



MEMBER BENEFITS OVERVIEW

PDRA Value Pak Coupons, Online Education, Internet Store Locator and Much More

PDRA's Online Training for Independent Retailers

Your staff can now receive the paint sales and customer service training they need without ever leaving your store. No time away; no travel expense. For convenience, the courses can be taken in multiple settings over 60 days. Upon course completion, those with a passing score will receive a certificate, lapel pin and a press release for local media.

PDRA Customer Service Specialist

Covers all aspects of customer service from greeting your customers to finalizing the sale and everything in between. Chapters include advantages of dealing with independents, selling add-ons, explaining paint quality, telephone techniques, dealing with angry customers, competing against the big boxes and much more. Graduates will have the knowledge they need to interact with your customers for increased sales and satisfied, repeat business.

PDRA Coatings Specialist

An updated version of the popular Certified Paint Consultant seminar. Chapters include coating types, gloss, color and reflectance, surface prep, coatings performance, tools and sundries, common coatings problems, VOCs, color theory, advising customers on color and decorating and more. Employees who graduate will have the paint product knowledge they need for the best possible outcome: increased paint and sundry sales.

PDRA Value Pak Coupons!

Receive thousands of dollars in free goods and discounts from major industry manufacturers and suppliers!

Handy PDRA iPad & iPhone App

It's a virtual tool kit for paint store owners! The free app includes a PDRA member directory, a color guide for consumers, a profit margin calculator, a square footage estimator, trade show information, a Paint Problem Solver, a PDRA member locator, and industry event calendar, plus a Paint & Decorating Retailer magazine reader complete with links to advertisers in each issue.

PDRA Digital In-Store Signage

Increase your sales with this low-cost, powerful marketing tool that positions your staff as the go-to experts for decorating questions. Beautiful presentation covers topics such as supplies and sundries, painting trim, prep items, reasons to buy quality paint, choosing color and sheen, staining decks, color schemes and more. Easy-to-use plug-and-play program is available for USB-equipped TVs.

PDRA Pulse Report - Free to Members

Quarterly analysis of sales through independent paint and decorating stores. Regional and national figures.

PDRA Online Store Discounts

Save on color wheels, paint problem solver, books and fan decks. Drawdown kits and cards. Paint and decorating idea magazines, booklets and how-to pamphlets.

NEW! Free PDRA Educational Webinar Videos

Learn how to harness the power of social media to help boost customer interest and sales. One-hour webinar videos include The Power of YouTube, Pinning Down Pinterest, Making Your Facebook Business Page Rock and Free Online Tools to Make Your Social Media POP!

PDRA Managing Your Business for Success Seminar

Provides owners/managers the tools needed to compete and succeed. Topics include strategy, legal organization, hiring, marketing, sales, customer service, financial management, cash flow, management skills and more.

PDRA Internet Retailer Locator Service

Members benefit when consumers browse the PDRA website seeking ideas and dealer locations. They enter their zip code and find the nearest PDRA member store plus a link to the store's website.

PDRA Decorating Registry Online

An online version of *Paint & Decorating Retailer's* July Industry Directory, with thousands of products and companies at your fingertips. Go to www.pdra.org, enter your Member ID and quickly find what you're looking for.

PDRA Multiple Education Offerings

PDRA instructor-led education courses make it easy to educate your employees. You can put together a track of PDRA classes and seminars tailored to your exact needs and schedule them over several days at your location.

PDRA Business Products and Services

These money-making, money-saving benefits are exclusively for PDRA members. Call PDRA at 800-737-0107 for details about any program. You must be a PDRA member to receive the discounts.

Low-cost credit card program-receive a FREE \$100 Visa Gift Card if you don't save money!

Save on processing fees and enjoy lower rates every time you accept a credit card payment. National Processing Solutions Inc. is a full service company with field service managers available for in-store assistance. You do not have to switch banks. 24-hour Live Help. Lower Discover Card rates and statement fees.

Health insurance-Free vision plans & discount prescription card!

Pooled in large numbers so rates and benefits are competitive, plans include medical, dental, vision, life, long-term care, supplemental, accident, cancer, GAP and more. Free vision plans & prescription discount card. No fees, reduced management fees, creditor protected. HSA and employee family assistance programs. Group registered retirement savings programs. No front or back-end loads. Reduced management fees for investment funds. One-source billing.

PaintPRO business insurance program

Competitive insurance coverage through Travelers Indemnity. For retailer and associate members of PDRA. Complimentary risk assessment and quote available. (U.S. only)

Office Depot contract pricing-big savings!

Guaranteed 10% off everything, and up to 80% off on 176 of the most frequently ordered office supplies. Copy and print center discounts. Free next business day delivery. Free to sign up. Just visit www.pdra.org and click on the Office Depot link to register a credit card. Purchase at any Office Depot store or online with the registered credit card and the member discounts are automatic. Postage stamps, UPS, wireless or internet services, gift cards or technology hardware will not receive a discount.

Discounts on UPS, FedEx and freight shipments

FreightQuote, one of the largest freight brokers, offers savings to PDRA members. Use their easy, automated website

to download all documents and bills of lading. Your complete shipping history kept online. Manage in-bound and out-bound shipments from your desktop. No software to buy or load. \$25 off your first shipment. FreightQuote will process damage claims for you.

Screen job applicants and get good workers

Workforce Synergies evaluates job applicants for integrity, reliability and work ethic. Easy to administer and cost effective. The test may be taken from any computer in English, French or Spanish. Results in 24 hours. A positive investment for your business.

Payroll and tax service through ADP

ADP will save you the time and expense of doing payroll. Discounts from 10 to 22 percent for ADP EasyPay Services. Call PDRA at 800-737-0107 for your ADP code and toll-free number.

Point of sale signs, banners and more

Foxfire Signs stocks hundreds of point-of-purchase aids and promotional items. Visit the online store for shelf signs, tags, banners, sales and event signs, seasonal sign kits and traffic builders. Huge selection of displays, sign holders, store shopping baskets, promotional giveaways and gift certificates. Up to 25% off for PDRA Members. Call PDRA for your member promotional code and toll-free number. Free catalog available.

Custom mix paint labels for all printers

Best Prices on paint labels anywhere! Custom mix paint labels, decorators' design system, return policy labels, carbonless forms for decorators, decorators' appointment sheet, computer color matching labels, color mix can labels and Dymo 400 Turbo Labeler. 10% discount for PDRA.

Customized on-hold phone messages

Complete audio services, including customized on-hold messages, public space music, digital signs and video cast.



For more information, please contact Tina Sullivan
at 800.737.0107 or visit www.PDRA.org