

2025 Smart Choice Program

HunterDouglas

enlightened
style™
EXCLUSIVELY BUDGET BLINDS®



Program Highlights

- Promotions designed to maximize your sales.
- UPDATED! Trip Incentive Program based on combined Enlightened Style, Hunter Douglas and Carole Fabrics sales.
- Co-Op Program for Enlightened Style.
- Lifetime! No Questions Asked Consumer Assurance Policy.

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2025 Smart Choice: Overview



TIER	MILLIONAIRE'S CLUB	BLUE DIAMOND	DIAMOND ELITE	DIAMOND	PLATINUM	GOLD
2024 SALES: Enlightened Style, Hunter Douglas and Carole Fabrics combined	\$1M+	\$550K– \$999,999	\$350K– \$549,999	\$200K– \$349,999	\$100K– \$199,999	\$0– \$99,999
INCENTIVE TRIP						
2025 Incremental Sales Target Enlightened Style, Hunter Douglas and Carole Fabrics combined	\$0*	\$15K	\$20K	\$25K	\$30K	\$15K INCREMENTAL – \$80K MINIMUM ANNUAL SALES
Travelers	2 trips for 2				1 trip for 2	
Additional Trip Days	2 extra nights in Barbados				N/A	
Trip 2	N/A			\$100K Incremental above trip target		
PROGRAM BENEFITS – ENLIGHTENED STYLE						
Promotions	Full Year of Product Promotions PLUS an EXTRA 10% off of All Products in March for February, 2025 Convention Attendees – DOUBLE DIP.					
Co-Op Fund	4%	3%	2.5%	2%	1.5%	N/A
Free Sample Book Eligibility				Yes		
Fully Rebateable Sample Book				Yes		
DISCOUNT PROGRAM – ENLIGHTENED STYLE PRODUCTS						
Display and Hand Samples				20% off		
Model Home Orders				20% off		
Personal Use				20% off		
Oops Discount				20% off		

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2025 Smart Choice: Promotions

enlightened style™
The Smart Choice for Your Windows.
EXCLUSIVELY **BUDGET BLINDS®**

**BUDGET
BLINDS**
Style and service for every budget.*



Boost Your Sales All Year Long!

Enlightened Style's annual promotions provide you with exciting opportunities to maximize your profits and achieve greater success in closing sales.

US & Canada Promotions

New Year Special

Available to all franchisees.

January 1 – March 31, 2025

10% off of the following products

- Honeycomb/Latour™ Cellular Shades
- Roller Shades
- Banded Shades
- Natural Woven Shades (US Only)
- Sheer Shadings
- Wood/Faux Wood Blinds (Canada Only)

All options plus automation, are included in discounts.

Convention Special

Available to all 2025 Budget Blinds February Convention Attendees.

March 1 – March 31, 2025

10% off all Enlightened Style products

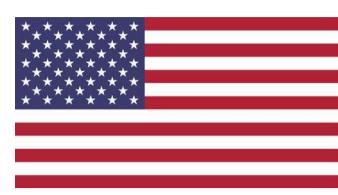
And yes, you can double dip with our New Year Special promotion!

All options, plus automation, are included in discount.

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2025 Smart Choice: US Promotions



enlightened style™
The Smart Choice for Your Windows.
EXCLUSIVELY **BUDGET BLINDS®**

**BUDGET
BLINDS**
Style and service for every budget.*



Smart Choice Promotions

Available to all franchisees.

April 1–December 31, 2025

Choose one of two options.

