



**Myth:** Dee Zee is selling direct online.

**Fact:** When a customer purchases an item, their order goes to all the jobber locations registered through Shopatron to fulfill the order. All distribution channels remain intact from the WD and retail location.

**Myth:** Retail locations cannot compete with the price.

**Fact:** Pricing through the eCatalog is set at 15% over Jobber price schedule and does not undercut retailers.

**Myth:** I can't afford to sign up.

**Fact:** Shopatron is completely free to all retailers to sign-up and fulfill orders.

**Myth:** I don't have the time to track orders.

**Fact:** It is not a time intensive bidding system. All orders close at noon CST, and the closest retailer to the order location, ships it. A daily login before the orders closing time is sufficient.

**Myth:** I don't want to track payments or handle the system.

**Fact:** Shopatron handles the processing of all credit cards. They have a toll-free customer support line to assist customers and retailers with orders. Shopatron has a detailed website with FAQ's.

**Myth:** Consumers don't know what they are getting.

**Fact:** On the eCatalog, the "information" tab explains the use of the Shopatron system. Consumers are alerted via email who will be fulfilling their order and another email showing the date the item shipped, the carrier, and all tracking information. Customers have access to all features and benefits, specifications, as well as images as they review their product.

**Myth:** I'm losing my local consumers.

**Fact:** Consumers have the choice to pick up an ordered item from stores registered on Shopatron. This is beneficial for consumers who are looking for installation potential.

