



centex smartbuy

Key Account Program

CENTEX | **GoMarket**

Driving value, empowering you.

Key account program highlights

Centex's **smartbuy** program has been developed for every store to enjoy the benefits of group pricing by:

1. Leveraging the volume pricing discounts from all CENTEX sites to work for you!
2. Get paid for what you sell. The Vendors participating in the program will pay you the rebate funds for the products you sell.
3. Convenient online ordering from select vendor suppliers.
4. Comprehensive promotional signage packages are provided directly to your sites including forecourt and in-store signage.
5. Promotional support through online marketing campaigns, Cashback member emails, and direct updates on upcoming activities and forward-buy opportunities.
6. Digital Convenience Store News delivered right to your computer.
 - CSN delivers the insight, analysis, market research and business intelligence that helps c-store retailers stay ahead of what's next. Critical information to grow sales and profits.



When you succeed, we all succeed!

Independent businesses are the foundation of the Centex brand. We provide operational support to address supply or service issues and offer tailored planogram guidance for each category in your site.



Payments & cost to participate

Centex will manage the vendor rebate payments to site operators on a quarterly basis, once the reporting and funding has been received from the vendors.

Rebate payments will be instantly deposited to your business account through Electronic Funds Transfer (EFT).

Centex will support this payment with a quarterly sales statement outlining site specific volume reporting and related rebate payment by vendor. Payments will be paid on products purchased through approved supply partners only.



Saving the "Best for Last"

The cost to participate in the Centex Independent Rebate Program will be **\$129 per quarter**.

Current participation in similar programs require administration and participation fees from \$375 - \$500/quarter.

Centex **smartbuy** will **save you almost \$1,000/year!**

This discount may be extended or altered each year by Centex.





Program requirements

1. Signed Participation agreement for a 1 year term and will be updated annually.
2. Planogram (assortment) adherence for Coolers, Meat Snacks, and confectionary (bars). All planograms contain "FLEX" space to accommodate site favourites in the unlikely event they are not already included in the planograms. This is required by the vendors so they can be guaranteed their products will be represented in each location to justify rebate payment.
3. Full participation in the Centex Promotional Calendar. Vendors are providing additional discounts directly to the sites to support their promotional activities. Therefore, all Promotional signage must be displayed to qualify for additional discount (promotional) pricing. Promotional activities and timing are directed by the vendors. Centex will only be managing the activity for each vendor.
4. "Centex" name must be identified in line 1 or 2 in your site address with each participating vendor (CoreMark, or DSD vendors). This is required by the suppliers to identify program participation and reporting, and to ensure discount pricing and rebate payments are in place for your site.
5. Sites can only participate in one rebate program. Vendors are not able to pay out on multiple programs (double dipping).
6. Some categories may require exclusivity or limited competitor assortment.