



DEALERS

Everything You Need to Connect
Customers to Exclusive Equine &
Cattle Discounts!

2025
HANDBOOK





Empowering Exmark Dealers to Leverage the **Equine & Ranch Rewards** Program for Added Sales

The Equine & Ranch Rewards Discount Program is **more than just a promotional offer**—it's **a proven tool to help Exmark dealers close more sales, reach a high-value rural market, and provide added value to loyal and new customers in the horse and cattle industries.**

By understanding how to effectively present and utilize this program, you'll position your dealership as a resource, not just a retail outlet. You're not only selling premium equipment—**you're offering access to exclusive savings that customers can't find anywhere else.**

What You'll Find in This Handbook

- What is the Equine & Ranch Rewards Discount program?
- Why Does This Program Matter to Your Dealer?
- How The Discount Works
- How to Lead a Customer to Us
- Dealer Best Practices
- Marketing Tools for You!
- FAQ
- Contact Information

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ABOUT EQUINE & RANCH REWARDS

Formerly Equine Equipment, Equine & Ranch Rewards is a U.S. & Canada-wide program launched in 2011 that **offers manufacturer-backed discounts on farm equipment, mowers, paint, and more—exclusively for those involved in the equine and cattle industries.** It acts as a free, intermediary service with a talented staff, funded by partner manufacturers to ensure eligible equine customers access exclusive savings while promoting program integrity.

Founded by Steven Andersen, Equine & Ranch Rewards was designed to **help equestrian and cattle professionals save money** on the high-quality equipment they need.

- **Zero cost:** fully funded by manufacturers—no fees to dealers or customers
- **Transparent & accessible:** bait-free, straightforward eligibility and savings
- **Industry-savvy:** led by staff with industry insight, offering attentive support and program guidance

So far, thousands of operations have saved millions of dollars through these manufacturer-sponsored discounts!

WE ARE THE CUSTOMER EXPERTS, YOU ARE THE EQUIPMENT EXPERTS!

WHO QUALIFIES



Eligibility extends broadly across the equine and cattle spectrum, including:

- Horsemen
- Cattlemen

- Commercial Equestrian/Cattle Facilities
- Equine/Cattle Industry Professionals
- Equine/Cattle Related Organizations
- Individual Owners & Participants

AND MORE!

Applicants qualify after a quick phone questionnaire with us confirming their industry involvement—simple, straightforward, and **no cost to dealer or customer.**

Equine & Ranch Rewards' goal is to **keep the program exclusive to the genuine equine and cattle communities.** By confirming eligibility, you preserve the value of the discounts and maintain manufacturer support for real industry clients.

- It's **not limited to large farms**—we approve on a case by case basis, even individual owners likely qualify.
- The application is easy: a brief call or form, **no heavy documentation.**
- Once approved, dealers get notified, and transactions occur seamlessly at retail locations.
- Dealers **still receive their standard margin**, as Exmark funds dealer rebates.

WHY WE MATTER TO YOU

This Program Drives Sales!

The Equine & Ranch Rewards Program acts as **a powerful closing tool**—especially in competitive or price-sensitive situations. When a customer is on the fence about purchasing, being able to offer a manufacturer-backed discount through a trusted national program can tip the sale in your favor.

This kind of value-added offer:

- Helps justify the purchase of commercial-grade equipment over residential models
- Moves customers off the “just looking” list and into the buyer’s seat
- Makes high-ticket purchases feel like a smart investment, not just a splurge

Think of it as adding a rebate-like incentive without the hassle—**and you don’t have to cut your margin to do it.**



Expand Your Market Reach

Most dealers focus marketing efforts on commercial landscapers, municipalities, and general consumers. But with Equine & Ranch Rewards, **you gain access to a large but often underserved market segment:**

- Horse/Cattle farms (both commercial and hobby farms)
- Trainers, breeders, lesson barns, ranches, professionals, horse/cattle associations, and more!

Many of these customers need commercial-quality equipment but haven't connected with a local Exmark dealer—until now. **By promoting this program, you differentiate your dealership as horse and cattle-friendly**, and attract new leads you may never have otherwise reached.

Adds Real Value Without Affecting Your Pricing

- Your MSRP or dealer pricing remains untouched
- Your margins stay intact
- No cost to your dealership to participate
- No administrative burden—Equine & Ranch Rewards handles the customer verification and discount confirmation

You offer more, but it costs you nothing.





