



Jones Bikes H-Bar and Frameset Dealer requirements

Knowledge base

Jones Dealers need to have the tools to keep customers informed, and stock to keep them supplied. Jones Bikes requires its Dealers to make a reasonable effort to gain knowledge about our products by visiting our support page (<http://www.jonesbikes.com/support/>), as well as watching our recent youtube videos (<https://www.youtube.com/user/Veloperator>). This is critical for Frameset Dealers in particular because in order to get the ride that Jones bikes are famous for, care needs to be taken to set them up according to the criteria that Jeff has developed over the years. Knowing and understanding the Jones method of fitting and setting-up bikes will help you build Jones bikes that will get your customers stoked, and coming back for more! Once you've decided to want to become a frame dealer, and we've approved you as such, we'll schedule a time for you and anyone who might be involved in selling or working on the bikes to talk on the phone with Jeff. Before you talk, it would be great if you could watch some of the videos about the bikes so that you could get some more background on the bikes before talking with him.

Ordering

Jones Bikes Frameset Dealers are required to order a minimum of four (4) framesets per year, in addition to keeping a reasonable selection of H-Bars and supporting parts such as grips and headsets in stock at all times. We realize that some shops may not be able to order four framesets right away, but we do require that you order a minimum of two frames to start. Because it's our experience that when someone rides one of these bikes, they buy one, we require our Frameset Dealers to have a demo bike on the floor for customers to ride. To make this easier for you, we offer a below-wholesale demo price on select models for this purpose. We are able to offer one frameset at demo pricing per year. The only caveats are that you have to keep the demo bike for one year before selling it, and it has to be on display when not being ridden so that your customers can see and get a feel for the bikes. When you get the demo, we expect you to advertise it on your social media outlets, and in any other ways you can. On our end, we will promote you as a new frame dealer, and note that customers can test ride a bike at your shop.

Marketing, Displays, and Demos

You must have adequate shop space available to display a complete Jones bicycle, as well as framesets, H-Bars, and supporting parts such as grips and headsets. Having a place to put a Jones banner and/or a large Jones sticker is also recommended to show customers that you are a committed Jones dealer. Also consider how Jones bikes frames will fit into your local riding scene: if you need help selecting the models and builds that will work best for your area, we are here to help!

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Sales

Jones Bikes products may not be listed, shipped, or sold through any third party website. This includes sites such as Amazon, Ebay, and any other similar site.

Jones Bikes products may not be sold online through your shop website without written permission. It is permissible to advertise Jones products in your online store if they cannot be purchased there.

For retail pricing, please refer to our [Map Policy](#).

Jones Bikes sells direct worldwide to distributors, dealers, and retail customers. This allows riders to get Jones products even if dealers and distributors don't have what they need in stock. Dealers and distributors can get the upper hand by keeping products in stock at all times. We direct customers to local shops where available, and because most customers prefer to buy from a brick-and-mortar store, if dealers keep product in stock, they sell it.

Other requirements

Distributors are required to maintain a full dealer list so that Jones Bikes can help direct customers to your dealers. This should be shared as a google doc that is kept up-to-date on a monthly basis.

Pricing and shipment

Distributor is responsible for all shipping charges, duties, taxes, and fees associated with shipping of their orders. Payment is due at time of order for "stock on hand" orders and standard "pre-orders", and prior to shipment on 90-120 day lead time pre-orders. Once order has been packed, no changes can be made to it. No exceptions.

H-Bar pricing is broken down as follows:

1-3 of a SKU, for immediate shipment, limited to stock on hand, subject to availability.

4-9 of a SKU, for immediate shipment, limited to stock on hand, subject to availability.

10-50 of a SKU (in increments of 10), for immediate shipment, limited to stock on hand, subject to availability.

10-50 of a SKU (in increments of 10), 90 day pre-order (120 day pre-order for carbon).