



## ***Become Part Of The Dreamscreen Team***

### **Consider The Possibilities**

According to U.S. Census, there are approximately 121 million homes in the United States with a projected increase of 1.6 million additional new homes per year according to NAHB statistics. Of the 121 million homes, approximately 70% are owner occupied residences or 84.7 million homes that are candidates for retractable screen products. Factoring in known consumer demographic information that considers age, income level, education, and number of household members, it is possible to approximate the total available market size at 39.2 million homes. If only 5% of these qualified homeowners made the wise decision to purchase retractable screen products at an average sale price of \$350.00 the market would be conservatively valued at \$588 million.

### **The Market Today**

Retractable screen door and window products are not a new concept. It is one that has recently experienced renewed interest due to innovative product improvements and the superior advantages it offers compared to traditional screening products. There are about 15 companies that currently manufacture retractable screen products with total combined annual sales of approximately \$50 million. The market is still in its infancy with a growth rate approaching 50% per year and will continue to increase as homeowners discover the superior advantages of retractable screen products.

### **The Dreamscreens Advantage**

Dreamscreens has taken the original concept of retractable screen products and elevated the performance and durability to new standards. Our patented designs have made the product more reliable and easier to install compared to competitive products. Our mission is to provide a product that is technically superior to the competition while offering unsurpassed value, service and support to our customers. To fulfill our mission, we need qualified business partners to help us develop the full potential of the market and share in our success.

### **Are You Ready To Become Part Of Our Success**

Dreamscreens has several business opportunities available for highly motivated entrepreneurs that want to become a part of our continued growth and success. We are looking for business partners that share our passion, vision and dedication to providing superior products and service to our customers. A company is known by the company it keeps... For this reason, we are very selective as to who joins our team. We hope you will consider the possibilities and explore the future as a member of the Dreamscreen Team.



## **Clearly Viewed To Be The Best**

***When people are introduced to the features and benefits of a Dreamscreen...It Sells.***

Whenever the Dreamscreen is compared to a competitive product it wins because of superior features, installation ease, quality construction, and exceptional value. It is easy to understand why Dreamscreens is quickly becoming the recognized leader of screened window and door products. Our dealers make more money because of generous product margins and increased profits resulting from faster installation times. Time is money...Why waste your time with inferior retractable screen products. Dreamscreens has it all!

### **The Dreamscreen Advantage**

- The Dreamscreen *Wind-Breaker* is the only retractable screen made that won't blow out in a stiff breeze.
- Full length magnets are used for both retention and sealing the screen as compared to small cabinet magnet (s) that constantly need adjustment.
- Single doors have been installed in less than 15 minutes and double doors in less than 30 minutes. However, typical installation times are 45 and 60 minutes respectively.
- Dreamscreens offers single and double Cut-To-Fit Door Kits that provide installation versatility at the jobsite.
- Dreamscreens offers two standard single doors and two standard double doors for 6'8" high door openings, 79 3/4" for flush or face mount, 82" for face mount. No pre-measuring is required... Just take it out of the box and install.
- Dreamscreens are specialists at manufacturing custom doors for nearly any application. We will work with the dealer and the customer to solve unusual applications.
- The Dreamscreen can be mounted either inside the door frame or on the face of the door frame and for either in-swinging or out-swinging doors. All of the materials required for either installation are included.
- The screen tension is factory wound for normal operation but the tension can easily be adjusted on site for high winds or lighter applications.

### **Exclusive Dreamscreen Features**

- The Dreamscreen *Wind-Breaker* is the only retractable screen made that won't blow out in a stiff breeze.
- All the vertical members are precut on all Ready To Install door kits and corner clips used for easier installation. The Dreamscreen can be installed in a fraction of the time required by any other manufacturer because there are no screws used for the guide rails.
- A reinforcing strip is welded on the bottom edge of the screen to prevent fraying therefore extending screen life. (Not used on the *Wind-Breaker*)
- Full-length vinyl/foam bumpers protect the user if the door is released during retraction and provides for quiet operation.
- Precision sealed ball bearings are used on the top and bottom of the roll-up mechanism for smoother operation.
- Because of unique design advancements, Dreamscreens has received patent number 6,408,922.



## ***The Dreamscreens Dealer Program***

***Because success breeds success... A business opportunity designed for your success.***

At Dreamscreens, we recognize the importance of developing successful business relationships. That is why Dreamscreens offers three distinct Dealer Programs designed to compliment your existing business resources and the customers you serve. We are looking for dedicated business partners to share our vision of becoming the industry-leading supplier of retractable screening solutions that provide unsurpassed value, quality and customer satisfaction. Our success depends on the success of our dealers and we are committed to providing unparalleled support to the people that represent our products to guarantee a mutually profitable relationship.

