

USING BUSINESS DEVELOPMENT FUNDS

QUICK REFERENCE GUIDE

Program participation is subject to Business Development Fund Program rules available at www.andersenwindows.com/myandersen.

ELIGIBILITY

- Contractors with a current “Certified” status are eligible to earn Business Development Funds and submit claims for reimbursement. Contractors with a Suspended Status may earn Business Development Funds but may not redeem Business Development Funds until their status returns to Certified.
- If contractors become “Not Certified”, they forfeit any Business Development Funds balance and are not eligible for any reimbursement.
- Business Development Funds expire one (1) year after issuance.

REVIEWING CLAIMS

- Eligible claims for approval must be submitted through the Marketing Services Center accessed through MyAndersen.
- Questions or escalations should be directed to CertifiedContractor@andersencorp.com

REDEMPTION

- Contractors will be reimbursed by SproutLoud for approved claims via an ACH account.
- Any expenses that exceed available Business Development Funds will be the sole responsibility of the contractor.

ELIGIBLE ACTIVITIES

Eligible activities for Business Development Funds reimbursement through the Andersen Marketing Services Center:

Marketing Programs, Ads, Literature, and Samples available through the Marketing Services Center

- No claim is required when using funds on these items and these qualify for 100% BDF usage, if funds are available.

Apparel and co-branded items available through the Andersen Gear site

- No claim is required when using funds on these items and these qualify for 100% BDF usage, if funds are available.

Andersen Displays and Samples not available through the Marketing Services Center

- Framework displays, products for built-in displays or samples not available through the Marketing Services Center are eligible for reimbursement.
- An itemized invoice from your dealer or The Home Depot store is required for reimbursement and must include your company name on it. Quotes and/or order acknowledgments are not acceptable.
- Invoices must be dated no earlier than January 1, 2022.

Insurance Fees

- Andersen will reimburse up to \$350 in insurance fees on a single invoice for Andersen Certified Contractor Program insurance requirements.
- An invoice from a qualified company for insurance for Certified Contractor Program requirements is required and subject to verification.
- Invoices must be dated no earlier than January 1, 2022.

Installation Masters Certification

- Course fees associated with attending and completing an Installation Masters Certification Program are eligible for reimbursement. (<https://www.installationmasters.com/>)
- A course description along with the invoice for the course fee must be submitted.
- Course fees will be covered at 100% if funds are available.
- Any required travel will not be covered.
- Invoices must be dated no earlier than January 1, 2022.

Home Shows

- Booth costs to participate in local home shows where you will be promoting Andersen® products and that you're an Andersen Certified Contractor are eligible for reimbursement.
- Invoices detailing show expenses and a picture of the booth must be submitted.
- If competitive brands are displayed in the booth, reimbursement will be based on the percentage of the booth space committed to Andersen products.
- The Andersen logo or Andersen Certified Contractor Logo must be properly used following brand guidelines in the booth.
- Invoices must be dated no earlier than January 1, 2022 and apply to shows occurring in 2022 or later.
- Event Safety: Contractors are responsible for the conduct of their relationship building events and the safety of the people attending. Events must follow CDC, state and local health and safety guidelines, including any applicable requirements for occupancy limitations, social distancing, and face coverings. By accepting BDF funds, you agree to indemnify and defend Andersen against any claims arising in connection with your relationship building events.