



2021 - 2022

Ryan Doosan Factory Direct Dealer Program

Product Pricing Effective October 1, 2021





2021 - 2022 Factory Direct Program

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Doosan Factory Direct Dealer Procedures:

Educational Services Commission of New Jersey
 Bid #ESC NJ 18/19-25
 Multi-State Approved Co-Op #05MCE SCCP'S
 Bids for Equipment

- ❖ **Equipment Ordering:** Contact Your Territory Manager or submit to jbischoff@stevenwillandinc.com
- ❖ **Parts Ordering:** Place Orders through SWI EDI, plcparts@stevenwillandinc.com, fax to 973-579-5839 or call SWI's Parts Dept.
- ❖ **Co-Op, Rebates, Spiffs, Bid Assist, Fleet:** Submit claims to claims@stevenwillandinc.com or fax to 973-579-5637
- ❖ **Service:** Doosan will be overseeing Factory Direct Dealers, however George Chattaway will assist wherever he can



2021 Key Personnel List

Office Staff

Name	Title	Ext.	E-Mail Address
Scott Willand	President	127	swilland@stevenwillandinc.com
Edward Mueller	Director Sales & Marketing/GM	131	edmueller@stevenwillandinc.com
Pat Davenport	Inside Sales Manager	133	pdavenport@stevenwillandinc.com
Pete Manganelli	Inside Sales Department	117	pmanganelli@stevenwillandinc.com
Michael Fox	Inside Sales Department	116	mfox@stevenwillandinc.com
Don Shauger	Inside Sales Department	144	dshauger@stevenwillandinc.com
Joseph Banach	Controller	129	jbanach@stevenwillandinc.com
Christine Reich	Human Resource/Office Manager	122	creich@stevenwillandinc.com
Deborah Paul	Receivables Mgmt. Specialist	110	dpaul@stevenwillandinc.com
Mary Ellen Wilton	Accounts Receivable	132	mwilton@stevenwillandinc.com
Sue Lail	Accounts Payable	134	slail@stevenwillandinc.com
Howard Kaplan	Marketing Department	176	hkaplan@hmkmarketingservices.com
Jennifer Bischoff	Sales & Marketing Executive Assistant	140	jbischoff@stevenwillandinc.com
Steffen Willand	Multi-Media Communications	145	stefwilland@stevenwillandinc.com
Alison Matt	Administrative Assistant	135	amatt@stevenwillandinc.com

Customer Service

Name	Title	Ext.	E-Mail Address
George Chattaway	Customer Service Manager	115	gchattaway@stevenwillandinc.com
Scott McGowan	Customer Service Technician	114	smcgowan@stevenwillandinc.com

Parts Department

Name	Title	Ext.	E-Mail Address
Jeff Dopson	Parts Department Manager	150	jdopson@stevenwillandinc.com
Dan Howard	Parts Order Support	130	dhoward@stevenwillandinc.com
Jeff Olimpaito	Parts Order Support	113	jolimpaito@stevenwillandinc.com
Karen Alpers	Parts Order Support	119	kalpers@stevenwillandinc.com
Lisa Wilson	Parts Order Support	148	lwilson@stevenwillandinc.com

Warehouse & Traffic

Name	Title	Ext.	E-Mail Address
Shawn Davenport	Warehouse & Traffic Manager	142	sdavenport@stevenwillandinc.com
Bill Wibbelt	Warehouse, Traffic & Sales Support	169	bwibbelt@stevenwillandinc.com



2021 Key Personnel List

Field Sales Managers

Name	Title	Phone	E-Mail Address
Stu Markowitz	Mid-Atlantic Sales Territory	203-885-9521	smarkowitz@stevenwillandinc.com
Dave Willis	New England Sales Territory	508-847-3079	dwillis@stevenwillandinc.com

Territory Managers - Mid-Atlantic

Name	Title	Phone	E-Mail Address
Bill Dougherty	Southern & Central NJ - SE PA	609-234-6316	bdougherty@stevenwillandinc.com
Bryan Albright	NE, Central & Western PA, Western MD & NE WV	973-600-4809	balbright@stevenwillandinc.com
Jeff Deckman	Delaware, Maryland & NE WV	862-266-5918	jdeckman@stevenwillandinc.com
Art Stone	Central & Northern NJ, Rockland & Richmond Counties NY	732-279-5753	astone@stevenwillandinc.com
Kevin Ranagan	Nassau, Suffolk, Westchester, New York, Kings, Queens & Bronx Counties NY	516-477-6786	kranagan@stevenwillandinc.com

