

Dear Sir or Madam,

Thank you for inquiring about becoming a sales rep for Holey Wood Studio. Here at Holey Wood, we created a world of quality designed products made from the most advanced material - thermo-modified wood. We take the time to listen to our customers and strive to meet their expectations for these kinds of products.

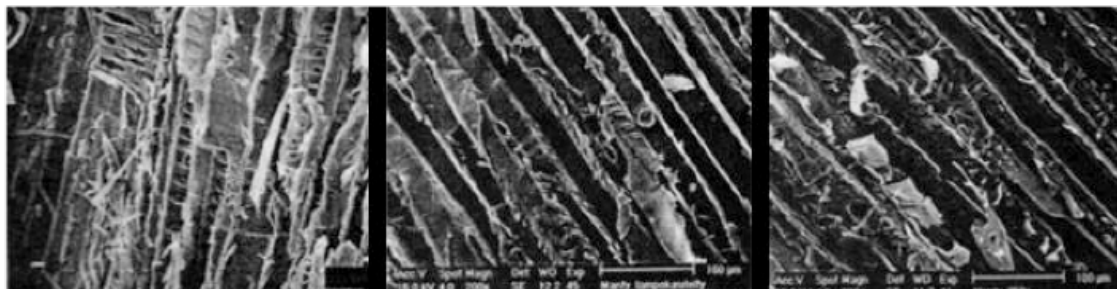
So What Do We Do? Holey Wood Studio designed, manufactures and sells wall planks known as Smart Paneling. We use our patented technology of thermo-treatment of wood at our plant in Macon, GA. Thermo-modification is a modern Green alternative to pressure-treatment of lumber and widely used to produce decking, siding, outdoor constructions, furniture, etc. Thermo-modified wood is naturally protected against decay, has unmatched dimensional stability and the color of exotic wood.

Our Holey Wood brand represents a family of our unique wood planking designs made from thermo-treated wood. This provides the products with the following benefits (ready bullets to sell):

- Structural stability: no cupping, twisting, warping, or shrinking of planks on the wall;
- Our wall planks are great for high humidity areas including bathrooms, kitchens, and outdoors;
- Thermo-treatment eliminates all moisture, resins, sugar, organisms, and bacteria without the use of chemicals;
- Our product is extremely safe compared to the harmful possibilities found in reclaimed lumber such as being full of insects and bacteria;
- Class B fire rating, as opposed to non-treated wood which is a Class C rating;
- Lightweight: thermo-treatment removes the moisture from each board making it lighter;
- Real 350-year old lumber.

Let's look through a microscope:

Thermo-treatment uses heat (up to 400° F) and water vapor to create an oxygen-free environment to speed-up the natural aging of wood and to change the molecular structure of wood cells. Below, is a microscopic view of cell structure for non-treated, thermo-treated and 350-years old wood. As you see thermo-treated wood has a real structure of old wood, so our wall planks are a real 350-year old lumber product!



Non-treated wood

Thermo-treated wood

350-year old wood



7493 Airport Dr., Macon, GA 31216 – 478.228.5555 – sales@holeywoodstudio.com

Who Is Our Target Market? Our goal is to transfer the advantages of thermo-treated wood and bring this beautiful product to the customers through Architects, Home Builders, Interior Designers, Distributors and Retailers. Our Smart Paneling solution increases the value of any project with its beautiful look, durability, and stability. We offer a variety of designs to fit any project. Our product is simple to install and together with each box we supply our DIY No Tools Installation Kit, including double-sided adhesive foam and pre-cut starter and end planks. Any housewife may install our wall planks with no tools needed.

Smart Paneling is versatile and can be used in applications such as: wall decor, wainscoting, accent walls, backsplash, wall tiles, ceiling panels, suspended ceilings (Armstrong ceiling grid), bathrooms, and many outdoor applications as well.

So Why Do We Want You? Smart Paneling has already proven successful through some online sales channels including: Homedepot.com, Amazon.com, Houzz.com, Wayfair.com, DoltBest.com and others. Of course, it is not easy to break through the online environment and demonstrate our advantages to consumers. Nothing is more valuable in our digital world, than direct communication with the customers and usage of personal relations built with business professionals. This is why we're looking for self-motivated, driven individuals to be our sales reps, to join our team, and help us spread the word.