HOW THE DISCOUNT WORKS

Equine & Ranch Rewards provides **fixed, manufacturer-funded discounts** (not dealer markdowns) on MSRP. Savings can range up to as much as ~\$13,000 off MSRP, depending on the brand and model. These are **set “program prices”**—not subject to dealer negotiation.

Program Pricing Guide	[Sent to dealer from Equine & Ranch Rewards once a customer is approved
Invoice		When the sale completes, dealers invoice as usual, then submit the final invoice to Equine & Ranch Rewards for an approval code to claim the rebate
Full Dealer MSRP		Is still paid — dealer cost remains the same, so your margin is preserved .

WHY THIS MATTERS

- **Simple Admin:** Submitting the invoice triggers the rebate—no extra paperwork or negotiation.
- **Transparent & Reliable:** Dealers know exactly what prices apply to each customer once approved.
- **No Margin Loss:** All discounts are manufacturer-funded.
- **Increased Auditability:** Each sale is tracked through Equine & Ranch Rewards’ system for easy reconciliation.

ELIGIBLE MODELS

- Commercial 21" & 30"
 - Vertex
 - Turf Tracer S & X-Series
 - Navigator
 - Radius S-Series and up
 - Lazer Z (E, S, X & Diesel Series; including 96" and 144")
 - Turf Management Products
- **Accessories purchased at the time of a serialized whole good will qualify for discount and dealer rebate. Accessories purchased after the initial sale without an additional serialized whole good will not qualify.**
- ! No quest-Radius E

FUNDING

The discount is fully funded by manufacturers

- Equine & Ranch Rewards verifies the sale, stamps approval, and returns for the dealer to claim the rebate (the difference between dealer cost and program price).
- Manufacturers pay the rebate to dealers, typically via check or credit, preserving dealer profitability.

WANT MORE INFO?

Contact us and receive a sample dealer kit from our sales team! Including a look at our program price list.

Note: CA and FL pricing varies

LEADING A **CUSTOMER** TO EQUINE & RANCH REWARDS

ASK THE RIGHT QUESTIONS

“Do you own horses or cattle?” or “Do you run a related facility?” is often enough to start.

GUIDE THEM TO US

Let them review one of our flyers or brochures and encourage them to give us a call. Dealers often call us themselves and allow the customer to speak with us over the phone to qualify them on the spot!

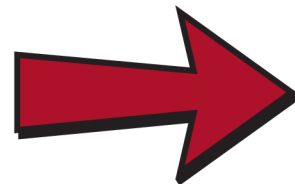
REASSURE THEM

The process is free, quick, and there’s no catch.

STAY IN THE LOOP

Once they apply, you’ll hear back soon—no need to chase paperwork.

WE HANDLE THE REST!



WHAT EQUINE & RANCH REWARDS ASKS NEXT

A member of our sales team conducts a quick phone call to verify the applicant's industry involvement.

- Questions can include:
 - How many horses/cattle do you own?
 - What is your primary use (breeding, training, boarding, personal, etc.)?
 - Are you involved with any organizations (4-H, breed associations, NCBA etc)?
 - Do you provide services (farrier, vet, breeder)?

If approved, the dealer is notified by email and sent:

- A copy of the approval
- The brand-specific program pricing guide (or instructions for Exmark's pricing tool)
- Instructions for applying the discount and invoicing

CUSTOMERS ARE OFTEN APPROVED ON THE SPOT OR WITHIN THE DAY!

! We'll still share the customer's information with you, even if they aren't approved, so your dealership has the opportunity to retain the sale.

Customer Makes Purchase at Program Price

- Dealer applies the program pricing (a fixed discount off MSRP)
- Customer receives their discount without haggling or price negotiation
- The experience is seamless, professional, and mutually beneficial

THEN, SEND YOUR INVOICE TO US AND RECEIVE AN APPROVAL CODE TO CLAIM YOUR REBATE. IT'S THAT EASY!

DEALER BEST PRACTICES

We're here to help make every sale a smooth success—just follow these steps for the fastest and easiest results.



1 BEFORE THE SALE

- Call Equine & Ranch Rewards **before the sale** to confirm your customer's eligibility.
- **Only** active equine or cattle participants are eligible (refer to page 4).
- Landscape contractors and non-equine/cattle buyers **do not qualify**.
- Customer **must** be approved by Equine & Ranch Rewards.
- **Why it matters:** You and Equine & Ranch Rewards are guardians of the program's integrity. Approval **must** be obtained before offering program pricing.