Option A

10% off Shades

(includes options and automation)

- Roller Shades & Panel Track
- Banded Shades
- Honeycomb & Latour™ Cellular Shades
- Natural Woven Shades
- Sheer Shadings

Option B

\$15 per unit instant rebate off of invoice
for the following **NON-AUTOMATED** shades

- Honeycomb/Cellular
- Roller Shades
- Banded Shades
- Natural Woven Shades
- Sheer Shadings

\$30 per unit instant rebate off of invoice
for the following **AUTOMATED** shades

- Honeycomb/Cellular
- Roller Shades
- Banded Shades
- Natural Woven Shades
- Sheer Shadings

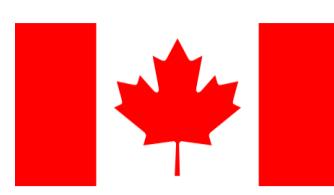
Promo Change Periods:

- June 23 – June 27. Changes effective July 1
- September 22 – September 26. Changes effective October 1

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2025 Smart Choice: CANADA Promotions



enlightened style™
The Smart Choice for Your Windows.
EXCLUSIVELY BUDGET BLINDS®

**BUDGET
BLINDS**
Style and service for every budget.*

Smart Choice Promotions

Available to all franchisees.

April 1–December 31, 2025

Choose one of two options.

Option A

10% off Shades

(includes options and automation)

- Roller Shades & Panel Track
- Banded Shades
- Honeycomb & Latour™ Cellular Shades
- Sheer Shadings

Option B

\$15 per unit instant rebate off of invoice for the following **NON-AUTOMATED** shades

- Honeycomb/Cellular
- Roller Shades
- Banded Shades
- Sheer Shadings

\$30 per unit instant rebate off of invoice for the following **AUTOMATED** shades

- Honeycomb/Cellular
- Roller Shades
- Banded Shades
- Sheer Shadings

Promo Change Periods:

- June 23 – June 27. Changes effective July 1
- September 22 – September 26. Changes effective October 1

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2025 Hunter Douglas Promotions



Boost Your Sales All Year Long with Exclusive Promotions!

Available to all US & Canada franchisees.

January – February

- **10% off** Designer Roller Shades & Designer Screen Roller Shades
- **25% off** PowerView Surcharge on Designer Roller Shades & Designer Screen Roller Shades

March – Available to all 2025 Budget Blinds Convention Attendees.

- **10% off** Hunter Douglas products (includes shutters)

April – June

- **25% off** PowerView® Surcharge on:
 - Duette® – Silhouette®
 - Luminette® – Sonnette™
 - Pirouette® – Vignette®

May

- **50% off** Pirouette Sample books

July – September

- **10% off** Pirouette
- **25% off** PowerView Surcharge on Pirouette

September

- **50% off** Designer Roller & Designer Screen Shade Sample books

October – December

- **10% off** Designer Roller Shades & Designer Screen Roller Shades
- **25% off** PowerView Surcharge on Designer Roller Shades & Designer Screen Roller Shades

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2025 Smart Choice: Co-Op Program



Investing in your business is crucial for growth and market awareness. The Smart Choice Co-Op program offers you the flexibility to invest in the tools that are most impactful for your territory.

2025 TIER	MILLIONAIRE'S CLUB	BLUE DIAMOND	DIAMOND ELITE	DIAMOND	PLATINUM	GOLD
Co-Op Funds Accrue from 1/1/25–12/31/25	4%	3%	2.5%	2%	1.5%	N/A

Custom Brands Group will reimburse all approved, fully compliant **Enlightened Style™** advertising up to the limit of your available funds. Your Co-Op dollars accrue from January 1st to December 31st, 2025*.

Eligible Advertising:

- | | |
|--|-----------------------------------|
| • Pre-approved Media Advertising | Eligible up to 100% reimbursement |
| • Display Fixtures, Showroom Samples, Hand Samples | Eligible up to 100% reimbursement |
| • Vehicle Wraps | Eligible up to 50% reimbursement |

Click [here](#) for our complete Co-Op Advertising Guide

Click [here](#) for the Co-Op Reimbursement Form

*Co-Op is limited to Enlightened Style only. Hunter Douglas and/or Carole Fabrics are excluded.

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2025 Smart Choice Program: Trip Incentive



Barbados

Designed with you in mind. The Smart Choice Program is all about providing opportunities to increase your profit margins and helping you succeed. We also want to reward your hard work and provide you with a well-deserved break, which is why our annual Inventive Travel program is a key Smart Choice benefit — one that we take great pride in.

