

**General:**

Dealers cannot have COD Credit Terms. This Credit Term makes the Dealer ineligible to participate in the Ashley Express process. The Marketing Specialist or the Dealer can work with the Credit Department to see if the Dealer's Credit Terms can be changed.

It is the Marketing Specialists responsibility to work with each Dealer to be sure they have good Credit Terms with Ashley and to be the main contact for this new process. All Ashley Express forms must be filled out completely by a Marketing Specialist and emailed back to the Ashley Express email group. Please do not have the Dealer send the form in. The Ashley Express email address is for internal use only.

Every Dealer will be charged a 2.5% handling fee, with a minimum handling fee of \$2.50, for each order shipped via Ashley Express.

**Q: Where can I find the Ashley Express Form?**

A: An editable Ashley Express form is located on Ashley Direct under Hotlinks, Resources, Download Forms. On the Downloadable Forms page click on Ashley Forms and then on the Ashley Express Form radio button.

**Q: How long does it take to get setup on Ashley Express?**

A: Customers will be setup for Ashley Express in the order in which they are received. We do not have an average time at this point. Once Ashley receives the Ashley Express form it is reviewed to verify that all information has been entered and is correct. The form is then passed onto the Credit Department for resale certificates. Once all needed resale certificates have been received, the Dealer is either setup to use Ashley Direct to enter their Ashley Express orders or the Dealer information is sent onto the EDI Group to work with the Dealer's EDI provider. There may be delays in the setup when waiting on resale certificates from the Dealer or when our EDI group works with the Dealer's EDI provider, if needed.

**Q: Why does a Dealer have to be using Electronic Data Interchange (EDI) or Ashley Direct in order to use Ashley Express?**

A: Ashley Express orders have to be placed via EDI or Ashley Direct in order for consumer information to feed into Ashley's system.

**Q: If a Dealer does not have a transactional website can they still participate in the program?**

A: Yes. Any Dealer that is credit worthy can participate. Ashley Express is simply another form of delivery. It provides the Dealer with an 'Endless Aisle' of product to show their customer. For example, if a customer comes into the store and is interested in top of bed, an accessory or bar stool, almost every Dealer would be very limited in what can be physically displayed and stocked; however, the Dealer can now go to their website or the Ashley Catalog, order the item and then have Ashley ship it directly to their consumers home. This eliminates all the receiving, warehousing, picking and delivery expenses that the Dealer would normally absorb. This is a win-win for everyone: the customer, the Dealer, the Marketing Specialists and Ashley.

**Q: Where can I find the list of items that can be shipped via Ashley Express?**

A: Ashley Express items can be found in the Product Catalog on Ashley Direct. Select the account/ship-to and on the catalog page select the Ashley Express Items checkbox. This list can be exported to Excel by clicking the Export to Excel link under Search Results.

All Dealers now have the ability to see the Ashley Express Items checkbox in the Product Catalog regardless of being setup for the Ashley Express Process.

**Q: Is an EDI version of the Ashley Direct Ashley Express Items spreadsheet available?**

A: Our current EDI Item Master does not show which items are coded as available to ship via Ashley Express and does not contain some of the other item information that is currently available on the Ashley Direct spreadsheet. We are working on an EDI Item Master that does show which items are coded as available to ship via Ashley Express. This option should be available in late October.

**Q: How do I get set up on EDI?**

A: For more information on EDI, please email your questions to [eCommerce@AshleyFurniture.com](mailto:eCommerce@AshleyFurniture.com) or contact the Ashley eCommerce Administrator at 608-323-6830.

**Shipping/Freight Rates:**

**Q: Will a Dealer be notified if an item is not available to ship within 48 hours of the receipt of an order?**

A: No. Ashley has processes in place for FedEx and UPS to come into each Ashley Distribution Center Monday through Friday at a scheduled time. If an Ashley Express order comes into the system by this pickup time and product is available, the order will go out the same day. If an Ashley Express order is received after the daily pickup time and product is available, the order will ship out the next available working day.

This information is viewable on Ashley Direct Check On My Order or Delivery Status.

**Q: Where can I find Ashley's express freight rate?**

A: Ashley's express freight rate is set by item. To view the express freight rate, you would need to go to the Ashley Direct Product Catalog under a specific customer/ship-to and select the Ashley Express Items checkbox. This list can be exported to Excel by clicking the Export to Excel link under Search Results. On the Ashley Express items spreadsheet you can see the Ashley Express freight per item.

**Q: Which Resale Tax Certificates are needed if using Ashley's Express Freight Rate?**

A: If the Dealer is using Ashley's express freight rate, they will need resale tax certificates for nine states and the District of Columbia. These states include: California, Connecticut, District of Columbia, Florida, Hawaii, Louisiana, Massachusetts, Maryland, Mississippi and Tennessee. Since Ashley has no way to know the Dealer will not sell into any one of the states listed, we will need to collect resale certificates for all of these states. If the completed resale certificates are not sent in with the Ashley Express completed form that is fine, the Credit Department will send out the resale certificate forms to the Dealer to help them begin this process.

**Q: Which Resale Tax Certificates are needed if using Dealer's freight contract with FedEx or UPS?**

If the Dealer is going to use their own freight contract with either FedEx or UPS, they will need the resale tax certificate for the Ashley Distribution Center's state or states that the Dealer is choosing to ship their express orders from (express orders can ship to consumers all over the country from just one Ashley DC or more than one Ashley DC). If the completed resale certificates are not sent in with the Ashley Express completed form that is fine, the Credit Department will send out the resale certificate forms to the Dealer to help them begin this process.

