

MADELI WILDFIRE RELIEF PROGRAM

Program Overview

Madeli is offering support to individuals and families in California whose homes and belongings have been affected by recent wildfires in 2024. As you begin the process of rebuilding, we want to assist by offering a 10% discount on eligible Madeli products.

Promotional period: February 01, 2026 - December 31st, 2027

This program offers a 10% discount - based off the purchase price paid by the customer of any eligible Madeli product purchased during the Promotional Period.

Eligibility Requirements

- Discount: Customers who provide valid insurance documentation will receive 10% off the final purchase price of Madeli items. This discount applies to the product price only and shall not apply to taxes, shipping or other costs.
- Customer: Valid only for purchases by an end-user customer who is 18 years or older.
- Location: The customer's primary residence must be in Los Angeles county and affected by the 2024 wildfires.

Showroom Staff Procedures for Redemption

1. Verification and Approval

- Required Customer Documentation: A copy of the customer's original sales receipt/invoice and a valid insurance claim that includes the address of the location in the claim is required.
- Vision Sales Group (VSG) Approval: All Madeli 2024 Wildfire Relief Program Sales must be approved by the VSG Representative Team before submission to Madeli.
- Discount Stacking: The Wildfire Relief Program discount must not be used in place of other showroom-specific discounts. This discount is an additional relief measure and should be applied on top of the final showroom discounted price to the customer.

2. Order Submission

- Showroom staff will collect the required customer documentation for verification:
 - Customer Name
 - Affected Address
 - Any insurance claim documentation
- Showrooms should indicate on the PO that they would like the CAFIRE discount.
- All items must appear on the same invoice.
- Showrooms will submit the complete order and required customer documentation to their local VSG Representative to redeem the discount. (See examples below).
- Madeli will subtract the 10% discount from the showroom purchase cost

3. Product and Sales Requirements

- Qualifying products must be current models using the most recently published pricing. Floor models, dealer displays, and other discounted/discontinued products do not qualify.

Note to Staff: Please remind customers that the 10% discount applies to the product price only, and shall not apply to taxes, fees, shipping or other costs.

Pricing Breakdown Examples

Client Side (Customer Invoice)

Item Description	Purchase Price (UMRP)
Madeli Product Selection (Eligible Models)	\$5,000
Everyday showroom discount -10% (-\$500)	\$4,500
CAFIRE Relief Discount -10% (-\$450)	\$4,050
Total Price to Customer (Pre-Tax)	\$4,050

Showroom Side (Madeli Billing)

Item Description	Amount
Standard Showroom Item Cost (\$5,000 × .405)	\$2,025
CAFIRE Program Credit	- \$450
Final Net Cost to Showroom	\$1575



Madeli Wildfire Relief Order Form

Program Code: **CAFIRE** | Effective: February 1, 2026 – December 31, 2027
Submit to VSG for approval: office@visionsalesgroup.com

1. Showroom & Order Info

- Showroom Name: _____
- PO Number: _____ Date: _____
- VSG Representative: _____

2. Customer Eligibility

- Customer Name: _____
- Residence Address: _____
- Confirm County [] Los Angeles

3. Documentation Checklist

Items that must be submitted to the VSG Representative to approve the Madeli 2024 Wildfire Relief Program credit:

1. Original Sales Invoice: Dated within the promotional period, showing the 10% discount passed on to the end-user.
2. Insurance Claim Documentation/Verification: A valid claim document that includes the customer's name and the affected property address.
3. PO Reference: Ensure the code "CAFIRE" is written on the physical Purchase Order.