

# STONE & TILE PROS

◆ [www.stoneandtilepros.com](http://www.stoneandtilepros.com) ◆

Thank you for your interest in becoming a Certified Stone and Tile PRO Partner.

Following is the application packet which includes:

1. Partner Application
2. Commitment to Professional Integrity
3. Partner Agreement
4. Credit Card Authorization Form

Submit Completed Application Packet and Documents To: **Partner Enrollment**

**By Mail:**

Stone and Tile PROs Inc.  
230 Springview Commerce Dr.  
Suite 500  
DeBary FL 32713

**By Fax:**

(407) 567-7654

**By Email:**

[admin@stoneandtilepros.com](mailto:admin@stoneandtilepros.com)

# Certified Stone and Tile PRO Partner Profile

APPLICATION DATE \_\_\_\_\_

Premium Service (\$395/mo)       Limited (\$195/mo)

(Fees are charged per category / market area. Secondary categories or market areas are discounted 10%)

Select Your Category/ies

Fabricator    Stone Restoration/Maintenance    Tile & Grout Restoration/Maintenance  
 Installer    Tile Shop / Supplier    Inspector

Market / Metro Area(s) \_\_\_\_\_

(Please refer to stoneandtilepros.com/partner-center for market areas or call for breakdown of market areas.)

Company Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City / ST/Prov \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Shipping Address \_\_\_\_\_

City / ST/Prov \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

TAX ID (U.S Only / Required to receive Stonecarecentral.com affiliate earnings) \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Primary Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Telephone \_\_\_\_\_ Other Phone \_\_\_\_\_

## **LICENSE**

If your state/jurisdiction mandates a license for your service, we require it for all Certified Stone and Tile PRO Partners. Your license number will be posted on listing on [www.stoneandtilepros.com](http://www.stoneandtilepros.com).

License Information ST \_\_\_\_\_ No# \_\_\_\_\_

## **INSURANCE**

Liability Insurance Company \_\_\_\_\_ Phone \_\_\_\_\_

Policy Number \_\_\_\_\_ (Please provide certificate)

# Certified Stone and Tile PRO Partner Profile

## *How Did You Hear About Us?*

---

---

---

---

## *Personal References*

(Current MIA Members may waive personal reference requirements)

NAME

TELEPHONE

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

## *Customer References*

They may be either residential or commercial.

NAME

TELEPHONE

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

## *Other Memberships / Accreditations*

Please list any memberships or accreditations, certifications, etc. that your company has.

<hr/>	<hr/>
<hr/>	<hr/>



## Certified Stone and Tile PRO Partner Commitment to Professional Integrity

Stone and Tile PROS mandates a high level of professionalism amongst our PRO Partners for the benefit of the consumer as well as for the integrity of our services which in turn benefits each and every one of our Partners.

We are very selective in accepting Partners into our program. The occurrence of consumer complaints that have been presented to us is virtually non-existent. However, by signing below you understand and accept that should complaints about your company's workmanship, customer service, or professional ethics be presented to stoneandtilepros.com, the Quality Standards Committee, which is comprised of peer Partners, will investigate, evaluate and judiciously determine what action, if any, should be taken. For legitimate complaints, egregious actions may result in the loss of some or all Partner privileges. All decisions will be presented in writing to the subject company.

Please carefully read and sign / submit the following **Commitment to Professional Integrity**:

I agree, on behalf of myself and my company...

1. To provide quality customer service and workmanship.
2. To educate my customer on appropriate care and maintenance in accordance with Natural Stone Care and Maintenance Standards established by Stone and Tile PROS, Inc.
3. To maintain appropriate ongoing education and training in my field.
4. To maintain appropriate licensing and insurance for my business.
5. To present my company to the industry and to the public in a professional manner with respectability and integrity.

I have read and agree to the above terms. I understand that any Partner Company that is terminated loses all Partner benefits and will relinquish any rights to market slot(s) held.

---

Company

---

Signature

---

Date

---

By (Print your name)

---

Title

# Stone And Tile PRO Partner Agreement

## CERTIFIED STONE AND TILE PRO PARTNER DESIGNATION

Any active Partner may display the Stone and Tile PRO Partner designation logo on their collateral material, website, business card, letterhead, advertisements, etc. and / or use the statement "Certified Stone and Tile PRO Partner." Decals will be provided upon request that can be used for your company vehicles or showroom / retail space.

## PROFESSIONAL SUPPORT and RESOURCES

### Technical Directors

Our Board of Technical Directors is comprised of seasoned and highly regarded professionals and currently includes, Dr. Fred (Fred Hueston), Stone and Tile Forensic Expert; John Freitag, Director of The Stone and Tile School; and Monte Osterman, Fabrication Technical Director.

### Community of Practice (CoP)

Communities of practice are defined as: *Groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.* We facilitate our Partner CoP through an email based private discussion group. Partner can ask questions, discuss topics, make announcements, etc. The discussion group is monitored closely by our Technical Directors.

