



DEALER APPLICATION FORM

Company Name _____

DBA (if applicable) _____

Website _____

Phone _____ Fax _____

Contact Person _____

Phone _____ Email _____

BILLING ADDRESS

SHIPPING ADDRESS

Name _____

Street _____

City _____

State _____

Zip _____

Name _____

Street _____

City _____

State _____

Zip _____

Do you have a store front? Yes No

Regular business hours? Yes No

Are you planning on stocking any parts and accessories? Yes No

Are you planning on stocking rifles or uppers? Yes No

Number of years in business _____

Estimated first order size _____

Preferred payment method:

Visa Mastercard Discover Check Money Order

SUBMISSION ATTACHMENTS

As part of this application, you must submit a copy of your **current FFL** if you intend to order serial numbered items as well as your **State Resale Certification**.

Submit these documents with this application in one of the following ways:

Email:
dealer@jprifles.com

Fax:
651-426-2472

Mail:
15125 Francesca Avenue North
Hugo, MN 55038

TERMS AND CONDITIONS

To qualify for dealer terms and pricing, you must operate a retail business (either brick-and-mortar or online) open to the general public, possess a state tax ID number as well as a current FFL if you are purchasing regulated firearm products.

Prices are F.O.B. Factory; shipping charges to be added. Ground service shipping on rifles is \$40.00 per rifle and \$25.00 per upper assembly, lower assembly or Semi-Auto Chassis System. All other merchandise will be billed at UPS rates. State and local sales taxes are not included in pricing.

JP Dealers must abide by minimum advertised prices (MAP). See below for MAP specifics. Prices are subject to change without notice. Always verify pricing before quoting your customer.

MINIMUM ADVERTISED PRICING POLICY

The JP Enterprises Minimum Advertised Price (MAP) policy is a means to protect margin structure for both JP Enterprises and our network of valuable dealers. This policy ensures that our products are meeting the standards of our dealers while protecting brand perception and product integrity. A well-enforced MAP policy also provides enhanced margins for dealers of JP products.

- **Minimum advertised prices (MAP) must be within 5% of MSRP as shown in our dealer price lists.**
- No advertising or promotion of below-MAP pricing or discounting is allowed.
- Promotion of implied lower pricing is not allowed. This includes statements such as “call for price” or “call for lower price.” Likewise, no “Add to cart” promotions for below-MAP pricing are permitted.
- Use of publicly visible venues such as online forums may not be used to promote below-MAP pricing, whether in publicly viewable postings or banner ads.
- If selling on any auction sites, pricing must be listed as “Buy It Now” (or equivalent) at or above MAP. No “Reserve Price” or “Best Offer” is permitted. In the case of auctions, starting bids must be at or above MAP. Pre-approval by JP Enterprises is required for any deviation from these rules.
- Dealers may, at their discretion, match the discount of JP’s own internal sale(s), such as those offered in our monthly JP BULLETin newsletter or on social media.

BECOMING A MASTER DEALER

To encourage and support any dealer willing to actively stock and sell JP product, JP Enterprises offers a "Master Dealer" (MD) incentive pricing tier. Master Dealer price structure applies to JP-manufactured products only (i.e., products with SKUs beginning in "JP"). Products from second-party manufacturers such as buttstocks, grips, optics, bipods and other accessories, including second-party rifle upgrades such as a Magpul stock, do not qualify for Master Dealer pricing.

A minimum stocking order of \$10,000.00 USD is required to qualify for Master Dealer pricing. In the case of a single qualifying order, items will be priced at MD, and all subsequent orders for that year will be priced at MD. Dealers may also place orders at standard Dealer pricing over the course of a single calendar year equaling \$10,000, after which subsequent orders will be priced at Master Dealer. After the first year, you will continue to receive Master Dealer pricing without a stocking order provided you are purchasing a minimum of \$10,000.00 per calendar year.

Master Dealer price structure applies to US domestic dealers only. We do not export directly and therefore export price structure will be dictated by the US exporter. In other words, we will sell and ship to a US-based exporter, and they will sell to the export customer as required by the US State Department.

Why Become a Master Dealer?

Our extensive promotion efforts will aid in selling these products for you, but you must invest in inventory to realize the full profit potential of the JP product line. Many gun store owners think that their customers are not willing to pay the price of top quality firearms or components. However, in many cases, this is because the customer has never had a chance to handle the product in person.

In the firearms industry, so much of what we see is a rehash of the past. Show your customers something first-hand that they can feel and play with. Once they experience something new and innovative, you will reap the profits. If you stock our rifles, uppers and products, you can't help but become a JP Master Dealer.

This document constitutes an agreement between you, the retailer, and JP Enterprises. **Signing and submitting this application form implies you have read and agreed to these terms.**

Please note that if any of the information in the application is not filled out completely or you do not include your current FFL (if you intend to order serial numbered parts), your application will not be considered. We reserve the right to disqualify any application for any dealer reason.

Completed By _____ Date _____
Title _____

WWW.JPRIFLES.COM

15125 Francesca Avenue N.
Hugo, MN 55038

Voice:
651-426-9196

Fax:
651-426-2472