

The **KENAI**™ Difference

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National Brand Manager

PRO WATER PROGRAM

The foundation of the Kenai brand was built using the best products in the industry. Our Pro Water Program relies on seven basic principles:

1. Building Programs

- We will build programs on unique, diverse, and advanced technology product offerings

2. Selective Territories

- Dealers will have selective territories to market and sell Kenai products.
- We will utilize zip codes and total populations to designate selective territories.
- These outlined territories will enable a clear means of expectation and goals for quarterly unit sales.

3. Technical Training

- We will provide product training to enable the dealer to succeed in their sales goals as well as mastery of the products.
- A unique product offering requires a thorough understanding of the operation, and more importantly, the value proposition this brings.
- Technical training for the equipment will be provided to demonstrate the expertise of the install and service agents.
- Sales training programs will tie the product capabilities to the message of the benefits of treatment and confidence in the Kenai dealer.

4. Marketing Support

- We will connect you with one of the best digital marketers in the industry and provide you with in house marketing resources such as truck wrap designs, branded literature, social media templates, tradeshow assets, and leads from a designated website landing page.
- Once a year, in January, we will meet to evaluate performance and calculate co-op earnings that you can use to further help your business grow.

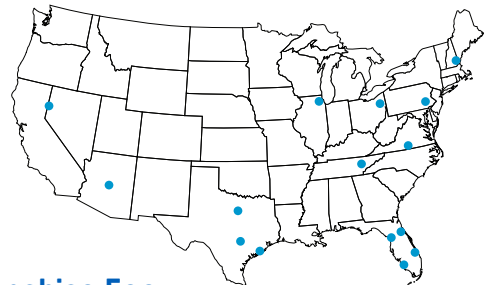


5. Dealer Network - Pro Water Dealer Connections

- There will be an open forum for dialog amongst Pro Water dealers at our quarterly Regional Kenai Dealer Meetings.
- We will hold an annual meeting to assemble all Pro Water dealers to celebrate our success, recognize sales and dealership leaders, and plan for the next year.
- Our goal is to create a network of peers that lift each other up and challenge each other to do better.

6. Kenai Brand Supported by Charger Water

- We are supported by Charger Water's fifteen branches across the US who are managed by EXPERTS in the water treatment industry.



7. No Franchise Fee

- We are happy to offer a franchise-quality program WITHOUT the franchise fee that other programs charge. We believe this to be a mutually beneficial program.