Important:

Do not quote or sell at program pricing without prior approval. Any sale submitted to Exmark without a verified approval code will be denied.

2 OFFER PROGRAM PRICING

Once Equine & Ranch Rewards approves the customer:

- You will receive an authorization email confirming their eligibility.
- You may now offer Equine & Ranch Rewards program pricing.
- For most accurate pricing, use the *Dealer Portal* → *Dealer Price Tool* (includes models up to F25). Find Dedicated Pricing here: <https://extranet.exmark.com/>

Only after approval can a quote or sale at equine/cattle pricing be developed. Be cautious on any tariff/fee/freight and set-up charges, protect the dealership and apply as required.



3 COMPLETE THE SALE & INVOICE PROPERLY

Once the sale is finalized:

- Create an invoice with the **correct program pricing that matches the approval.**
- **Clearly** write the equipment serial number on the invoice.
- Separate freight and setup fees as **individual line items.**
- Send the invoice to Equine & Ranch Rewards by fax or email.

Email: sales@equineequipment.com

Fax: 855.863.6001

4 RECEIVE APPROVAL CODE & SUBMIT TO EXMARK

Equine & Ranch Rewards will:

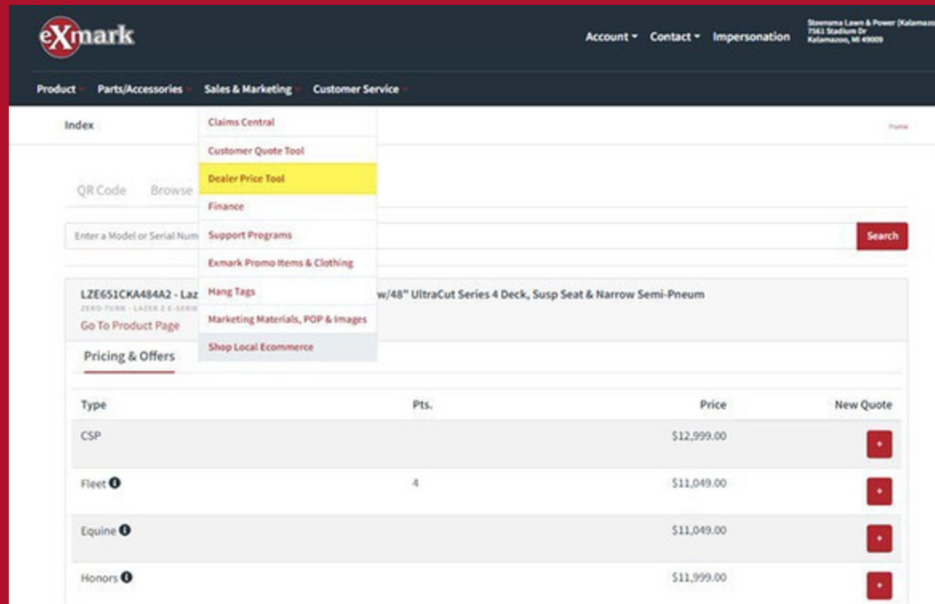
- Review your invoice.
- Stamp it with an official approval code and return it to you.

You must then:

- Log into the Exmark Dealer Site → Claims Central.
- Submit the approval code to process your rebate and settle the sale as normal.

— Do not attempt to submit a claim without an official approval code. It will not be reimbursed.

NAVIGATING DEALER PRICE TOOL



The screenshot shows the eXmark website's navigation menu. The 'Dealer Price Tool' is highlighted in yellow. Below the menu, there is a search bar with the text 'Enter a Model or Serial Number' and a 'Search' button. A white arrow points from the 'Dealer Price Tool' menu item to the search bar in the next screenshot.