Territory Managers - New England

Name	Title	Phone	E-Mail Address
Andrew Karistinos	Connecticut & Rhode Island	973-600-9834	akaristinos@stevenwillandinc.com
Mike Creech	Massachusetts	413-351-6024	mcreech@stevenwillandinc.com
Rick Gibbs	Eastern & Western New York State	973-600-0643	rgibbs@stevenwillandinc.com
Terry Robison	Vermont, New Hampshire & Maine	862-268-7066	trobison@stevenwillandinc.com

Department Contact	Department Email Address	Phone System Option Number
Equipment Ordering	plcequipmentsales@stevenwillandinc.com	Option #1
Parts Ordering	plcparts@stevenwillandinc.com	Option #2
Promo/Co-op Claims	claims@stevenwillandinc.com	N/A
Technical Service	plcservice@stevenwillandinc.com	Option #3

Please check www.stevenwillandinc.com for complete territory listings by county

23 Route 206 ~ PO Box 9
 Augusta, NJ 07822
 P: 888-229-4561 F: 800-644-1045
www.stevenwillandinc.com





2021 - 2022 Ryan Dealer Direct Pricing



Model Number	Description	MSRP	Dealer Cost	Destination Charge
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Lawnaire EST - Easy Steer Technology

554913C	Lawnaire IV-EST - Honda GX 120	\$2,799.00	\$2,127.24	\$70.00
554910C	Lawnaire V-EST - Honda GX 120	\$3,099.00	\$2,355.24	\$70.00

Lawnaire Trailer Units

544423	Tracaire 72" - 3 Pt Hitch	\$5,249.00	\$3,989.24	\$130.00
544317	Renovaire 72" - Tow Behind <i>Requires Lift Kit</i>	\$7,799.00	\$5,927.24	\$130.00
545370	Manual Hyd Pump Lift Kit	\$1,429.00	\$1,086.04	Plus Frt.

3 Pt Hitch Aerators

544860	Lawnaire 36" Tow <i>Requires One of the Following Kits:</i>	\$2,999.00	\$2,279.24	\$85.00
545711	Hydraulic Lift Kit	\$578.96	\$440.01	Plus Frt.
545654	Manual Lift Kit	\$351.04	\$266.79	Plus Frt.
4131949	Electric Lift Kit	\$941.19	\$715.30	Plus Frt.
970315	ZT Hitch Kit	\$16.28	\$12.37	Plus Frt.

Lawnaire ZTS Aerator

554930	Lawnaire ZTS - 30" Stand On Aerator Kawasaki FS541V	\$10,299.00	\$7,827.24	\$190.00
970640	Spyker Spreader Kit for Ryan ZTS Aerator	\$1,729.00	\$2,355.24	Plus Frt.
970595	Kit - ZTS Light Kit	\$310.34	\$235.86	Plus Frt.

Effective October 1, 2021

Bid Term: 2/22/19 - 2/21/21; Extended to 2/21/22; Extended to 2/21/23





2021 - 2022 Ryan Dealer Direct Pricing



Model Number	Description	MSRP	Dealer Cost	Destination Charge
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JR Sod Cutters

544953C	12" Jr Sod Cutter Honda GX160	\$4,749.00	\$3,609.24	\$85.00
544673	12" Mole Blade Kit 1-1/4"	\$521.00	\$395.96	Plus Frt.
544670	12" Mole Blade Kit 3/4"	\$438.00	\$332.88	Plus Frt.
546199	12" Trenching Blade Kit	\$547.00	\$415.72	Plus Frt.
544954C	18" Jr Sod Cutter Honda GX160	\$4,849.00	\$3,685.24	\$85.00
544728	18" Mole Blade Kit 1-1/4"	\$524.00	\$398.24	Plus Frt.
544725	18" Mole Blade Kit 3/4"	\$524.00	\$398.24	Plus Frt.

New Hydro Sod Cutter

544961	Hydro Sod Cutter JR 18" Honda	\$5,599.00	\$4,255.24	\$85.00
544962	Hydro Sod Cutter JR 24" Honda	\$6,199.00	\$4,711.24	\$85.00
544963	Hydro Sod Cutter JR 18" Vanguard	\$5,399.00	\$4,103.24	\$85.00

Mataway Overseeder

544873	Mataway Overseeder 11hp Complete Unit	\$7,749.00	\$5,889.24	\$130.00
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2021 - 2022 Ryan Dealer Direct Pricing



Model Number	Description	MSRP	Dealer Cost	Destination Charge
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Mataway Power Rake Only

Model Number	Description	MSRP	Dealer Cost	Destination Charge
544283	Mataway Power Rake Only - 11hp <i>Requires One of the Following Reels:</i>	\$4,949.00	\$3,945.22	\$85.00
544265	1/16" Blades 1-1/2" Spacing	\$390.00	\$296.40	Plus Frt.
544262	1/16" Blades 1" Spacing	\$390.00	\$296.40	Plus Frt.
544261	1/32" Blades 1" Spacing	\$390.00	\$296.40	Plus Frt.
544260	1/32" Blades 1/2" Spacing	\$459.00	\$348.84	Plus Frt.
544269	1/8" Flail Blades 1" Spacing	\$579.00	\$440.04	Plus Frt.