### ***Dreamscreens and You... All the Ingredients for a Winning Team***

When you become a Dreamscreens Dealer, you will have joined a winning team of entrepreneurial business people dedicated to representing a superior line of screening products with the backing and support of a dynamic company committed to your success. Here are the ingredients that we provide to help create a winning team:

- Comprehensive sales and installation training
- Competitive pricing structure with excellent margins
- Local marketing support including website exposure, trade show displays, point of purchase display materials, brochures, ad designs, direct mail pieces, promotional flyers, corporate identification materials, and sales demo kits.
- Co-op subsidized advertising programs
- Free shipping on quantity orders
- A friendly, courteous and responsive staff of Dreamscreen professionals to help you every step of the way to achieve business success

### ***There is no better time to start than now***

The first step towards becoming a Dreamscreens Dealer is to fill out our Confidential Dealer Information & Profile form and Credit Application. A Dreamscreens representative will review the information with you and discuss the various Dealer Program opportunities available that best serve your business interest. That is all there is to it. We look forward to welcoming you aboard as the newest member of the Dreamscreens Team.



## ***The Contractor Dealer Program***

### **Program Overview**

The Contractor dealer program is the basic entry-level program for people that want to use Dreamscreens products to supplement their core business as a sideline. It does not require a capital investment or stocking of product inventory and there are typically no annual sales minimums. The person that selects this program may work in the trades as a contractor, builder, renovator or independent sales representative. They may or may not have a separate place of business or a showroom to display products but should have a van or truck with tools adequate to perform installations. The Contractor Dealer is non-exclusive and has no territory restrictions but should reside in the geographic region where they typically conduct business. Product purchases may be made through either an Exclusive Dreamscreens Dealer if you are located within his exclusive area. If there is not an Exclusive Dreamscreens Dealer in your area, you may purchase product directly from the factory.

### **Minimum Program Criteria**

- The business should have the capability of receiving product shipments by UPS and able to place orders by fax or email.
- A basic knowledge of construction techniques and use of simple hand or power tools.
- Other products represented must not compete with Dreamscreens.
- You must purchase a "Sales Kit" that contains a Dreamscreens logo black canvas sales attaché, 20" x 20" sales sample, measuring kit, color chips, screen samples, and 100 brochures. The cost of the kit is \$100.00.
- Contract Dealers not located near a Franchise or Exclusive Dealer who purchase factory direct, will also be required to purchase a "Start-Up" package that includes a minimum of 5 doors (a double door counts as 2 doors).

### **Income Potential**

Actually, the sky is the limit and depends on how successful you would like to become. The average Dreamscreens Contractor/Dealer will sell between 10 and 100 products a year. This translates into a gross profit of up to \$20,000 per year depending on product mix including installations.



## ***The Exclusive Dealer Program***

### **Program Overview**

The Exclusive dealer program is an excellent program for people that want to use Dreamscreens products as a major source of income. The program features an exclusive territory, higher profit margins, offers the use of Dreamscreens in the company name, and the ability to generate additional income by selling to non-exclusive dealers within their designated territory. Since there is a much higher earnings potential, a small investment is required for product inventory and there is a minimum sales requirement based upon market potential for the territory selected. The person that selects this program will typically be a wholesaler/retailer of window, door or other complimentary products with a dedicated place of business that offers a display showroom, area to store inventory and perform minor fabrications. The business will also have multiple employees and dedicated company vehicles with tools adequate to perform installations. The Exclusive Dealer will purchase Cut To Fit or Ready To Install product kits directly from our factory typically in larger quantities in order to take advantage of free shipping. This program is an outstanding business opportunity designed to fit a wide variety of existing businesses or the entrepreneur looking for high profit start-up.

### **Minimum Program Criteria**

- The business should have the capability of shipping and receiving product shipments by UPS or common carrier.
- The business should have the capability of storing a minimum of 25 door kits and have an area suitable to perform minor product fabrications.
- A basic knowledge of construction techniques and experience in the use of simple hand and power tools.
- Other product lines represented must not compete with Dreamscreens.
- Must be located in a territory capable of generating a minimum of 250 units of product sales annually.
- You must purchase a “Start-Up” package that includes a minimum of 25 doors, installation accessories, demo door, and Sales Kit. The cost of the “Start-UP” package will vary, as it will be customized to fit your individual business resources and market potential.

### **Income Potential**

The gross sales for 250 doors installed is about \$100,000. For an Exclusive Dealer the gross profit potential is \$50,000 to \$60,000 per year but can be much higher depending sales volume.

### ***The World's Finest Retractable Screen***

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