What's included:

- 6 day/5 nights at the all-inclusive, luxury resort [Wyndham Grand Barbados](#)
- Round-trip airfare between home and Barbados
- Round-trip transfers between the airport in Barbados and the resort on group travel days
- Complimentary Wi-Fi plus full-time hospitality desk to assist with your travel needs
- Two hosted evening events in Barbados
- **Bonus:** Millionaire's Club and Blue Diamond levels will enjoy 2 extra nights in Barbados

2026 TRAVEL DATES

All Levels

MAY 17

Depart US/Canada
Arrive in Barbados

MAY 18

Welcome Reception

MAY 19

Free Day

MAY 20

Free Day

MAY 21

Farewell Party!

MAY 22

Diamond Elite, Diamond,
Platinum & Gold Levels
Depart for Home

MAY 24

Millionaire's Club &
Blue Diamond Levels
Depart for Home

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2025 Smart Choice Program:

Trip Incentive



Beachfront Bliss in Barbados

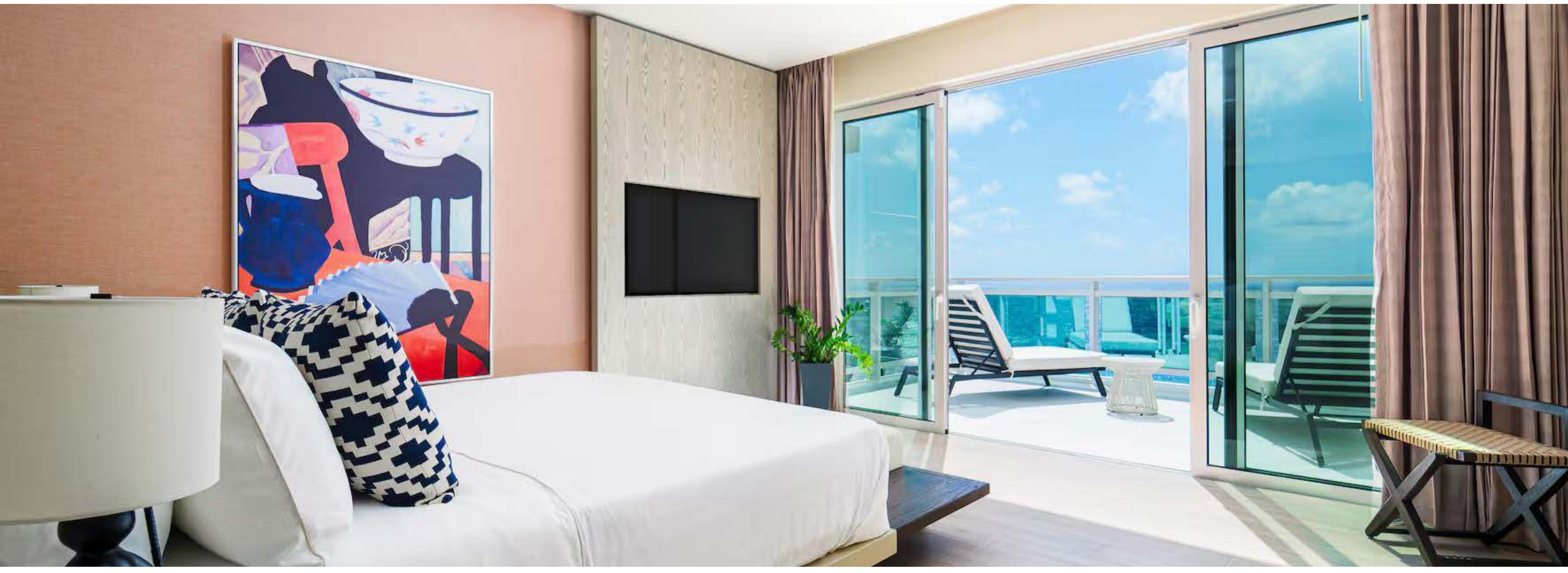
- The Wyndham Grand Barbados Sam Lords Castle all-inclusive luxury resort is perched on a cliff overlooking the Caribbean Sea.
- Suites boast scenic views, expansive balconies that seamlessly blend indoor/outdoor living, 24/7 room service, and must-haves like free high-speed Wi-Fi, stocked minibars and flat-screen HDTVs.
- Delight in a lineup of fantastic restaurants featuring gourmet farm-to-table cuisine and thoughtfully placed bars that serve up handcrafted cocktails and irresistible snacks.
- You can stroll the beach, park yourself at one of the four sparkling outdoor pools (complete with cabanas and swim-up bars), or stay active on the tennis and pickleball courts.
- Relax in the soothing spa, or partake in a curated program of daily activities and nightly entertainment, in addition to a children's pool, babysitting service and kid-friendly activities.
- Easy access to local history exhibits at Barbados Museum & Historical Society, horse racing at Garrison Savannah and cricket matches at Kensington Oval.



