



Connecting Bees and Their Keepers

Beeline Dealership Policy

Quick Overview

Minimum order (after discount)	\$2,500
Minimum annual total (after discount)	\$10,000
<i>Resale item discount (from Beeline's Base Price)</i>	<i>Varies by product category and item. Request a dealer price sheet for prices.</i>
Woodenware discounts	Vary with the quantity ordered.
Protection status	40-mile radius; at least 80 miles between dealer locations.
Shipping costs	All shipping costs are passed on to the dealer.
Payment terms	50% deposit before the order leaves the Beeline facility; balance due within 30 days of the ship or invoice date.

1. Purpose

Our dealership network has two objectives: (1) to cut shipping costs for the customer and (2) to broaden our customer base. By establishing dealerships across the country and shipping in bulk to them, end customers can save on shipping by driving to a local dealership to pick up their products. As supplier and dealer, we want to work together for the end customer's benefit. This document sets forth this policy.

2. Who Can Deal?

Anyone who meets our basic requirements can become a dealer: sideliners, commercial beekeepers, hobbyists, dealers of other manufacturers' equipment, retirees, and anyone looking for a sideline or full-time occupation and a bit of income.

Beeline of Michigan:

(269) 496-7001 • sales@beelinewoodenware.com • 20960 M-60; Mendon, MI 49072 • www.beelinewoodenware.com

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3. Basic Requirements

- **Minimum order:** \$2,500. (A few small emergency orders are allowed each year.)
- **Minimum combined annual purchases:** \$10,000.
- **Required Product line:** Beeline boxes and frames must be a significant part of your product line.
- **Representation:** Maintain a positive representation of Beeline products.
- **Business location:** We recommend obtaining access to a business or commercial location with a dock or forklift that can easily receive freight shipments. This does not need to be your store location.

4. Dealer Benefits

- **Listings:** You are featured in the Beeline catalog and on our website, with a link to your site if you provide one.
- **Signage:** You may request a free Beeline dealer banner.
- **Booth:** You receive one paid table or booth at the local club, association, or state beekeepers' meeting of your choice. Contact your Beeline branch to arrange payment.
- **Catalogs and pictures:** Unlimited free catalogs and access to all product pictures. Upon request
- **Referrals:** Beeline may give your contact information to customers, to save them freight or to better meet customer demand.
- **Drop shipping:** You may request a drop ship on orders of 2 or more pallets (see Section 11).
- **Territory protection:** You are protected from new Beeline dealers within a 40-mile radius
- **Freedom to promote:** You may run your own sales and advertising (see Section 14).
- **Assembled and painted equipment:** Buy unassembled equipment, assemble and paint it, and resell at assembled or painted prices. Because your methods and quality may differ from ours, you set these prices yourself.

5. Resale Requirement

Dealership privileges are extended only to those who buy for resale. You may use part of an order for your own beekeeping, but you should resell at least **75%** of what you buy. If a large share of your purchases is used by you personally, the purpose of a dealership is sidestepped. Beeline may request proof of sales from dealers. If this requirement is not being met, we will notify you, and if corrections are not made, we may terminate your dealership privileges. Thank you for your understanding and cooperation.

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6. How to Apply

To become a dealer, we need three things from you:

1. **Sales tax ID.** A state sales tax ID number from anyone claiming resale status. This is not required if your state does not require you to charge sales tax on the products you will resell from us, although we may ask for proof of sales. See Section 13 for states that require an exemption certificate.
2. **Territory verification.** Confirmation that your location is outside any existing dealer's protected territory, or consent from that dealer for you to deal within their territory (see Section 7).
3. **Signed application.** The application at the end of this policy, confirming that you will follow our policy guidelines and giving brief information about your dealership. Forms without a signature will be returned. Fax, mail, or email the completed form to your nearest Beeline branch. As stated on the application, Beeline may check your credit history.

7. Dealer Territory Protection

Dealership boundaries are difficult to define, but the following guidelines are taken into account when we consider a dealership request.

- **40-mile radius (80 miles apart)** This means that there must be at least 80 miles between one dealership and the next. For example, two dealers exactly 80 miles apart have territories that touch but do not overlap.
- Each dealer is protected from other Beeline dealers within a 40-mile radius of their address.
- **80 miles apart.** Because the radius applies to every dealer, there must be at least 80 miles between one dealership and the next. For example, two dealers exactly 80 miles apart have territories that touch but do not overlap.
- **No overlap.** A new dealership may not be established if its physical address lies within another dealer's protected territory, unless that dealer is contacted and gives consent.
- **When protection starts and ends.** Protection begins when Beeline approves your dealership. It ends when your dealership no longer meets the minimum requirements or is revoked by Beeline.
- **Beeline branches.** Beeline branches are protected under the same conditions as dealers.
- **Full line of woodenware.** In fairness, a protected dealership should carry a rather full line of woodenware. Beeline may consider a dealership unprotected if it does not deal in the basic full line of products.
- **Situations not covered.** Any situation not covered above will be arbitrated by Beeline.

