directory of Preferred Breeders and provide a link to your website.
- We will provide you advance information on any new product before we make it available to the general public.
- We plan to offer periodic “specials” and “product discounts” that will only be available through our Preferred Breeder Program.

What is the ‘down side’ to the breeder?

I can’t think of any. As someone who loves what you do, and loves the kittens you are placing in new homes, you have a concern to insure the new environment is as perfect as it can be for your kitten. We all know the importance and benefit of providing cats with a way to get some exercise, keep them entertained, tweak their curiosity and provide them a spot where they feel secure. Our cat trees do all that. If you are instrumental in getting your customer to buy cat furniture from Great Lakes Cat Furniture we are willing to show our appreciation to you by sending you a referral commission.

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