Renothin V Power Rakes

554871	Renothin V Honda Flail	\$1,799.00	\$1,367.24	\$85.00
554873	Renothin V Honda Spring Tine	\$1,799.00	\$1,367.24	\$85.00
554875	Renothin V Honda Fixed Blade	\$1,799.00	\$1,367.24	\$85.00
970524	Kit - Renothin Seedbox	\$549.00	\$417.24	Plus Frt.
970962	Kit - Flail Reel - Renothin	\$429.00	\$326.04	Plus Frt.
970964	Kit - Spring Tine - Renothin	\$429.00	\$326.04	Plus Frt.
970959	Kit - Fixed Reel - Renothin	\$429.00	\$326.04	Plus Frt.

Renothin V Power Rakes		Close Out Model - While Supplies Last
554874	Renothin V B&S Fixed Blade	Close Out Pricing - \$1200 Drl Net

Effective October 1, 2021

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2-STEP DEALER FLOORPLAN TERMS

Objective

Floorplan programs provided through Wells Fargo Commercial Distribution Finance (CDF) should be used by the distributor to facilitate sales and ensure that dealers carry representative levels of the full line of Bobcat products throughout the year in order to meet retail sales. Distributors may floorplan product invoiced to dealers on floorplan by the distributor, as well as distributor paid inventory.

Program

The following terms and conditions are in effect for all shipments of serialized product and related accessories under the floorplan arrangement, which the Distributor may have with CDF. These floorplan terms are not consignment or guaranteed sales arrangements. Floorplan terms cannot be used in lieu of retail financing or delayed payments for the customer.

All products are due when sold or at the maturity date, whichever comes first.

Distribution can extend floorplan terms to fit their markets, at their own expense, working with CDF directly.

Eligibility

Dealers must meet qualifications established by Doosan Bobcat Johnson Creek and CDF. Use of the plan numbers below is determined by the specific Doosan Bobcat Johnson Creek Marketing Programs that utilize them. All serialized product sales must be warranty registered prior to leaving Dealer inventory.

These programs supersede all current published programs. Doosan Bobcat Johnson Creek reserves the right to withdraw or modify the above programs at any time with proper notice to the channel. This program can not be used in conjunction with any other sales programs or discounts.



Demonstrator Program - Dealer

To increase product visibility and to provide hands on proof that Bobcat and Ryan produces the most productive line of turf renovation equipment in the industry today, Doosan Bobcat Johnson Creek offers the following Demo Program for Dealers:

Bobcat and Ryan Dealers may designate up to two (2) units per brand annually with prior approval from your district manager. The demo units must be designated as a demo unit when ordered so it can be correctly billed for floorplan financing purposes and is not included in units ordered to become an Authorized dealer or booking qualification. All demo units must be written on a separate order.

Demo Unit will receive - 5% Demo Discount on the invoice from standard dealer cost.

Terms & Conditions

- All Demo orders must be placed separately and listed as a demo order on top of the purchase order. All units must be clearly marked as "Demo Unit".
- The dealer will receive free floorplan for 180 days from time of purchase.
- Demos are designed to help you close more sales. The Demo unit should be used a minimum of 50 hours and a maximum of 150 hours prior to retail.

Eligible Product Categories

- Bobcat Belt Drive and Hydro Midsize Walk-Behinds
- Bobcat 3000/4000/6000/7000 Series
- All Ryan Models

Guidelines for Reimbursement

To receive credit, the Dealer must submit a Rebate Request Form within 15 days of the actual sale date. Credit will be issued to the Dealer upon receipt of warranty registration. Required material for rebate:

- Completed Rebate Request Form
- Copy of Invoice to Dealer showing discounted Demo pricing
- All Demo submissions will be made by email only to: claims@stevenwillandinc.com

Demonstration units under this program are not eligible for any other sales program rebates, spiffs, credits, or discounted prices.

Demonstrator Limited Warranty

To be eligible for the demonstrator warranty, the demonstrator must be registered with Bobcat as a demo unit. The start date will default to the date credit is issued against a unit for demonstrator use. At the time of the sale the purchaser will receive the remainder of the warranty that's available.

All demonstration orders must be placed on a separate order and after the qualifying dealer's order has been placed.





