



Smith & Wesson®

**Authorized
Dealer**

Application



Dear Firearms Retailer:

Thank you for your interest in becoming a Smith & Wesson Authorized Dealer. To be eligible for enrollment in the program, your business must be a licensed retail store front operation. Your business must also be registered to collect any applicable sales taxes and possess a current and valid Federal Firearms License (FFL).

As a Smith & Wesson Authorized Dealer, you identify your dealership as a legitimate retail business adhering to all local, state and federal laws. Smith & Wesson Authorized Dealers are eligible to receive a number of exclusive benefits including:

- Business Listing on the Smith & Wesson® Website
- Consumer Referral Service
- New Product Announcements & Updates
- High Resolution Photos
- Authorized Dealer Exclusive Promotions
- Exclusive Smith & Wesson Point of Sale Merchandising Program
- Access to Hands-On Educational Field Seminars
- Access to S&W® Armorers School

Smith & Wesson may at any time change or discontinue any dealer benefits. Attached is the Smith & Wesson Authorized Dealer application. Using a pen, please complete the application. Return the original along with a photograph of your store (inside and outside), a copy of your retail tax certificate and a valid signed copy of your FFL. Please include a valid e-mail address on application.

If you have any further questions, please contact us.

Sincerely,

Channel Marketing Team
Smith & Wesson
1-800-331-0852
channel@smith-wesson.com



SMITH & WESSON AUTHORIZED DEALER APPLICATION



Dealer Name		Smith & Wesson Authorized Dealer Application		DSM	
Yrs This Location		# Employees		Phone	
Retail App Phone		Dealer Contact Name		Dealer Contact E-mail	
Manager Name		Buyer Name		Web Site URL	
<input type="checkbox"/> Has SOT		Store Sq. Foot >		Does Store Carry	
<input type="checkbox"/> Shooting Supplies		Total Volume \$ >			
<input type="checkbox"/> Battenfeld		Total Inv. (units) >			
<input type="checkbox"/> Fishing Supplies		S&W Vol. \$ >			
<input type="checkbox"/> Crimson Trace		S&W Inv. (units) >			
<input type="checkbox"/> Sports Mdse		T/C Vol. \$ >			
<input type="checkbox"/> GemTech		T/C Inv. (units) >			
<input type="checkbox"/> T/C Apparel		Top 3 Distributors - List Below		Mailing Address	
<input type="checkbox"/> Bubba Blades					
<input type="checkbox"/> S&W Apparel		City		State	
ZIP		Buying Group Member		Armorer on Site	
Shooting Range		Y <input type="checkbox"/> N <input type="checkbox"/>		Y <input type="checkbox"/> N <input type="checkbox"/>	
Dealer		* Web site and E-mail address will be published on the Smith & Wesson Dealer Locator			
		* Authorized Dealers will receive promotional updates via E-mail and USPS			
NOTES					

- REQUIRED MATERIALS (PLEASE MAIL) -

Authorized Dealer Applicants Must Enclose the Following Items:

- Retail Tax Certificate (or Equivalent)
- Signed Federal Firearms License
- Photograph of Store (Inside and Outside)
- Signed Application

Signature of Store Owner/Manager

Date

Smith & Wesson Approval

Date

Smith & Wesson Dealer Code of Responsible Business Practices

As an Authorized Dealer of Smith & Wesson products, I recognize that the sale and distribution of firearms is a significant and important undertaking for both my business and the community. As a Smith & Wesson Authorized Dealer, I accept the responsibilities and obligations delineated by law and by virtue of my relationship with Smith & Wesson. I pledge and agree to the following:

- I will maintain a store premises, which will serve as a principal place of business for all the time that I am a Smith & Wesson Authorized Dealer.
- As part of this application, I will provide to Smith & Wesson the following:
 1. Verification by photograph or similar means of a store (Inside and Outside)
 2. A completed application
 3. Retail tax certificate (or equivalent)
 4. Valid signed Federal Firearms License (FFL)
- The retail sale and distribution of firearms is regulated by numerous federal, state and local laws/regulations. As a retailer of firearms, I will be familiar with and comply with all laws.
- I will employ trained and competent personnel who will adhere to all laws and requirements which relate to the sale and distribution of firearms.
- I will not sell or advertise new Smith & Wesson products through {Shotgun News, Gun List} or other similar publications.
- All new Smith & Wesson firearms will be sold with a locking device and all applicable safety and instruction manuals as provided by Smith & Wesson.
- I will not make a sale of a firearm without completing all required federal, state and local applications and forms, satisfying all legal requirements.
- I will verify, as required by law, all information for the completion of the sale of a firearm. I will not knowingly sell a firearm to anyone who cannot produce proof of identity, age and residence. I will not knowingly sell a firearm to an individual not authorized by law to own one.
- I will not make any sale in which I have reason to believe false or misleading statements have been made with respect to the actual purchaser of the firearm. I will not knowingly sell firearms to "straw purchasers", i.e., persons who illegally purchase a firearm for another.
- I will not knowingly buy or sell stolen firearms.
- I will not knowingly sell a firearm to any person if the person's purchase or possession would be in violation of any law or regulation applicable at the place of sale or delivery.
- I will maintain all records required by the Bureau of Alcohol, Tobacco, Firearms and Explosives, as well as all other records required under applicable federal, state and local laws which relate to the sale and distribution of firearms and I will cooperate with law enforcement officials when requested to provide information relating to those records.

Smith & Wesson may at any time change or discontinue its Authorized Dealer program, and the benefits available to any dealer.

Smith & Wesson may, at its sole discretion, suspend or terminate the Authorized Dealer status of any dealer in the event a claim is brought by a government or law enforcement agency in which the business or distribution practices of the Authorized Dealer are called into question.



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