



ALL-STAR VERIFIED INDEPENDENT DEALER CRITERIA

- Your business has a combined 50-99 years or more of overall experience in sales
- Your business has been in operation for 5 to 9 years
- You have an annual revenue of \$0 to \$10 million
- Your business is not publicly traded or otherwise owned by stockholders, either privately held or publicly traded
- Your business is owned by an individual or family with a controlling interest in the business
- Your business has not accepted outside financing which includes/requires a majority equity share in the business to be provided to the company investing the funds
- Your business is a sole proprietorship company free from outside control. It is a privately owned establishment and not a public limited company which is owned by investment shares traded in the stock market
- You have a brick-and-mortar presence (includes a warehouse where customers can see you doing business)
- You have a website promoting your business that can also be used for e-commerce
- You have an active use of social media to promote/market your business
- Your business has a process for addressing customer/vendor complaints
- You have been an NSGA member for at least one year and your membership is current
- You or someone from your company has attended the NSGA Management Conference & Team Dealer Summit at least once in the last 5 years
- You can provide five positive references – three customer/consumer and two manufacturers – that you are doing business with