



## Mark Williams Outdoor Equipment Landscape Equipment Parts Cooperative Overview

Mark Williams Outdoor Equipment is proud to introduce our do-it-yourself service parts cooperative. Within this program is a carefully selected list of Exmark, Kohler, Briggs & Stratton, and Kawasaki parts priced to earn back purchases which you may currently be purchasing from on-line or will-fit suppliers.

### How much does it cost to become a member?

**There is no membership fee.**

Your enrollment requirements: Purchase a **CO-OP Maintenance Kit** *(see example below)* for your specific Exmark Commercial Zero Turn Mower by May 31, 2012 . The example below demonstrates the initial savings for a popular model Co-op Maintenance Kit. Once enrolled enjoy the **15%** discount on all Exmark Parts and “Mower” Savings Items until October 31, 2012.

### Can CO-OP parts be used in shop repairs?

**No**, however; the Service department has agree to the following :

1. Must be a CO-OP Member prior to repair.
2. A courtesy **10%** Discount will be enjoyed on all Exmark parts use in the shop.
3. Initial Enrollment Kit can not be used in shop.

### **Example: CO-OP Maintenance Kit Model: LZ25KC604**

MFR	PRODUCT NUMBER	DESCRIPTION	QTY SOLD	QTY BO	PRICE	NET	TOTAL
NGK	CS6	SPARK PLUG	2	0	\$2.19	\$1.53	\$3.06
KOH	52 050 02-S	FILTER, OIL	1	0	\$9.99	\$6.99	\$6.99
KOH	24 050 13-S	FILTER, FUEL	1	0	\$8.53	\$5.97	\$5.97
KOH	25 083 01-S	ELEMENT, AIR FILTER - PRIMARY	1	0	\$20.75	\$14.52	\$14.52
KOH	25 083 04-S	ELEMENT, AIR FILTER - SAFETY	1	0	\$24.15	\$16.90	\$16.90
EXM	103-2530-S	BLADE NOTCHED 20.50	3	0	\$15.78	\$13.41	\$40.23
EXM	1-833173	BELT,MULE DRIVE	1	0	\$50.38	\$42.82	\$42.82

Prices reflected on this quote are valid for 30 days.

SUBTOTAL:	\$130.49
TAX:	\$8.16
<b>ORDER TOTAL:</b>	<b>\$138.65</b>

**This example reflects a**  
**Savings of over \$35**  
**That's over a 20% Savings**

## Enroll Today!

<http://www.markwilliamsoutdoor.com/programs.htm>

Enrollment deadline May 31, 2012

Revised 1/7/2012



## CO-OP Benefits Comparison

Increasing your landscape business profitability must stretch beyond good pricing from Mark Williams Outdoor Equipment. Mark Williams Outdoor Equipment brings a host of other benefits to support your business.

- Keeping your business local.      **Did You Know? . . .**

For every \$100 spent in independent owned stores, \$68 returns to the community through taxes payroll and other expenditures. If you spend that in national chain, only \$43 stays here. Spend it online and nothing comes home.

- **15% OFF** ALL OEM\* EXMARK PARTS ALL SEASON LONG! Until October 31, 2012

\*OEM=Quality Original Equipment Manufacturer Parts with factory warranty. BUY USA Products

- Price Freeze until October 31, 2012 **“Mower” Co-op Member Specials OEM\***

\*OEM=Quality Original Equipment Manufacturer Parts with factory warranty. BUY USA Products

- Generous Parts Return Privilege.

No **20%** restocking charge on any of the CO-OP parts.

All parts must be in new condition, in original packaging and returned by October 1, 2012 for a full refund. Enrollment maintenance kits are excluded.

- Prompt/Professional Parts Look up Assistance

Mark Williams Outdoor Equipment is a teaching environment. The Parts, Service and Sales Associates train one another on a daily basis. The training consists of: manufacture generated bulletins/correspondences, daily customer requests, and on going operational needs. Our Information Technology/ Data System is updated regularly so that the most current service/parts information is available at all times.

- Admission to Annual Exmark Safety/Maintenance Instructional Clinic

Mark you calendar— First Saturday every March— 2012 scheduled for Saturday March 3<sup>rd</sup>. 2012  
9 am - 11 am —

- Parts After Hours Hotline— **618.534.6230** Hotline is reserved for landscape contractors & commercial entities

**April—Sept** Call 618 534 6230 After regular hours to get the parts your need.

*Yes, you can call on Sunday!*

- FREE Delivery Tuesday

**April—Sept** Need Parts, & Supplies or Accessories ?

Call 618 684 2328 by 3:00pm on Mondays, for FREE delivery on Tuesday. Routes include Murphysboro, Carbondale, Carterville, Crainville, and Marion. If you are not located in any of these scheduled stops let us know so we can expand our route.

A \$50.00 minimum order is required.

