



Davidson's® has a long and distinguished history of bringing to market many great exclusive firearms, beginning with the introduction of the Davidson's Model-63BDL side by side shotgun in 1963. Since that time, Davidson's has sold hundreds of thousands of our exclusive firearms ranging from small limited runs to thousands.



Davidson's has partnered with Apollo Custom to create Smith & Wesson Special Edition Firearms that are only available from Davidson's.

Apollo Custom is a unique provider of Cerakote® and custom firearm solutions led by people who truly love their jobs and the products they produce. They are staffed by factory-trained and certified Cerakote applicators.



Our Davidson's Exclusive and Davidson's Special Edition Firearms by Apollo Custom are backed by the Davidson's Guaranteed® Lifetime Replacement Program.

Smith & Wesson Master Dealers earn an **extra 2% discount** on our Davidson's Exclusive and Apollo Custom Smith & Wesson firearms.



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MILLIONS

OF FIREARMS PROTECTED (INCLUDING S&W) SINCE 1983



ALL SMITH & WESSON AND THOMPSON/CENTER FIREARMS ARE BACKED BY DISTRIBUTION'S ONLY LIFETIME REPLACEMENT PROGRAM AND IT'S FREE FROM DAVIDSON'S.



Our priority is to help YOU grow YOUR business and YOUR profits.



SMITH & WESSON MASTER DEALER BENEFITS



Free Shipping

Smith & Wesson Master Dealers receive free shipping on all **Smith & Wesson and Thompson/Center** orders over \$500*, reducing costs and increasing profits.
*Free shipping for AK, HI, VI, PR, GU for orders over \$1500.



Extended Terms

Smith & Wesson Master Dealers with qualifying open accounts will receive 60 day terms on **Smith & Wesson and Thompson/Center** orders over \$1,000. Longer terms can help you stock more inventory by stretching your payment until after a large portion of the goods have been sold.



New and Allocated Firearms

You can't sell what you don't get. As a Davidson's Smith & Wesson Master Dealer you will get priority availability of new and hard-to-get firearms. Being able to get these types of guns for your customers will keep them coming back to grow your sales and set yourself apart from your competition.



Extra 2% Discount

Smith & Wesson Master Dealers will receive an additional 2% discount on Davidson's Exclusive and Apollo Custom Smith & Wesson firearms, further increasing the profitability of guns that will set your inventory apart from the everyday run-of-the-mill model selection of your competition.



Free Goods Tracking

Smith & Wesson Master Dealers have access to POTS - our Package Order Tracking System. This web-based program tracks purchases FOR YOU to ensure you receive ALL of the free goods you deserve, thus maximizing your profits.



Profit Booster Opportunities

As a Smith & Wesson Master Dealer, you will receive Profit Booster Opportunities that will help increase the profitability of high volume, highly competitive **Smith & Wesson and Thompson/Center** firearms by offering super low-cost combo opportunities with related products.



Guaranteed®

All **Smith & Wesson and Thompson/Center** firearms continue to be covered by our **GuaranteedD** Lifetime Replacement Program at no charge to you.



How to Qualify

It's simple to become a Smith & Wesson Master Dealer!



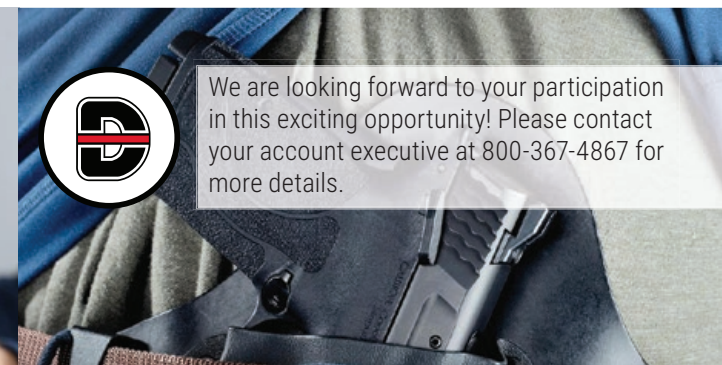
Purchase 10 non-allocated **Smith & Wesson and Thompson/Center** firearms on one invoice to qualify for 2020.

Maintain annual **Smith & Wesson and Thompson/Center** purchases from Davidson's of over \$20,000 to qualify for 2021.



Davidson's® is excited to announce our 2020 Smith & Wesson Master Dealer Program! This program is designed to help you grow your sales and increase your profit margins.

Including
THOMPSON/CENTER
America's Master Gunmaker



We are looking forward to your participation in this exciting opportunity! Please contact your account executive at 800-367-4867 for more details.