



PARLOCATOR OVERVIEW

In an effort to direct **consumers** to a **local brick and mortar retailer**, PWA has created the PARLOCATOR website (WWW.PARLOCATOR.COM) which tells consumers where to buy specialty automotive parts.

The PAR (Performance Automotive Retailer) Locator, <http://www.parlocator.com>, designed by eTool Developers for the PWA (Performance Warehouse Association) <http://www.pwa-par.org> has been a great success in connecting manufacturers, WD's and retailers since its launch in 2007. The PAR Locator provides a central location for locating performance/accessory retailers, jobbers, and speed shops. Now, PWA-member manufacturers have the ability to offer access to the PAR Locator via their own web site.

Here's how it works: eTool Developers creates a PAR Locator interface within the manufacturer web site. Via this Customized PAR Locator, the Customized PAR Locator will only search for companies who sell that brand. Since the PAR Locator now has over 10,000 performance automotive retailer listings, the Customized PAR Locator streamlines the search process making it brand-specific. This provides an invaluable tool for manufacturer employees, WD's, retailers, and consumers and connects everyone in the supply chain.

The Customized PAR Locator is sponsored by the PWA as a member benefit. This means that the manufacturer only pays a nominal **one-time** set up fee of \$750.00 to implement the Customized PAR Locator – then PWA takes care of maintaining and updating the PAR Locator database at no additional cost to the manufacturer. The only responsibility the manufacturer has is to make sure their WD's are submitting information and updates on their retailers to the PWA regularly.

Getting started is easy. The PWA-member manufacturer simply contacts eTool Developers and requests the service. Within a few weeks, a Customized PAR Locator will be implemented as part of the manufacturer web site.

For more information, simply contact eTool Developers at 866-838-6657, or contact the PWA at 760-346-5647, email to John Towle, Executive Director john@pwa-par.org.

About eTool Developers

eTool Developers is an Internet marketing and training company that specializes in the development of Internet business-communication tools for the automotive aftermarket. eTools are defined as “electronic tools” such as web site design and implementation, search engine optimization, technical presentations, online catalogs, e-commerce platforms, computer animation, online learning platforms, and much more. For more information, call 866-838-6657, email to luannebrown@etooldevelopers.com or visit <http://www.etooldevelopers.com>.

About PWA

Founded in 1971, the Performance Warehouse Association assists the specialty automotive warehouse distributors in their efforts to expand, maintain and promote the profitable distribution of specialty automotive products. The PWA leads the industry in support programs and services to the performance automotive jobbers and retailers. For more information on the PWA or the PAR Locator, call 760-346-5647, email to John Towle, Executive Director john@pwa-par.org, or visit <http://www.pwa-par.org/> or <http://www.parlocator.com/>

FREQUENTLY ASKED QUESTIONS

So where does the information come from?

PARLOCATOR is driven by the information received from PWA member W/D's and Manufacturers. A "jobber" can also sign-up online.

From a W/D, we receive a list of jobbers (brick and mortar locations) from a W/D. Then we filter the list against our database and remove any duplicate records. (If we find any duplicates, we brand them to the products on the W/D's list of products.) Once we have filtered the list, we brand the remaining new records with the brands they sell.

From a Mfg. we receive a list of jobbers (brick and mortar locations) from a Mfg. We filter the list against our database and remove any duplicate records. Then we brand all of the duplicate and new records with THAT mfg's brand. We only know about one product line when it comes from a mfg.

From a jobber on-line, they sign-up on PARLOCATOR in the "Request To Be Listed" area and the information is sent to PWA via direct email. We check to see if they are already listed and if they are not listed, we send them a Username and Password so they can go back into PARLOCATOR and update their information. We give them 5 days to do this or we take them off. The information they update is, brands they sell or service and they **MUST** indicate which W/D's they buy from. We list all PWA WD members. We even have a "We Do Not Buy From Any Of These WD's" button. I will explain in a minute. Once they check the WD's they buy from, an automatic email is sent to every WD who has been checked as a supplier. The email asks each WD to verify that the following jobber (we list all of the jobber information) actually buys from them and we give them 5 days to reply. IF the jobber does not buy from any WD, PWA is notified and we remove the record. If they check the "We Don't Buy From Any Of These WD's" button, an email is sent directly to the PWA Executive Director who reviews all of these records.

It is our intent to list real brick and mortar jobbers, but once and a while someone will slip through the cracks. If a "jobber" comes from a Manufacturer, they will sometimes have bogus information. Sometimes it comes from a return goods record, or some other way. But we work very hard to make the PARLOCATOR list as clean as possible.

Why do you have a \$750.00 set up fee?

The reason for the very small onetime fee, is to pay eTool Developer (not PWA) to have our PARLOCATOR added to your website and to restrict the results of each search to the records that have been branded to a specific manufacturer. We update our database and add records almost weekly. There is never a charge for adding or updating your list.

All we ask is that we receive information about the jobbers who no longer sell or service your products or who have gone out of business. We need address, phone, fax, email, etc updates to help keep our database fresh. There is no cost for this ongoing service.

Can my salespeople and sales reps use the PARLOCATOR?

Absolutely, you should request ALL of your sales people and sales reps to look / use www.parlocator.com to make sure that every jobber in the territory they cover is listed. Just put in the zip code and search for "ALL". If every record was branded to your line, then they could search by a specific TYPE but not all are branded to your line. If they find someone who should be removed, then let us know. If they find someone who should be branded to your line, then let us know.

You list "brick & mortar" jobbers, what about the chain stores?

We have just added a category called "Retailers" to our search criteria. We will be adding AutoZone, CSK, O'Reilly, Pep, etc. to our database so your chain store retailers will be listed in your Where-To-Buy search.

Can you show me anyone who is using the PARLOCATOR?

To see how our referral program works, simply click on any of the following links.

<http://www.motionparts.com/> then click "Find-A-Store" (at the top)

<http://www.stage8.com/> then click "Locate a Dealer" (at the bottom)

<http://www.streetperformance.com/> then click "Find Jobber" (at the bottom)

<http://www.flex-a-lite.com/auto/index.html> then click "PAR Locator" (on the left)

These are just a few sites that are currently using the PWA Jobber search program.

So what do you say? Are you ready to add PARLOCATOR to your website? I'm not suggesting you dump anything you already have, although you might, just that the PWA PARLOCATOR program works very well.

If you are ready to add your jobbers to the PARLOCATOR search please contact Roxanne, email roxanne@pwa-par.org and ask her to send you our **import template** so that you have everything you need to get your jobbers listed.

Make sure to send us your list of legitimate Jobbers ONLY. Remember, thousands of referrals a month are going to jobbers who are on the PARLOCATOR referral program. So they might as well be the ones that sell your products. Why let your competition get the referral? Thank you in advance for sending us your current jobber / retailer list. Remember, helping us helps you and your local jobbers.