Account ▾ Contact ▾ Impersonation

Stearns Lawn & Power (Kalamazoo)
7561 Stadium Dr
Kalamazoo, MI 49009

Product ▾ Parts/Accessories ▾ Sales & Marketing ▾ Customer Service ▾

Index

Claims Central

Customer Quote Tool

Dealer Price Tool

Finance

Support Programs

Exmark Promo Items & Clothing

Hang Tags

Marketing Materials, POP & Images

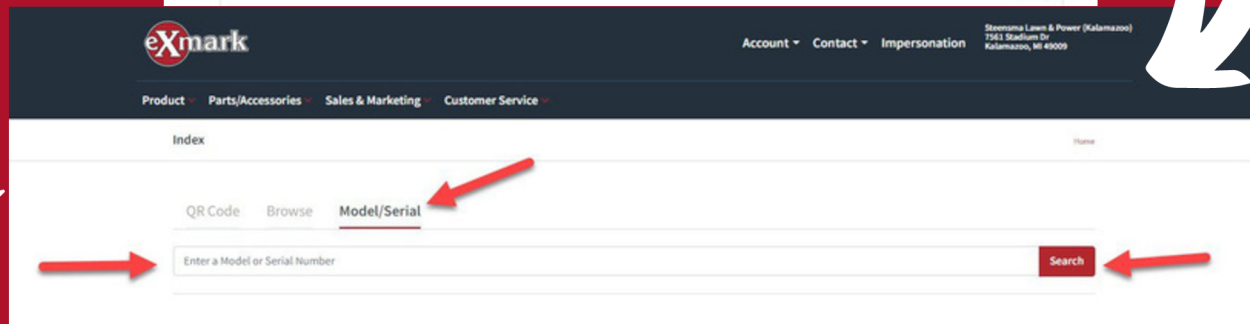
Shop Local Ecommerce

Go To Product Page

Search

LZE651CKA484A2 - Lazer Z E-Series 20.5 HP* Kaw FX651V w/48" UltraCut Series 4 Deck, Susp Seat & Narrow Semi-Pneum

Type	Pts.	Price	New Quote
CSP		\$12,999.00	+
Fleet 1	4	\$11,049.00	+
Equine 1		\$11,049.00	+
Honors 1		\$11,999.00	+



The screenshot shows the eXmark website's search bar and the 'Model/Serial' tab. A red arrow points to the 'Model/Serial' tab, and another red arrow points to the 'Search' button. A white arrow points from the search bar in the previous screenshot to the search bar in this screenshot.

Account ▾ Contact ▾ Impersonation

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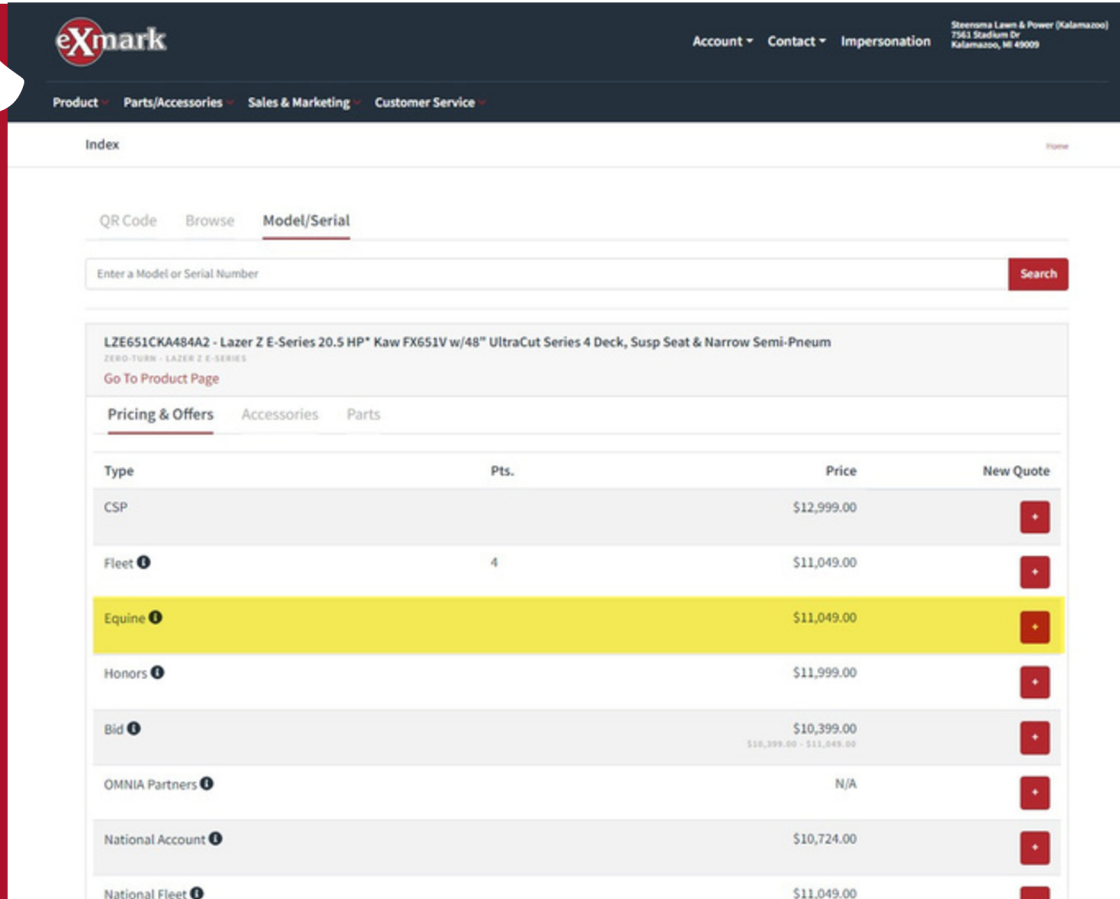
Product ▾ Parts/Accessories ▾ Sales & Marketing ▾ Customer Service ▾

