



Authorized Reseller Policy FAQs

1. What is meant by “direct” and “indirect” customers?

A Direct Customer buys product directly from CARDONE and has an account number. An Indirect Customer does NOT buy CARDONE product directly from CARDONE but from other parts distributors.

2. Are CARDONE Direct Customers required to register even if they use a group or private label?

If a Direct Customer uses a Group label AND a Group brand on any B-to-C e-commerce sites, then the account is NOT required to register. If a Direct Customer uses the CARDONE brand online, even if the product has a Group label, then registration is required.

3. If a Direct Customer uses a co-branded label, but they use “CARDONE” on their B-to-C websites and stores, does this policy apply to them?

Yes, if the online brand is “CARDONE”, this policy applies even if they are not using the CARDONE label on their packaging. If the online brand listing says, “Store Brand by CARDONE”, then this policy does NOT apply.

4. Are all Direct Customers using the CARDONE label required to register even if they have no online presence?

Yes. Even if they do not have an online presence, we need to have that information on record.

5. Will jobbers selling CARDONE-branded products be required to register, even if they have no presence online? What about a service shop using CARDONE-branded products?

We would like jobbers that don’t sell online to register, so we have that information on file. Service shops are NOT required to register.

6. If a direct customer has company-owned retail stores, is a reseller agreement required for each store, or only for the WD, since the WD owns all the stores?

Only for the WD that owns the stores.

7. What will happen if a Direct or Indirect Customer fails to register as a CARDONE Authorized Reseller?

If a customer is not registered on CARDONE’s Authorized Reseller list and they are found selling CARDONE-brand products on an unauthorized website, CARDONE will notify the customer that they either need to register as an authorized reseller or stop selling CARDONE-branded products on their website. In the beginning, CARDONE will mainly target resellers that are violating our MAP Policy.

8. Can a Direct Customer initially be denied as an Authorized Reseller?

No. As long as they agree to our Authorized Reseller policy, they will not be denied. We do not want to disrupt our good relationships with Direct Customers.

9. Can an Indirect Customer initially be denied as an Authorized Reseller?

Yes. Depending on various criteria, we may determine that an Indirect Customer is not a good fit for CARDONE.

10. Who should we call if we have questions?

Please email questions to: authorizedreseller@cardone.com.



11. What is the deadline for customers to register?

Enforcement will start on January 15, 2021, so customers need to register before then. In order for Direct Customers to have enough time to inform their customers of the policy, we suggest that Direct Customers register by November 30, 2020. However, we will accept all registrations as they come in.

12. What happens if a Direct Customer fails to inform its Indirect Customers that they need to register?

We will eventually flag Indirect Customers and contact them directly about our requirement that they apply to be a CARDONE Authorized Reseller. We would prefer that Direct Customers let them know, but we will eventually track them down anyway.

13. How often is CARDONE going to update its MAP policy?

Not more than quarterly.

14. How will changes to the MAP Policy be communicated?

We will email all Authorized Resellers when the policy is updated and provide a link to the authorized reseller webpage at cardone.com/authorizedreseller. At any time, a reseller can check the webpage for the most recent MAP Policy.