

Hearthstone Inc.

Marketing Representative Application

Name _____ d.b.a. _____

Home Address _____

City _____ State _____ Zip _____

SSN _____ or Tax I.D. Number _____

Business Address _____

City _____ State _____ Zip _____

Telephone Numbers

Best time to call:

a.m.

p.m.

Home () _____

Business () _____

Fax () _____

Identify other persons who will be involved in your business and describe their roles:

Attach resume reflecting: Education, Work Experience, Significant Accomplishments, Interests, Etc...

Present or most recent business or occupation: _____

Identify housing related knowledge, interest, and experience: _____

Describe market desired for Hearthstone representation:

City _____ County _____ State _____

What are the housing trends in your described market: _____

Avg. CUSTOM home price is \$ _____ Sq.Ft. _____

Name five (5) known competitors you may encounter: _____

(If you need more room to complete this form, you may write on the backs of these pages.)

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Name of local banks or lending institutions you would recommend for construction loan funding:

Permanent loan funding: _____

Name of lending officer(s) you know and recommend: _____

Name(s) of local building inspector(s) and jurisdictions you are aquatinted with: _____

Names of influential persons (and affiliations) that will increase customer awareness in your market.

List advertising resources you plan to use for promotion.	Frequency	Budget
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

How and where would you show the customer a completed Hearthstone Home? _____

How did you learn about the opportunities for representing Hearthstone Homes? _____

How many hours will you be available to manage you new business and sell homes?

_____/day _____/wk _____/month

What is your approximate net worth? (Assets less liabilities) \$ _____

How much will you invest to start your business? \$ _____

Describe office and meeting facility you will have to sell and display Hearthstone products. _____

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Outline your ideas for selling Hearthstone homes successfully in your market:

Personal References: Include name, address, and telephone numbers:

1. _____
2. _____
3. _____

Business References: Include name, address, and telephone numbers:

1. _____
2. _____
3. _____

Financial and credit references: Include name, address, acct. and telephone number:

1. _____
2. _____
3. _____

The statements made herein are my best representations. I approve your right to confirm any of the references and statements and will respect your confidentiality on the information obtained. Completion of this form does not obligate Hearthstone to enter into any form of selling relationships. Hearthstone makes no assurances or estimates of marketing representatives profitability.

Signed by Applicant _____ Date _____

Please return this application and attached support information to:

Hearthstone, Inc. • 1630 East Hwy 25/70 • Dandridge, TN 37725-9989 • (800) 247-4442