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2025 Smart Choice Program: Trip Incentive



TRIP QUALIFICATION GOALS

LEVEL	2024 BOOKINGS*	2025 INCREMENTAL BOOKINGS*
Millionaire's Club	\$1M+	\$0**
Blue Diamond	\$550K–\$999,999	\$15K
Diamond Elite	\$350K–\$549,999	\$20K
Diamond	\$200K–\$349,999	\$25K
Platinum	\$100K–\$199,999	\$30K
Gold	\$0–\$99,999	MINIMUM 2025 VOLUME IS \$80K \$15K INCREMENTAL***

*Enlightened Style, Hunter Douglas, Carole Fabrics combined

** Must maintain 2024 purchase level.

*** Example: 2024 bookings equal \$50K. \$30K increase needed to earn a trip.
2024 bookings equal \$70K. Incremental sales target is \$15K.



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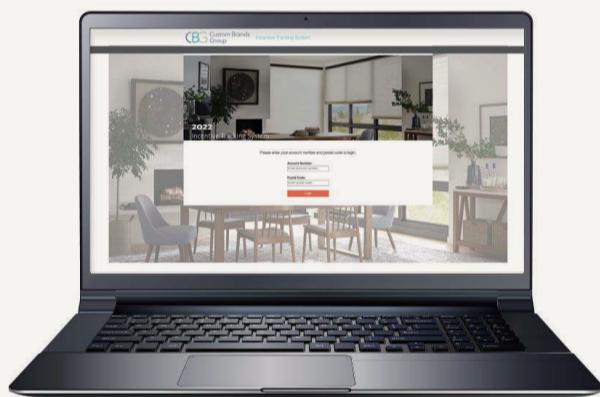
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2025 Smart Choice Program: Business Tools and Tracker



Incentive Tracking System

Our Incentive Tracking System was designed just for you. Visit cbgpromotions.com to view the progress and details of your points.



PROMOTIONS — View products and options that are on promotion throughout the year and submit your Smart Choice Promotion.

TRIP INCENTIVE — Your trip goals and progress details will be updated on a weekly basis.

CO-OP — Keep track of your earned dollars and the amount available for spending.

FREE Sample Book Eligibility

We provide two ways to earn free Enlightened Style sample books.

1. Your product sales 120 days preceding a new book launch determine if you're eligible for a free sample book.
2. Our rebate program can eliminate/reduce your cost. Select Enlightened Style sample books purchased qualify for a rebate up to the book value — \$10 (\$15 CAD) for each unit sold in first four months.

We do the tracking and automatically issue the credit to your account!

Concierge Customer Service

ENLIGHTENED STYLE PRODUCTS ONLY

Our dedicated team of highly trained customer service specialists is exclusively available to our Millionaire's Club and Blue Diamond partners. With their expertise and commitment to excellence, they will go above and beyond to provide your business with unparalleled service and timely resolution.