**Q: Where can I find each states resale certificate?**

A: You are able to get some of the resale certificates under Ashley Forms on Ashely Direct/Resources, Download Forms and give to the Dealer. Otherwise, our Credit Department can get these same documents and email them to the Dealer if requested or once they send in the Ashley Express paperwork.

**Q: Who can I contact if I have questions regarding resale certificates or tax exemptions?**

A: Please contact your Ashley Credit Analyst.

**Q: Can a Dealer set a weight limit for each item which ships via Ashley Express?**

A: Ashley's system sets the weight limit to 150 pounds for Ashley Express items. The Dealer can choose to set the weight limit to be less than that, if desired. Typically normal freight charges apply for anything 70 pounds or less.

**Returns and Warranties:**

**Q: Why does Ashley Furniture need a return address?**

A: A return address is required for Ashley Express orders in case of damages or defects to an item. A return address is used when FedEx or UPS is returning a package. Please remember that the Dealer still owns all Ashley Express orders. It is the responsibility of the Dealer to handle all issues/returns. Please read on for further return information.

**Q: How are damages/ returns handled?**

A: If the Dealer is using Ashley's freight contract and the end Consumer is not accepting the product at the point of delivery due to a freight damage, the item should be refused by the Consumer while UPS/FedEx is at the Consumer's home and it will come back to the Ashley Distribution Center where the Dealer will be credited.

If the Dealer is using Ashley's freight contract and the end Consumer has the product in the home (already past the point of delivery), the end Consumer would contact the Dealer from whom the product was ordered. The Dealer in turn would contact Ashley Customer Service/MS/Credit Department to request a pickup of this freight damaged item and we would work to either issue credit or setup a call tag so the Consumer can send the item back to the Ashley Distribution Center at no charge to the Dealer.

If the Dealer has a freight contract between themselves and FedEx or UPS and the end Consumer is not accepting the product at the point of delivery due to a freight damage, the item should be refused by the Consumer while UPS/FedEx is at the Consumer's home and it will come back to the Dealer using the Return Address provided on the Ashley Express form.

If the Dealer has a freight contract between themselves and FedEx or UPS and the end Consumer has the product in the home (already past the point of delivery), the end Consumer would contact the Dealer from whom the product was ordered. The Dealer in turn would work out an arrangement with the Consumer. The Dealer will file a claim with their freight provider for the return.

The end Consumer will always be contacting the Dealer from whom they bought the item. The Dealer will work with Ashley if Ashley's freight contract is used or with FedEx or UPS if the Dealer owns the freight contract.

### **Tracking Orders:**

#### **Q: How will a Dealer know if Ashley has received their Ashley Express order?**

A: The Dealer will use the same processes they have in place today to monitor their orders. If the Dealer is set up to receive an Order Acknowledgement via email or EDI for their orders today, they will receive this document for their Express Ship orders also. If the Dealer is not set up to receive an Order Acknowledgement, open orders can always be viewed on Ashley Direct Check On My Order.

#### **Q: How will a Dealer know if Ashley has filled an order and shipped it to their consumer?**

A: The Dealer will use the same processes they have in place today to monitor their orders. If the Dealer is set up to receive an ASN (Advanced Shipping Notice) via email or EDI for their orders today, they will receive this document for their Express Ship orders also. The ASN shows the Carrier Name (UPS or FedEx) and it also shows the tracking number along with other item information. If the Dealer is not set up to receive an ASN, the shipping information can always be viewed on Ashley Direct Delivery Status. In AD Delivery Status once an Express Ship order has shipped, you will be able to view consumer and tracking information.

#### **Q: Where can you view Ashley Express open orders?**

A: Ashley Express open orders can be viewed on Ashley Direct under 'Check On My Order'. Ashley Express orders will show consumer information on the Customer Open Orders page.

### **Helpful Information:**

#### **Q: Will a Dealer be notified if an item is discontinued?**

A: There is a discontinued field on the Ashley Direct Ashley Express Items spreadsheet that can be viewed. Also on Ashley Direct under the Product Status report you can view what was discontinued each day. This report does not show if the items are Express shippable or not. It only shows the items that are discontinued. Once an item is discontinued and no longer available from the warehouse, that item no longer shows up on the Ashley Express Items spreadsheet.

In the new release of the EDI item availability feed that will be available in late October, there will be a status field (discontinued, new, etc.) and the date the status changed.

#### **Q: Will the consumer be able to tell if an Ashley Express item being ordered via a Dealer's Website is in stock or not?**

A: Ashley has the ability to give the Dealer EDI item availability feeds on a daily basis to determine which items are in stock; however, it all depends on how the Dealers website is setup.

**Q: Has Ashley established a minimum advertised price program (MAP) for those items on Ashley Express?**

A: No. We do not have a MAP program. It is up to the Dealer to determine their retail pricing.

**Q: If parts are needed, where would the Consumer get these?**

A: The Consumer would need to contact the Dealer whom they purchased from to see if parts are available. If parts are available, the Dealer can order from Ashley and most often the parts can be shipped directly to the Consumer's home.

**Q: What logo and product information can the Dealer put on their website in regards to the Ashley Express name?**

A: The websites information for each item can list Ashley's Sku number and group name, if the Dealer wishes to use them. Be careful that the correct wording is used. For example, if a Signature Design group is involved, the wording should read Signature Design by Ashley, not simply Ashley. Again it is up to the Dealer as to whether or not to use Ashley's Sku numbers and/or group names. Some Dealers choose to create their own internal Sku numbers and names for various reasons. The words Ashley Express cannot be used anywhere on the website.