

Allsteel®

2024  
DEALER  
INVESTMENT  
FUNDS

# Dealer Investment Fund (DIF) Allsteel®

## PROGRAM OVERVIEW

**The purpose of the Dealer Investment Fund is to allow dealers to invest in business development and brand-building activities in a shared effort to grow both dealer and Allsteel sales.**

### GENERAL

- Dealer Investment Funds are available to use effective February 2024.
- The Dealer Investment Fund is an annual program.
- Dealer Investment Fund reimbursements are issued via credit memo within 30 days of approval.
- Allsteel will share the cost of approved investments with you on a 50 or 100 percent basis.
- Deposit can be viewed online through [allsteeloffice.com](http://allsteeloffice.com) using the Dealer Investment Fund Submission Tool.
- Literature ordered through Allsteel Advantage, Gunlocke Advantage, or Customer Support will be auto-deducted from your Dealer Investment Fund at 100 percent.
- Dealer Investment Fund claims will only be paid on invoices, events, and advertising that have already taken place.
- Allsteel is sharing costs with dealers to enhance the brand images of Allsteel, Gunlocke and the dealership. Allsteel will not reimburse any claims that misrepresent Allsteel logos, products, or brand.
- For pre-approval of advertising, website, printed material, sales promotions, events, sponsorships, sales contests, and co-branded items, please submit a pre-approval request via the Dealer Investment Fund submission tool.
- Dealers can track their fund usage using the Dealer Investment Fund submission tool from the 9-box navigation center on [allsteeloffice.com](http://allsteeloffice.com). To receive access, email [programs@allsteeloffice.com](mailto:programs@allsteeloffice.com).



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## CALCULATIONS

### EARNINGS FOR 2023 WERE CALCULATED AS FOLLOWS:

- Growth of 2023 consolidated total invoice sales (including Architectural Products, strategic accounts, Gunlocke and no program volume), over average 2021-2022 total invoice sales determines payout rate.
- Actual payout on consolidated commercial invoices sales (less Dealer Showroom, Mock-up, and A&D/Real Estate Program volume).
- Allsteel and Gunlocke seating and table sales must meet goal of 35 percent of total sales (less Architectural Product sales) or earnings will be reduced by 25 percent.
- Dealers with under \$500,000 invoice sales will earn 0.10 percent on qualifying volume.
- A Minimum of \$500 will be earned if the dealer sold \$500,000 or more in total sales the prior year.
- Government-only dealers will earn 0.25 percent on total invoiced sales.

	2021/2022 AVG	2023 Invoiced	Growth Compared to 2-yr Avg.	DIF Rate
<b>1 Earnings Rate</b>				
Total Invoice Sales	\$1,801,312	\$1,677,369	-6.9%	<b>0.60%</b>
<b>2 Gross Earnings</b>				
2023 Invoiced Sales		\$1,677,369		
Less own use, showroom display, & mock up sales volume, Qualifying sales		\$1,650,956		
DIF Rate (see matrix)		<b>0.60%</b>		
<b>Gross Earnings</b>		<b>\$ 9,905.74</b>		
<b>3 (Less) Seating and Tables Incentive Loss (% of Total Sales)</b>				
YTD Invoice Sales less Walls	\$1,623,273			
YTD Seating & Tables Sales	\$699,646			
Sales	43.1%			
and Tables incentive loss if less than 35%		\$ -		
<b>4 Net Earnings</b>				
		<b>\$ 9,905.74</b>		

### DIF Earnings Matrix

Invoice Sales	-999%	-10%	0%	5%	10%	15%
-	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%
<b>\$ 500,000.00</b>	0.10%	0.30%	0.40%	0.50%	0.55%	0.60%
<b>\$ 1,000,000.00</b>	0.40%	0.60%	0.70%	0.75%	0.80%	0.85%
<b>\$ 3,500,000.00</b>	0.70%	0.90%	1.00%	1.05%	1.10%	1.15%
<b>\$ 7,500,000.00</b>	1.00%	1.20%	1.30%	1.35%	1.40%	1.45%
<b>\$ 15,000,000.00</b>	1.30%	1.50%	1.60%	1.65%	1.70%	1.75%
<b>\$ 30,000,000.00</b>	1.40%	1.60%	1.70%	1.75%	1.80%	1.85%
<b>\$ 50,000,000.00</b>	1.50%	1.70%	1.80%	1.85%	1.90%	1.95%
<b>\$ 75,000,000.00</b>	1.60%	1.80%	1.90%	1.95%	2.00%	2.05%
<b>\$ 100,000,000.00</b>	1.70%	1.90%	2.00%	2.05%	2.10%	2.15%



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**Allsteel®**

## ELIGIBLE INVESTMENTS

Contact: Paige Wester  
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INVESTMENT*	REIMBURSEMENT	Pre-Approval	REQUIRED DOCUMENTATION
Allsteel Corporate Visits	50%		• Invoice
Allsteel Training	100%		• Allsteel invoice numbers • Copy of additional receipts • Meals not included
CET/Designer/Configura	100%		• Invoice
Consumer Shows	50%	X	• Description of how Allsteel and/or Gunlocke was represented • List of influencers in attendance and potential opportunities • List of Allsteel reps in attendance • Invoice
Co-Branded Marketing Materials	50%	X	• Copy of materials • Invoice
Dealer-Sponsored Event	50%	X	• Description of how Allsteel and/or Gunlocke was represented • List of influencers in attendance and potential opportunities • Invoice
Edge Enrollment Fee	100%		• Specify at time of Edge enrollment
HNI Quick Scan	50%		• Invoice
InDesign	50%		• Invoice
KITS Collaborator	100%	X	• Invoice
Leads Service	50%		• Invoice
Literature	100%		• Auto-deducted from Dealer Investment Fund
Media & Vehicle Signs	50%	X	• Copy of sign • Invoice
Mock-Up Product	100%		• Allsteel, Gunlocke and/or partnership invoice numbers
Open House	50%	X	• Description of how Allsteel and/or Gunlocke was represented • List of influencers in attendance and potential opportunities • List of Allsteel reps in attendance • Invoice
Re-branding	50%		• Images of product • Invoices
Renderings	50%		• Invoice • Copy of renderings
Sales Contests	50%		• Contest goals/guidelines • Invoices
Showroom Product	100%		• Allsteel, Gunlocke and/or partnership invoice numbers • Orders over \$10,000 will require engagement with Design Studio & BDM sign off
Snaptracker (KISP)	50%		• Invoice
Social Media Boost	50%		• Invoice • Image of Boost
Sponsorships	50%		• Description of how Allsteel and/or Gunlocke was represented • Invoice
Technology	50%		• Invoice
Tradeshow Signage	100%		• Image of signage • Invoice
Website Design	50%		• Link to website or prototype of website for proof of Allsteel Brand Compliance • Invoice