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2025 Smart Choice Program: Business Tools



No Questions Asked, Consumer Assurance Program

This service is valid for the LIFETIME of the product.

Available exclusively to consumers who purchase Enlightened Style products through Budget Blinds, LLC retail franchisees.

We will provide a one-time repair or replacement, at our discretion, free of charge for the same product should it become damaged or inoperable for any reason after the point of installation (excludes battery replacement for motorized shades).

If your product is replaced, the replacement will be the same style, size and color. If the style and/or color are no longer available, the replacement will be made in the closest style or color available.

This service is provided to the original purchaser only and for the original window opening only. Budget Blinds franchises are independently owned and operated, therefore, this Assurance Program is available only through those participating franchises.



Discounts—Enlightened Style

From display blinds to model home orders to oops discounts, we offer special savings where you need them most. See the [Program Guidelines](#) section for details.

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2025 Smart Choice Program: New Franchise Offer



Getting Started With Us is Easy

Since 1998, we've been a Preferred Alliance Vendor, so we are very familiar with working with new franchisees. Enlightened Style wants to help you find success in the early days of building your new business.

To help you get started, we would like to extend some exclusive "Quick Start Offers" as well some important details on doing business with us.

[View the Enlightened Style New Franchise Sample Kit here!](#)

Benefits and Resources

SMART START ACCOUNT CREDIT — To help jump start your business, we have deposited a \$1000 credit to your account. This can be used against any order with Enlightened Style.

ROBUST PRODUCT LINE — Our product line spans virtually every window covering category, offering beautiful on-trend styles, colors, patterns, and a myriad of options that define spaces with distinction and innovation.

PRODUCT REFERENCE PORTAL — Features the most current Price and Component Guides, plus Installation and Programming instructions. It's an easy save on your smart device, and available 24/7!

SMART CHOICE PROMOTIONS — Enjoy a full year of Enlightened Style product promotions. See promotions page for details.

NO QUESTIONS ASKED PROGRAM — We provide a one-time repair or replacement, at our discretion.

DIGITAL RESOURCES — Our Resource Center includes everything from price guides to photos, videos to installation instructions and more!



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2025 Hunter Douglas New Franchise Offer



Welcome to Hunter Douglas

Hunter Douglas offers high-end, innovative products like motorized shades, energy-efficient options and custom designs. By offering Hunter Douglas, you'll attract more customers and position your business as a top choice for premium window treatments.

To help you get started, we would like to extend these exclusive New Franchise Offers.



NEW FRANCHISE SAMPLE BOOK STARTER KIT:

- Designer Roller Shades
- Duette® Honeycomb Shades
- Vignette® Modern Roman Shades



FOR YOUR HOME OFFER*

- 85% off MSRP
- Up to 3 shades maximum per dealer account
- Available with any Hunter Douglas product (excludes Shutters)
- PowerView® Automation Only
- Includes up to 1 PowerView Pebble, Remote and Gateway

25% OFF ADDITIONAL HUNTER DOUGLAS SAMPLE BOOKS*

View the [full sample book collection here](#).



UNLOCK YOUR ACCESS TO ALL ESSENTIAL ONLINE

TOOLS — including our product reference guides, communications, technical and marketing content and more.

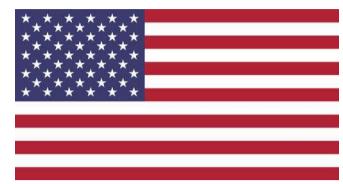
EXCLUSIVE PROMOTIONS — Enjoy a full year of Hunter Douglas product promotions. See promotions page for details.

*Contact your Business Development Manager to order additional sample books and assistance with ordering the 'For Your Home' offer.

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2025 Smart Choice Program: Large Order Program Guidelines (US)



ELIGIBLE PRODUCTS

- ALL Enlightened Style products are eligible in this program.
- Use existing Enlightened Style sample books, no separate or different sampling vehicles to support the Large Order Program.