Index

QR Code Browse **Model/Serial**

Enter a Model or Serial Number

Search



The screenshot shows the eXmark website's search results for the LZE651CKA484A2 model. The 'Model/Serial' tab is selected. The search results show the product name and a table of pricing and offers. A white arrow points from the search bar in the previous screenshot to the search bar in this screenshot.

Account ▾ Contact ▾ Impersonation

Stearns Lawn & Power (Kalamazoo)
7561 Stadium Dr
Kalamazoo, MI 49009

Product ▾ Parts/Accessories ▾ Sales & Marketing ▾ Customer Service ▾

Index

QR Code Browse **Model/Serial**

Enter a Model or Serial Number

Search

LZE651CKA484A2 - Lazer Z E-Series 20.5 HP* Kaw FX651V w/48" UltraCut Series 4 Deck, Susp Seat & Narrow Semi-Pneum

Go To Product Page

Pricing & Offers Accessories Parts

Type	Pts.	Price	New Quote
CSP		\$12,999.00	+
Fleet 1	4	\$11,049.00	+
Equine 1		\$11,049.00	+
Honors 1		\$11,999.00	+
Bid 1		\$10,399.00 \$10,399.00 - \$11,049.00	+
OMNIA Partners 1		N/A	+
National Account 1		\$10,724.00	+
National Fleet 1		\$11,049.00	+

MARKETING TOOLS FOR YOU

Promote the Program with Confidence

At Equine & Ranch Rewards, we're not just here to approve your customers—we're here to help you grow your business. **We provide a suite of ready-to-use marketing materials** designed to help you attract, educate, and convert equine/cattle customers in your area. These tools make it easy to promote the Equine & Ranch Rewards Program in-store, online, and at events.

Printable Materials

- Tri-fold brochures for your showroom or service desk
- One-page flyers with program benefits and eligibility details
- Posters and counter signs to spark customer interest
- Handouts tailored to equine buyers

Digital Assets

- Social media graphics and post templates
- Program explanation slides for use on screens or tablets
- Dealer-branded email templates to send to leads
- Website banner graphics and language for your homepage

Co-Branded Materials

Want to include your dealership's name, logo, or contact info? We offer co-branded versions of:

- Flyers
- Social posts
- Email headers

Let us know, and we'll help customize the materials to reflect your dealership's brand.

How to Use Them:

- Showroom
- Online
- At Events
- During Sales Conversations

FAQ

Who funds the discount?

The discount is 100% manufacturer-funded.

- You do not take a hit on margin.
- You sell at program pricing, we approve your invoice and Exmark handles rebate reimbursement behind the scenes.

How long does it take to get approval?

Usually within business hours, occasionally the next day.

What happens if I submit a sale without prior approval?

Exmark will not reimburse any sale that was not pre-approved through Equine & Ranch Rewards.

- Quotes and program pricing must only be offered after eligibility has been verified.

How does this benefit my dealership?

- You gain access to a new customer base: horse/cattle farms, ranchers, and horse/cattle owners.
- You offer added value without changing your pricing or margins.
- You build loyalty with rural clients who are often repeat buyers.
- We provide free marketing tools to help you promote the program locally and online.



CONTACT OUR TEAM

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