

## Strategic Partner Program Portal

- Overall program overview
  - The Strategic Partner Program was designed to help TWO MEN AND A TRUCK® franchises establish valuable partnerships with local referral sources. These referral partners, such as apartment complexes, senior living facilities, and interior designers, play a key role in influencing potential customers earlier in the sales funnel—often more effectively than traditional local advertising efforts. Building strong relationships with these businesses can significantly benefit your franchise's growth and visibility. Open to all TWO MEN AND A TRUCK® franchises, the Strategic Partner Program offers a structured process to guide you through fostering these impactful connections.
- How codes work
  - In place of physical gift cards, unique codes will be exclusively offered to leverage important referral partnerships. The codes will be worth either \$50 towards moving services, or \$25 for a box kit. To begin, franchises will submit each strategic partner for approval, using the partner request form on the portal. Once approved, you will be able to generate unique codes for each partner, which will then be visible and accessible on your portal dashboard. You are not limited to the number of codes you can generate per partner; however, only \$1,000 worth of codes will be reimbursed by the MSC annually per franchise. Please keep this in mind as you are generating codes and promoting the offer. Once an approved partner refers a client and the discount is given, you will enter the portal, select an available code under the appropriate partner, and click Redeem. Fill out the redemption form, hit submit, and you are all set! Redemptions should be submitted within 14 days of the move date.
- How many codes each franchise gets
  - Each franchise is eligible to redeem up to \$1,000 worth of codes annually. This can be any combination of the two offers, \$50 or \$25, totaling \$1,000 for the year. For Example, a franchise may redeem either 20 codes worth \$50, 40 codes worth \$25, or 10 x \$50 and 20 x \$25.  
  
*Please note, the Redeem button will no longer appear next to unused codes if you have reached your annual redemption limit of \$1,000.*
- How to submit and view data in the portal
  - The Strategic Partner Portal consists of three main pages: the partner request page, the code redemption page, and the dashboard.

Partner page- This is where you can view current partners and find the form to add new ones.

Code redemption page- This is where you will find the form to redeem codes, to be reimbursed by the MSC. When redeeming codes, you will have the ability to select 'Redeem' next to the code you wish to use, and you will automatically be redirected to this page.

Dashboard page – An overview of your active partners, their associated codes, and code status.