PRICING GUIDELINES

- Orders over 50+ units are eligible.
- Orders must contain the same product. Mixed product orders do not qualify. Ex: Purchase orders with a mix of Roller Shades and Faux Wood Blinds will not qualify for the extra discount even if the total exceeds 50 units.
- The Large Order Program discount will be on top of all existing promotions from Enlightened Style. No exclusions.
- Large Order Program sales qualify for product points based on the product point values to help you earn a spot on the incentive trip.
- Large Order Program pricing is subject to any and all price increases. We will not hold price based on project timeline. If the quote may not be ordered for 12+ months, account should build in a price escalation before submitting it to their customer.
- Orders must be placed in one lot shipment and not drawn over time.
- Cannot double dip with the March, 2025 Convention discount.
- This discount will NOT be visible in eOrders or Touchpoint.
- If the Large Order Program discount is applied before the order ships, the invoice will reflect the lower price. If the order invoiced without the discount, a credit will be issued against the invoice.
- In order to receive the pricing adjustment, contact your Business Development Manager or Customer Service.

• Discount Guidelines:

- 50-99 units: 5% off
- 100+ units: 7% off
- Credit description (OTA): Large Order Discount

Note: The Large Order Program replaces any prior CBG quote desk guidelines.

SHIPPING & HANDLING

- The Large Order Program is subject to all published shipping and handling charges. See the General Information section of our current Cost Price Reference Guide.
- Large Order Program orders will follow our existing packaging specifications. Bulk packaging is not available.

PRODUCTION LEAD TIMES

- Refer to our latest Service Update communication. Lead times will be extended for orders over 50+ units.

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2025 Smart Choice Program: Large Order Program Guidelines (CAN)



ELIGIBLE PRODUCTS

- ALL Enlightened Style products are eligible in this program.
- Use existing Enlightened Style sample books, no separate or different sampling vehicles to support the Large Order Program.

PRICING GUIDELINES

- Orders over 20+ units are eligible.
- Orders must contain the same product. Mixed product orders do not qualify. Ex: Purchase orders with a mix of Roller Shades and Faux Wood Blinds will not qualify for the extra discount even if the total exceeds 20 units.
- The Large Order Program discount will be on top of all existing promotions from Enlightened Style. No exclusions.
- Large Order Program sales qualify for product points based on the product point values to help you earn a spot on the incentive trip.
- Large Order Program pricing is subject to any and all price increases. We will not hold price based on project timeline. If the quote may not be ordered for 12+ months, account should build in a price escalation before submitting it to their customer.
- Orders must be placed in one lot shipment and not drawn over time.
- Cannot double dip with any March 2025 Convention discount.
- This discount will NOT be visible in eOrders or Touchpoint.
- If the Large Order Program discount is applied before the order ships, the invoice will reflect the lower price. If the order invoiced without the discount, a credit will be issued against the invoice.

- In order to receive the pricing adjustment, contact your Business Development Manager or Customer Service.
- Discount Guidelines:
 - 20-50 units: 3% off
 - 51-75 units: 5% off
 - 76-100 units: 8% off
 - 101+ units: Quote Review
 - Credit description (OTA): Large Order Discount

Note: The Large Order Program replaces any prior CBG quote desk guidelines, projects can still be sent to Commercal for quotes, but may not come back with a better discount.

SHIPPING & HANDLING

- The Large Order Program is subject to all published shipping and handling charges. See the General Information section of our current Cost Price Reference Guide.
- Large Order Program orders will follow our existing packaging specifications. Bulk packaging is not available.

PRODUCTION LEAD TIMES

- Lead times will be extended for Large Orders, estimated at 2+ weeks production time minimum.
- Shipping will be Purolator Ground and will be 2+ weeks depending on the Province.