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8. Pricing and Discounts

How dealer pricing works

Our catalog and website prices are set to cover shipping costs for our retail customers. Because we do not offer free shipping to dealers, all dealer discounts are based on a lower price called **Beeline's Base Price**.

When we accept your application, we will give you a price sheet with four numbers for each product:

1. Beeline's Base Price
2. Dealer's Price (your cost)
3. Beeline's Catalog Price (recommended MSRP, but not required)
4. Discount percentage

Discounts vary by product category and item. Woodenware discounts also vary with the quantity ordered.

Some items may have minimal discounts due to tight margins.

Your resale prices

Most customers will know that a dealer's equipment comes from Beeline, and we may advertise dealership locations. It is therefore in your best interest to charge prices consistent with Beeline's. Ideally, the only difference between dealer and Beeline prices is whatever is needed to recoup shipping. If you can sell at higher prices, that is your privilege.

For equipment you assemble or paint yourself, you may charge what you choose for your time and expense. We have no objection to discounts and promotions below our catalog prices.

9. Placing Orders

There are three ways to place an order.

Option A: Website (www.beelinewoodenware.com)

Follow these steps carefully:

1. Set up your account with your own password.
2. Notify us by phone or email when your account is set up.
3. We will apply the dealer price level to your account. Your dealer pricing appears **only** in your Cart and Checkout.
4. At Cart and Checkout, under Shipping Options, click "Shipping TBD." This lets us collect the best shipping rates, which will be added to your invoice at the time of shipping.
5. At Checkout, your payment method is set automatically to "Charge to Account." No payment is required to place the order online. We will contact you separately for payment before shipping your order.



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6. After your order is placed, any changes must be made by phone or email.

Option B: Excel price sheet

Open the price sheet we give you in Microsoft Excel, find an item with the search box, and type your quantity in the left column. Your total at dealer price calculates in the right column, with running subtotals at the top and bottom. Email a copy of the completed sheet back to us.

Option C: Phone or email

Give us quantities and Beeline catalog numbers for each item. Our sales staff will gladly answer questions about orders or products.

After we receive your order

We will create a detailed Sales Order showing current pricing, your discounts, and possibly a freight quote, and send it to you to review and confirm. To secure your pricing and your slot in the production schedule, we require a 50% deposit before the product leaves our facility. When the order ships, you will receive an email with tracking information and your final invoice.

10. Stocking and Production

We recommend setting a reorder amount for each product you carry to keep stock from running out. You do not need to reorder the moment stock reaches that amount.

We also recommend standardizing certain variations. Localities differ (some areas are heavy users of 8-frame equipment, others almost never sell it), so choose the products you want to stock and build your volume on them. This is more efficient for you and for us. For example, the most successful dealers pick one foundation color and one wax coating and stock only those items. This will help increase your volume on those particular items and hopefully put you in the high volume price brackets.

Turnaround: Under normal circumstances, turnaround is 1–2 weeks for 2–4 skids and up to 3 or more weeks for 5 or more skids. We do our best to meet our dealers' demands and keep you informed of your order status.

11. Shipping, Pallet Fees, and Drop Shipping

Shipping

- Dealers are responsible for all shipping and handling expenses.
- We use several third-party freight brokers, who find the cheapest rates among many freight carriers for our palletized shipments. We may also combine your shipment with others in your area on a dedicated truckload.
- We pass on all actual charges plus our pallet fee.
- You may specify a different freight company at your own expense, or pick up your order from Beeline.

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- Please keep in mind that setting up shipping to additional locations reduces the shipping advantage for the end customer, which is a primary objective of the dealership network.

Pallet handling fees

We take care that pallets arrive in good condition: products are arranged carefully, and all four sides and the top are shrink-wrapped. Freight shipments also get cardboard corner protectors on all vertical corners and two straps.

- **Shipped by freight:** \$10 per pallet, shown on your invoice.
- **Picked up by you:** \$5 per pallet, shown on your invoice. We make sure pallets are well wrapped and can add a tarp for weatherproofing on request.

Drop shipping

You may request a drop ship on orders of 2 or more pallets. Here is how it works:

1. You take the order from your customer and relay it to us.
2. We process the order and ship directly to your customer.
3. You bill your customer at the quantity price you agreed on, including shipping, and collect the money.
4. We bill you as a dealer at normal dealer pricing.

The larger the quantity your customer orders, the less margin you may have, but also the less hassle. Please do not use drop shipping as your normal method of supplying small customers with our products.