So What's In It For You? We use the most advanced modern technology to make your sales and compensation easy and transparent. We offer simple logistics and an advanced commission tracking system. Once you sign up, you will have access to your own personal dashboard. Here you will be able to keep track of your sales and your commission. You will be provided a unique link to include in emails to customers or to print out and distribute to customers. This unique link works with our automated system and website to track your sales and commission and to provide your customer with a 15% discount. We will payout commissions on a weekly basis through PayPal or by check. You can see your commissions in real time on your dashboard. Also included on your dashboard is our marketing plan along with marketing materials, instructions, and strategies. It's our goal to provide you everything you need to be successful. Of course you'll be provided with real samples and all necessary marketing materials. This way simplifies and opens a lot of additional sales options for you: you may personally meet with your customers and provide them with the marketing materials and your coupon, which they will use for purchases (the system will track the usage of your coupon); you may send it by email; you may place a link on your website, or on your Facebook page, etc. In this way all transactions of your customers will be tracked by the system and no penny of your commission will ever be lost, and even if your customer decides to purchase additional products in the further, your commission will be there.

How Much We Pay You?

We offer several options:

- All referred transaction of your customers, either they use your link, or your individual coupon will pay you **5% commission** for each sale (our software will track all their operations). To keep your customers motivated to purchase products through you, your link will provide them with a **permanent discount 15%** off our regular price. So, if you send them link by email, or place the banner on your website – all will generate you 5% automatically, plus provides 15% discount for your customers.
- You may make **20% or more** if you use your link by yourself and just re-sell the product to your customers as a dealer.
- If you negotiate deals with the distributors, wholesalers, or retailers (we have our products packed in colored retail boxes), we'll offer you and your distributor special deals which everybody will be happy to accept.

How Do I Get Started? Go to this link: <https://www.holeywoodstudio.com/join-our-sales-team>. Fill out the short form. Once you click Start Referring, you will be redirected to your very own dashboard.

The dashboard screenshot shows a sidebar menu on the left with options: Dashboard, My Rewards, Modify Profile, Stats, and Contact Us. The main content area is titled 'Dashboard' and features a 'Quick Stats' section for the 'Last 30 Days' period. The stats are as follows:

Clicks	Unique Clicks	Impressions	Conversions	Commission Earned
4	2	3	0	\$0

Below the stats is a 'Join Our Sales Team' section with a help icon. It includes the text 'Get rewarded by instantly sharing with your friends.' and a social sharing icon. At the bottom, there is a 'Use this link to promote us.' section with a text input field containing the URL https://holeywood.st/tracker.com/coupons/index/od/73348_614/ and a 'COPY' button.

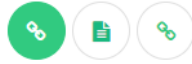
This is an expanded view of the sidebar menu, showing the following items from top to bottom:

- Dashboard (with a globe icon)
- My Rewards (with a trophy icon)
- Modify Profile (with a person icon)
- Stats (with a pie chart icon)
- Contact Us (with an envelope icon)

This is an expanded view of the menu on the left. Here you will find the options to see a summary on the dashboard, view more details about your earnings under “My Rewards”, make changes to your personal info under “Modify Profile”, and more detailed statistics under “Stats”. “Contact Us” provides you an email link to us if you need assistance.



7493 Airport Dr., Macon, GA 31216 – 478.228.5555 – sales@holeywoodstudio.com



Use this link to promote us.

https://holeywood.ositracker.com/coupons/index/oid:73359_6146 COPY

On the Dashboard, you will find your unique link to distribute to customers. You will also find our marketing materials available for download. Finally, you will have the ability to provide this link to your own website to market our products.

We are very excited that you are considering joining our sales team! Feel free to contact us with any questions. We can be reached by email at sales@holeywoodstudio.com or by phone at 478-228-5555. Colleen Kemper will be your contact person if you or your customers have any questions or need additional information.

THANK YOU!