

AFFILIATE RENTAL PROGRAM



**WE DON'T JUST
PROVIDE INSTRUMENTS;**

***WE HELP YOU GROW
YOUR BUSINESS.***

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WHY YOU SHOULD CHOOSE MUSIC & ARTS

TAKE YOUR BUSINESS TO THE NEXT LEVEL

Our program offers what you need to operate a successful rental program.

- Inventory
- Support materials
- Training and marketing support
- A wealth of industry experience

The industry's most profitable program:

- High monthly commission rate for rentals and sales
- Substantial discounts on any rental instrument you sell
- You are not held responsible for any uncollectible accounts

Unlock your potential!

- We maintain memberships with many organizations including NAMM, NASMD, NAPBIRT, and more
- We use all the resources available to us to help YOU realize your fullest potential in your market, and to help convince your customers to do business with you instead of your competitors

MUSIC & ARTS  **Affiliate
PARTNERS**

FOR MORE INFORMATION

DALE THOMPSON, V.P. Affiliate Sales

DIANE STORRS, Affiliate Operations Manager

1-800-759-2221 | M&AAFFILIATES@MUSICARTS.COM

LETTER FROM THE PRESIDENT



Since 1952, Music & Arts has served students, teachers and families. With our large network of neighborhood music stores, educational representatives and you, our affiliate partners, we provide our customers with choices, including all major brands of instruments, music, and accessories, all provided at our Guaranteed Lowest Pricing. We are especially proud of our reputation as music experts and our commitment to quality service.

For over thirty years, we have worked with independent dealers like you to provide high quality instrument rentals on a consignment basis. My family founded Music & Arts, but it is our professional and knowledgeable staff, many of whom are performing musicians or accomplished teachers, who bring you the products and services that we offer.

When you become part of the Music & Arts family, you will see that we do much more than just drop off instruments at your door; we have the tools, assets, and resources, if used properly, to help convince customers to choose to do business with you instead of the competitor. You will have access to our training programs, online support, our dedicated affiliate management team, sales and marketing materials, as well as many other supportive resources. We work hard to create profitable and lasting relationships with motivated business owners and service professionals.

We provide an advocacy for increased participation in instrumental music, and realize the importance of music education. Our close working relationships with area educators has proven to be invaluable. As we move into the future, we will continue our mission to develop these relationships and resources to bring music to as many people as possible.

Thank you,

KENNY O'BRIEN, CEO
Music & Arts

MUSIC & ARTS  **Affiliate
PARTNERS**

WE SUPPORT YOUR BUSINESS & CUSTOMERS

SUPERIOR AFFILIATE SUPPORT

- Personalized service through qualified Music & Arts Affiliate and Customer Account Representatives
- Toll free customer service number for you and your customers
- Dedicated Affiliate Operations and Collections Department, as well as coverage of all required shipping costs

EASY START-UP

- No start-up costs or franchise fees
- One Stop Shopping. No need for other instrument, supply, or print vendors
- Instant line of credit
- Convert your existing rental fleet
- Improved cash flow
- Eliminate your administrative costs
- Convert billing, collections, repair, refurbishment from an expense to a profit center

INDIVIDUALIZED MARKET DEVELOPMENT

- Competitive rental rates and conversion to ownership rental program
- Market-specific rates program developed with your input
- Annual review
- Multi-channel strategies

DEDICATED MANAGEMENT SUPPORT

- Regional market experts
- Regular visits to your business
- Planning: Market Development and multi-channel strategies

EDUCATIONAL SUPPORT

- Regular visits to schools in your area to help drive business

24/7 ONLINE RENTAL AND SALES SUPPORT

- Earn commissions for online sales and rentals
- Direct customers from your website to an exclusive online rental site
- Many opt in/out options, including: school delivery, home delivery, store delivery, and accessory purchase options
- Access to many items in our warehouse to your customers

RETAIL SUPPORT

- Training programs available
- Negotiable rates for many of your business expenses
- Instrument upgrades, exchanges, sales promotions, and purchase discounts
- Maintenance and repair agreements
- Customer repair services

TOP BRAND INVENTORY ASSORTMENT

- Inventory supplied as needed
- Top brand instruments and accessories
- Assortment catered to local educator preferences

SALES & MARKETING SUPPORT

- Flyers, posters, and in-store signage
- Contracts
- Distribution assistance



An affiliate-exclusive distribution company for many of the items you need to better serve your customers.

- Competitive wholesale pricing
- Most items needed to support Band, Orchestra, and Combo customers

WORDS FROM OUR CURRENT PARTNERS

“**Music & Arts is a turnkey solution to competing in the rental market.** While there are many companies that offer this service, none are as stable as Music & Arts and that is a main reason my company has chosen to partner with Music & Arts since 1989.

“Their instruments are high quality and if there ever is a problem with any aspect of renting, it is addressed efficiently. They are excellent with communication and let’s face it: In today’s marketplace, communication services add to the bottom line.”

MENZIE PITTMAN, Owner/Director of Education
Contemporary Music Center
Chantilly & Haymarket, VA

“When I opened my business 20 years ago, I was strictly a teaching studio and I’ve been an affiliate store of Music & Arts for the last 13 years. I buy most of my books from them and some of my instrument supplies.

“By becoming an affiliate store of Music and Arts we are able to be a ‘One stop shop’ music store. Without their affiliation we would have to send customers to other places to buy their lesson books, supplies and instrument rentals. Our customers always tell us how much they appreciate being able to get everything they need from us.

“I would recommend that any new business owner - or a business owner that is thinking of expanding their business - consider becoming an affiliate of Music & Arts.”

DORI SWARTHOUT, Owner
Dori’s Music Studio
Spencerport, NY



CORPORATE OFFICE

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