12. Payment Terms

- **Deposit:** 50% is due before your order ships from our location, unless Beeline Managers state otherwise.
- **Balance:** Due within 30 days of the ship date or invoice date, unless Beeline Managers agree otherwise.
- **Invoice:** A full invoice is sent by mail or email, or provided at pickup or at the time of shipment.
- **Late charges:** Invoices more than 30 days past due begin incurring finance charges of 1.5% per month.

13. Sales Tax

Each dealer must investigate the sales tax rules for their own state.

- **Agricultural use.** In most cases, the products we sell (except books) can be tax exempt if they are used to produce honey or other hive products as an agricultural business. Income must be filed on Schedule F.

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- **Hobby use.** If hive products are for hobby use only, the merchandise should be taxed, and the seller (you, as the dealer) should collect the tax, unless your state does not require tax collection on woodenware or on any product you resell from us.
- **Our records.** We ask for an exemption certificate on file stating that you are buying to resell in a certain state. If your state requires you to collect sales tax, you need a sales tax number and must complete an Exemption Certificate.
- **Required states.** If you are based in, or picking up in, Michigan, Indiana, Pennsylvania, or Washington and want to be tax exempt, you must submit that state's Sales Tax Exemption form to your Beeline branch.

14. Advertising and Promotion

You are free to do any salesmanship you want: display at conventions, meetings, short courses, clubs, and socials; sell alongside other products and expand as you like; run discounts, sales, and buy-one-get-one promotions; advertise in magazines, mailings, and websites; and recommend our products in beekeeping chat rooms.

We ask that our name be displayed as a partner on your website or booth display. This kind of advertising builds a network of publicity that is vital to any business.

What has worked

- **Magazines:** In our experience, dealer ads in the American Bee Journal and Bee Culture have not produced enough sales to justify the cost.
- **Local groups:** Dealers have had far more success working with local clubs, associations, and bee schools to pool a large order, which also guarantees sales before you order.
- **Websites:** A website is an excellent advertising tool; use it as you see best. If you assemble and paint, see the assembly videos on our website.

15. Annual Assessment

Beeline assesses all dealerships every year on **November 1**. We review your invoices from the previous 12 months to total what you spent with Beeline, after discounts and including shipping and handling fees. That total determines your dealership status.

1. **Total meets the annual minimum.** If your total is at or above the minimum, and you have consistently met the minimum order requirement and your payment and other obligations, you continue as a dealer.
2. **Total falls short.** You will receive a notice and may place an order before the end of November to reach the minimum. If you do not reach it by the end of November, your dealer status is revoked.



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3. **Six to twelve months as a dealer.** We use your activity for that partial year to estimate what you would have done in a full twelve months, using extrapolation and Beeline's right to arbitrate.
4. **Less than six months as a dealer.** We will wait and reassess the following November.
5. **Not sure where you stand?** Contact us as November approaches and we will help you work out your status. If necessary, you can place another order before November 1 to keep your current discount.
6. **Notification.** At the time of assessment, we will email or mail you a card with your current dealership status.

16. Clubs and Groups

- **Pricing:** Clubs and groups can purchase at any time and receive volume pricing. They cannot receive dealer pricing unless a Beeline dealer places the order.
- **Sales tax:** Clubs and groups should research their own state's rules. The exemption form requirements in Section 13 apply to them too.
- **If you cannot become a dealer:** Work with your local Beeline dealership to cover a wider area and share the order requirements. Pooling orders together is a great way to cut freight costs.

If you have questions about, or problems with, our policy, or suggestions for improving it, call us and discuss it. We would rather keep things open so that we can both do business than make things difficult and shut off business opportunities.



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Dealership Application 2026

To request dealership status, complete the steps below.

Step 1. Your information

NAME		DATE	
BUSINESS NAME			
BILLING ADDRESS			
SHIPPING ADDRESS			
PHONE NUMBER		FAX NUMBER	
EMAIL		SALES TAX ID NUMBER	
WEB LINK			

Step 2. Answer the following questions

What is your experience as a beekeeping supplier?

☐ New ☐ Existing since _____ (date)

What is your goal for your customer base?

☐ Local ☐ State ☐ Nationwide

Do you have, or plan to have, a website and market online?

☐ Yes ☐ No ☐ Maybe

Step 3. Sign this form

I have read and understood the dealership policy and agree to its terms.

If I have not provided a state sales tax ID number, I will get one before becoming a dealer or, if one is not required in my state, I will provide proof.

I understand that Beeline may check my credit history and will ensure that I am not within another dealer's territory.

SIGNATURE (forms without a signature will be returned)

DATE

Step 4: Submit: Fax, mail, or email the completed form to your nearest Beeline branch.

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