Bid Assistance Program

The Bobcat and Ryan Tax Exempt Bid Assistance Program has been established to enable Bobcat and Ryan Dealers to compete for and make sales in which Bobcat and Ryan products will be highly visible in use. Bid assistance is available on sales to the following organizations:

- 1) **Non-Profit** Churches, church supported schools, church supported cemeteries, etc. a) IRS exemption number required
- 2) **Tax Supported** States, counties, cities HUD, etc.
- 3) **State Regulated** Utilities, Toll Facilities, Port Authorities, etc.
- 4) **Independent Contractors (Only Applies to Bobcat or Ryan Eligible Products)** May qualify for special Bid Assist discounts on government tax-supported agencies provided that:
 - a) Bobcat/Ryan equipment purchased is to be used exclusively for the fulfillment of a contract that was awarded only to a tax-supported or state-regulated agency that is eligible to receive Bid Assist discount. Non-profit groups are not eligible.
 - b) Awarded Contract is for a minimum of 12 months with at least six (6) months remaining on the contract.
 - c) Copy of eligible contract must be attached along with all other documentation.
 - d) **Prior Approval must be obtained to utilize this feature. Contracts may be verified as needed.**

Eligible Products

- Bobcat Belt Drive and Hydro Midsize Walk-Behinds
- Bobcat 4000/6000/7000 Series
- All Ryan Models
- Bobcat Manufactured Accessories and Attachments Sold for Inclusion with Bid Units
- Ryan Manufactured Accessories and Attachments Sold for Inclusion with Bid Units

Bid Assistance Qualifications

- Dealers are required to discount units and qualifying attachments and accessories a minimum of 15% from MSRP
- Dealer will receive a 5% rebate from standard dealer cost
- Dealers may submit bids at greater than 15% from MSRP to secure the purchase but dealer rebate will remain at 5% from standard dealer cost
- Upon sale warranty registrations must be completed and filed with Doosan Bobcat Johnson Creek
- Upon sale units must be paid off in full from Dealers floor plan

Guidelines for Reimbursement

To receive credit, the Dealer must submit a Rebate Request Form within 15 days of the actual sale date to their Distributor. Upon Distributor approval, Dealer documents will be forward to Doosan Bobcat Johnson Creek for processing. Credit will be issued to the distributor upon receipt of warranty registration and floor plan liquidation. Bid assistance credit to the Dealer will be issued directly from the Distributor. Required material for rebate:

- Completed Rebate Request Form
- Copy of the invoice to the customer showing actual bid awarded pricing
- Copy of the Bid & IRS exempt number and a copy of contract (if landscape contractor)
- All Bid submissions will be made by email only to: claims@stevenwillandinc.com





Fleet Sales Program

Bobcat and Ryan Dealers are encouraged to pursue Large Commercial Account sales. To ensure the Dealer's profitability and competitive pricing when dealing with Fleet Purchasers, we have developed the Bobcat and Ryan Fleet Purchasing Program.

Customers eligible under Bid Assistance (non-profit) are not eligible for this program

Dealers will be eligible for a Fleet Rebate when the following requirements are met:

- Fleet customer purchases Bobcat and or Ryan products on one purchase order
- A minimum of \$15,000 at Fleet Sale Price in any combination of Bobcat and Ryan products

Eligible Product Categories

- Bobcat Belt Drive and Hydro Midsize Walk-Behinds
- Bobcat 4000/6000/7000 Series
- All Ryan Models

Terms & Conditions

- Purchase order must call for complete delivery of a \$15,000 fleet price minimum order
- A Fleet Customer's net invoice for each eligible unit (\$15,000 minimum) must reflect a minimum discount off Manufacturer's Suggested List Price (excluding sales tax) of 15% from MSRP
- Dealers will receive a 5% rebate from standard dealer cost
- The Fleet Program customer's original qualifying purchase makes that company eligible for re-orders at the same Fleet Program price (discount) effective for 12 months from the day of purchase
- Warranty registrations must be completed and filed with Doosan Bobcat Johnson Creek
- Units must be paid in full from Dealers floor plan

Guidelines for Reimbursement

To receive credit, the Dealer must submit a Rebate Request Form within 15 days of the actual sale date to their Distributor. Upon Distributor approval, Dealer documents will be forward to Doosan Bobcat Johnson Creek for processing. Credit will be issued to the distributor upon receipt of warranty registration and floor plan liquidation. Fleet purchase assistance credit to the Dealer will be issued directly from the Distributor. Required material for rebate:

- Completed Rebate Request Form
- Copy of Dealer Invoice to Customer showing actual fleet purchase pricing
- All Fleet submissions will be made by email only to: claims@stevenwillandinc.com

These programs supersede all current published programs. Doosan Bobcat Johnson Creek reserves the right to withdraw or modify the above programs at any time with proper notice to the channel. This program can not be used in conjunction with any other sales programs or discounts.