### Partner Center

The Partner Center ([www.stoneandtilepros.com/partner-center](http://www.stoneandtilepros.com/partner-center)) has many features including a repository for sample contracts, white papers, documents, sample ads, photos, tips, reference guides and more. It is a perpetually growing resource for our Partners. If you have a need for something that you cannot find, just ask. We may have it or can get it.

## INTERNET MARKETING

One of our paramount priorities is to drive business to our Partners. The Internet is now the number one place consumers -- both residential and commercial -- go to find local service providers. We strive to make each of our Partners dominate on the web in their market area and use many Internet sites and directories to promote our Partners and increase your website page ranking.

### Stoneandtilepros.com

Stoneandtilepros.com is rated in the top 10% of all websites on the Internet and the vast majority of visitors mark it as a favorite. It was created for our Partners. We give our Partners exclusive / semi-exclusive market slots, so our Partners will never be 'lost in the crowd!' We limit the number of Partners in any given market area for each category to approximately 1 for every 1 to 1 1/2 million population. Your Partner fee includes a listing or listings in any one category and its sub-categories in one market area. Additional slots -- listings in other categories and or market areas -- require payment of the Partner fee for that category or market. Fees for secondary slots are discounted 10% off the most current standard rate.

### Marblecleaning.org

Marblecleaning.org is another site where we promote our Partners. Partners are promoted in answers to consumer questions, many of which get tens of thousands of hits, they are listed and linked to from the site, and we also have a perpetual banner ad in marblecleaning.org linking consumers to the Find a PRO section in [www.stoneandtilepros.com](http://www.stoneandtilepros.com).

### Stoneprosolutions.com

Each of our Partners will be listed on stoneprosolutions.com. This is done for two purposes. One, to give consumers an additional and easy way to verify that a company is in fact an active Partner, and two, as an additional place to give exposure to and a link to our Partners' websites, to increase their page rank.

### Tileandgroutcleaning.net

Premium Partners that offer tile and grout cleaning and restoration services will be listed on [tileandgroutcleaning.net](http://tileandgroutcleaning.net).

## **Billboard and Other Sites**

We may build additional websites to promote our Partners We may promote our Partners on 'billboard' sites, mini-websites created exclusively to promote a product or service that points to the main websites. Especially in highly competitive areas, this can be an effective way to help our Partners to gain dominance over their competition. We may also present opportunities to list our Partners on other sites from time to time.

## **SEO (Search Engine Optimization)**

We work hard to make all of our Partners do well in search engine results. The algorithms and criteria change from time to time and the web itself is constantly changing. We make it a point to stay current with search engine optimization strategies for the benefit of all of our Partners and perform Essential Search Engine Optimization for all Partners. We may make recommendations to you for changes to your site such as adding pages, forms, etc. If you opt to take our recommendations and ask that we implement the changes for you, there may be a fee for the development / design involved.

## **Social Media and Directories**

For all Premium Partners, we will create Social Media Pages such as Facebook as well as list them in a number of additional web directories and classified listings sites.

## **OTHER SERVICES**

### **Web Hosting**

We offer web hosting for our Partners at no charge whether we develop your site or not. Included in our hosting package are: unlimited email accounts, site statistics and reports, myriad web tools and resources.

### **Website Development**

We design and develop quality, effective websites for our Partners at a very discounted rate. Our websites include all of the features that we have determined to be most effective for stone and tile companies. Additional pages, features, forms, etc. may be added at current discounted Partner rates. (Call or see [www.stoneprosolutions.com](http://www.stoneprosolutions.com) for current rates and pricing.) We do not develop or promote websites for non-Partner companies that compete with our Partners.

We also offer web editing / development services for Partner sites that were not developed by us at a very reasonable rate.

### **Website Support**

We support the websites we build for our Partners at no charge. Support means resolving problems, or showing you how to do certain things. It does not include services such as writing content, editing photos, creating new pages, adding forms, etc. (However, these types of services can be done at your discounted Partner rates.)

Additionally, we can provide support for Partner websites not built by us at Partner discounted rates.

### **Graphic Design and Other Services**

We offer additional support services such as: graphic design and print services, broadcast faxing, broadcast emailing and other services to our Partners at a discounted rate. Our Print prices to Partners are extremely competitive. We also offer a library of professionally designed templates for brochures and other collateral material. We want to play a key role in helping our Partners build branding and grow their businesses.

## **INTEGRAL ALLIANCES**

### **Stonecare Central**

Stonecare Central was created primarily for our Partners. There are currently two distinct sites -- one for homeowners ([www.stonecarecentral.com](http://www.stonecarecentral.com)) and another for pros ([www.stonecarecentralpro.com](http://www.stonecarecentralpro.com)).

#### ***StoneCareCentralPRO***

Partners may purchase their supplies and equipment at significant discount at [Stonecarecentralpro.com](http://Stonecarecentralpro.com). You may also log in and see past orders, print out invoices and manage your account profile.

#### ***Stonecare Central Affiliate / Partner Program***

As an affiliate of [stonecarecentral.com](http://stonecarecentral.com), you can earn revenue from sales you generate either through your website or your other efforts. We will set up your site at no charge.