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2025 Smart Choice Program: Program Guidelines

TRAVEL AND POINTS PROGRAM

- The Smart Choice travel program is open only to Budget Blinds franchisees who have an existing Custom Brands Group, Hunter Douglas and/or Carole Fabrics account.
- A Trip is defined as 1 trip for 2 people.
- The 2025 Smart Choice travel program qualification period is January 1, 2025–December 31, 2025.
- Accounts that close prior to the start of the trip are not eligible to participate in the Smart Choice travel program and will not receive any type of credit or trip reimbursement.
- Qualifying product trip points are based on Enlightened Style, Hunter Douglas and Carole Fabrics bookings of fabricated blinds, shades and shutters. The following are excluded from trip points eligibility: no charge remakes, parts orders, hand samples/ sample books with a part number and contract/commercial orders.
- Qualifying purchases from the Enlightened Style Large Order program are eligible.

TAXATION

- Custom Brands Group and/or Hunter Douglas or Carole Fabrics does not assume any responsibility for applicable taxes.
- US Franchisees:
 - All awards earned are considered by the IRS to be taxable income. Any and all Federal, state and local taxes are the responsibility of each franchisee.
 - RS Form 1099-MISC will be issued to all franchisees that earn a trip, AND it is issued to the business, not an individual. Barbados per person estimate is \$6K.
- Canadian Franchisees:
 - All awards earned are considered by Revenue Canada to be taxable income. T4/T4a's will not be issued, and it shall be the recipients' responsibility to report amounts as income when filing tax returns.

GENERAL PROVISIONS

- Travelers must be 21 years of age or older or accompanied by a qualifying franchisee 21 years of age or older.
- All accounts must be aligned in good standing and current within payment terms prior to award notification and the issuance of any travel documents.
- **Trips cannot be sold or transferred.** Trips are non-transferable to anyone other than the franchisee earning the trip or its employees.
- Only qualifying franchisees and their registered guests may participate in program inclusions, such as meals, group activities or tours, and transfers
- No other awards or cash will be provided in lieu of the trips published and there is no cash value for unused portions of the program.

- Trips are non-refundable, with no consideration for any unused trips.
- Under no circumstances can unregistered persons participate in trip inclusions. Badges will be checked for eligibility. Franchisees who violate this policy will be liable for the cost of additional trips and will be disqualified from Smart Choice travel participation for the following year.
- Custom Brands Group/Hunter Douglas/Carole Fabrics are not the operators of these programs and do not exercise direct control over the services provided by third-party suppliers, i.e., airlines, hotels, ground transportation providers, etc. Therefore, from the date of this published information to the actual dates of travel, schedules and other service inclusions or options offered by third-party suppliers may change without prior notification.
- Custom Brands Group/Hunter Douglas/Carole Fabrics retains the right to add, change, or eliminate trip dates or replace a trip of equal value based on the projected number of qualifying franchisees.
- Custom Brands Group/Hunter Douglas/Carole Fabrics reserves the right to audit compliance with the qualification requirements and reserves the right to amend, alter or cancel this program at any time.
- Travel winner is responsible for travel documents such as passports or any required traveler visa.

WINNER NOTIFICATION

- All program purchases will be tabulated and qualifying franchisees will be identified by January 31, 2026.
- Franchisees will be immediately notified and sent trip registration information. All arrangements and ticketing must be completed by March 10, 2026.
- Any fees incurred due to late ticketing and/or changes made to the travel arrangements after ticketing has been confirmed will be at the franchisee's expense.

GENERAL – ENLIGHTENED STYLE

- Display Blinds & Hand Samples* | 20% discount on showroom display blinds and/or custom hand samples. Composite shutters excluded.
- Model Home Orders* | 20% discount on up to 15 units per model home. Composite shutters excluded.
- Personal Use* | 20% discount is available. Composite shutters excluded.
- Oops | 20% discount for Budget Blinds franchisees. Issued by customer service.
- Home Shows | In addition to the above mentioned discount, co-op funds may be used toward booth/space rental costs, sample shades/blinds and collateral. See co-op guidelines.
- Enlightened Style Automation is excluded from 2% ACH PIA.

*Contact your Business Development Manager with credit request.

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