

# FAQS

## What is the Refer A Friend program?

Refer A Friend provides customers an opportunity to submit a referral lead for new construction equipment sales. If a submitted lead results in a sale, the referrer will receive a \$500 VISA® gift card and the referral will receive a \$500 attachment credit.

## How do I know if my lead qualifies?

Minimum lead qualifications include:

- The referral cannot have bought NEW Cat® compact equipment in the last 5 years
- The referral has to be within Ziegler's Minnesota and Iowa sales territory
- The machine should be one of the following machines. See back for qualifying models:
  - Skid Steer, Compact Track, or Multi Terrain Loaders
  - Backhoe Loaders
  - Mini Excavators
  - Compact Wheel Loaders
  - Small Wheel Loaders
  - Telehandlers
  - Small Dozer

## What if I know someone who is looking to buy a machine, but it is not one of the qualifying machines?

Submit the lead, and make a note in the comment section of which machine type they are interested in buying. These will be reviewed separately and followed up on an individual basis.

## How do I submit a lead?

Visit [www.zieglercat.com/refer](http://www.zieglercat.com/refer) and fill out the form.

# REFER A FRIEND

## What if I don't have all the information being asked?

All required information is needed to submit the form. If we do not have enough or accurate information, we will be unable to process the lead and the lead will not qualify.

## How do I know if my lead resulted in a sale?

You will receive an email notification from Ziegler confirming the machine sale that you had referred.

## When do I get my reward?

The reward will be distributed within 30 days of the machine being invoiced.

## What if someone submits the same lead name that I did?

Whoever submits the lead first will be eligible to receive the gift card upon invoice. Each lead is timestamped by the form submission.

## Is there a limit to the number of leads I can submit?

No.

## Does my lead ever expire?

Lead payout eligibility expires after 12 months from the entry date of the lead into the system.

## Is there a maximum reward amount I can earn?

No. Any referrer that qualifies for more than one (1) VISA \$500 prepaid card must provide tax registration information prior to Ziegler Inc. issuing additional gift cards.

## Can I refer someone who already owns Cat equipment?

Yes. To qualify though, they cannot have bought a NEW piece of the qualifying Cat equipment within the past 5 years. If they had previously only bought used, rental, or equipment outside of the qualifying machines, they would qualify.

*\*Additional terms and conditions may apply.*

# ELIGIBLE MACHINES

# REFER A FRIEND

| <b>Compact Track Loaders</b> | <b>Skid Steer Loaders</b> | <b>Mini Excavators</b> |            | <b>Compact Wheel Loaders</b> | <b>Backhoe Loaders</b> | <b>Small Wheel Loaders</b> |
|------------------------------|---------------------------|------------------------|------------|------------------------------|------------------------|----------------------------|
| 239D3                        | 226D3                     | 300.9D                 | 304E2 CR   | 903D                         | 416F2                  | 926M                       |
| 249D3                        | 232D3                     | 301.4C                 | 305E2 CR   | 906M                         | 420F2 / 420F2 IT       | 930M                       |
| 259D3                        | 236D3                     | 301.7D                 | 305.5E2 CR | 908M                         | 430F2                  | 938M                       |
| 279D3                        | 242D3                     | 301.7D CR              | 306        | 910M                         | 440                    |                            |
| 289D3                        | 246D3                     | 302                    | 307E2      | 914M                         | 450                    |                            |
| 299D3                        | 262D3                     | 302.7D CR              | 307.5      | 918M                         |                        |                            |
| 299D3 XHP                    | 272D3                     | 303E CR                | 308        |                              |                        |                            |
|                              | 272D3 XHP                 | 303.5E2 CR             | 308E2 CR   |                              |                        |                            |
|                              |                           |                        | 309        |                              |                        |                            |
|                              |                           |                        | 310        |                              |                        |                            |

| <b>Telehandlers</b> | <b>Small Dozers</b> |
|---------------------|---------------------|
| TH255C              | D3K2                |
| TL642D              | D4K2                |
| TL943D              | D5K2                |
| TL1055D             |                     |
| TL1255D             |                     |
| TH357D              |                     |
| TH408D              |                     |
| TH3510D             |                     |
| TH514D              |                     |