### **SCC Partners**

Stonecare Central Partners are also asked on occasion to test products and give honest feedback. It is the collective feedback that makes the products in SCC exceptional. When Partners give feedback, those comments are frequently added to the "What our Pros Say" tab for each product, which not only helps consumers, it gives you greater exposure and a coveted link back to your site.

### **The Marble Institute of America (MIA)**

Premium Partners will receive full membership to the Marble Institute of America at no additional cost. Partners will also receive from MIA an upgraded membership package.

### **The Stone and Tile School**

The Stone and Tile School is the largest, most well-equipped training facility of its kind. It is known for its small group, intensive hands-on classes with each student having their own equipment and supplies to work with. Course offerings range from introductory to advanced training and typically focus on specific surfaces (marble, granite, countertops, walls, ceramic tile and other dimensional stones). The Stone and Tile School is recognized by, among others, the Restoration Industry Association (RIA) for Continuing Education Credits (CEUs). As an integral alliance, The Stone and Tile School gives our PRO Partners a discount on all training programs.

## **OTHER ALLIANCES AND RESOURCES**

We also develop relationships with many other companies and organizations in which our Partners are provided special discounts or privileges. All currently available alliances and resources will be listed in the Partner Center.

## **FEE / PAYMENT**

We strive to maximize services while maintaining the lowest possible Partner fees. However, on occasion, we may have to increase the fee. At least 60 days notice will be given before any increase is made. Payment is to be made in advance each month. Our preferred method of payment is for our Partners to provide a credit card authorization form authorizing Stone and Tile PROS, Inc. to charge the monthly fee and any outstanding invoices for additional services as they are incurred. Alternatively, we will accept checks or Paypal.

Discounts are provided for annual or semi-annual prepayments. Please contact your Designated Partner Manager or refer to the [stoneprosolutions.com](http://stoneprosolutions.com) website for more information.

## **TERM**

There is no term commitment. You may cancel at any time with 30 days written notice.

## **TERMINATION**

### ***Proprietary Material***

Upon termination for any reason all Stone and Tile PROS, Inc. copyrighted and/or proprietary material must be discontinued from use. This includes but is not limited to the Stone and Tile PRO Partner designation and logo and The Stone and Tile Care Guide. It may include content on sites that we have provided.

### ***Domain Name***

If we reserve your domain name for you, it is your name. We manage it only. If services are terminated, your name is yours. Upon written notice and provision of the necessary information, we will simply transfer the name to you. However, we do have a multitude of names we have reserved for our use or to be used by our Partners. If you use one of these pre-reserved names and later terminate services, the name will remain ours.

## **SUSPENSION OF SERVICES**

Stone and Tile PROS, Inc. reserves the right to suspend or terminate services for either of the following reasons:

### ***Breach of Professional Ethics and Standards***

Because it is imperative that our collective group of Stone and Tile PROs maintain a stellar reputation, any complaints that we get or any breach of professional ethics and standards that we become aware of will be evaluated by our Stone and Tile PROS Peer Review Committee ([www.stoneprosolutions.com/standards\\_committee.htm](http://www.stoneprosolutions.com/standards_committee.htm)). Should any offense be determined to be valid, the committee will make a determination as to appropriate action which may include suspension or termination of services. Partners subject to peer review will be notified in writing of any decisions made.

***Non-payment***

Payment is to be made in advance for any month and is considered late 10 days after the due date. A late fee of 5% will be applied to your account. Any account that has 2 or more months outstanding is subject to interruption of services. Once an account has been suspended, payment in full including all accrued late fees, plus a \$100 fee must be paid before services can be reestablished.

NOTE: Stone and Tile PROS, Inc. reserves the right to change Partner benefits from time to time. Additional benefits will be added and existing ones may be modified or discontinued.

I understand and accept the terms described above.

**Stone and Tile PROS, Inc.**

By:

By:

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Stone and Tile PROS, Inc.  
CREDIT CARD AUTHORIZATION FORM

**Instructions**

1. Complete the form by printing legibly with a dark pen, all billing information in the blanks below.
2. Sign with the credit card holder's signature on the line indicated.
4. Fax this form back to us at: **(407) 567-7654**.

I, \_\_\_\_\_, of \_\_\_\_\_ (COMPANY)  
hereby authorize Stone and Tile PROS, Inc. to charge my credit card for payment of Partner Set-up fee,  
monthly Partner fees and all outstanding balances including any late fees (if applicable).

Name as it appears on the card \_\_\_\_\_

Billing Address:

Street: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Type of Card:**

VISA | MASTERCARD | AMERICAN EXPRESS | DISCOVER | OTHER \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

CVV2 (Security) Code \_\_\_\_\_

(3 digit code on the back of MC/Visa/Disc; 4 digits on the front of Amex)

As the credit card holder, I hereby authorize Stone and Tile PROS, Inc. to charge my credit / debit card.

\_\_\_\_\_  
**Cardholder's Signature**

\_\_\_\_\_  
Date

*Your completion of this authorization form helps us to protect you, our valued customers, from credit card fraud.  
All information provided on this form will be kept strictly confidential by Stone and Tile PROS, Inc.*