

when you need a dress that you do not carry...

Unlike some bridal associations, we discourage transshipping. However, since many bridal vendors sell to “no-inventory” dealers through stores such as Martin’s Bridal of Baltimore, to be competitive we assist our full-service members to compete with these “no-inventory” dealers, national 800#s and internet discounters - that are soliciting their brides - and have access to practically all lines through transshippers. Our objective is to help stores keep business in their local markets.

Our position is somewhat analogous to that of the U.S. Government’s on “espionage.” They wish espionage was not necessary, but it is if our government is to properly defend our country, especially from terrorist attacks. Likewise, full-service stores are being attacked daily by “no-inventory” dealers. Their methods of operation cause



brides to utilize the selection and try-on services of full-service bridal stores, and then call the “no-inventory dealer” to place the order. We believe these “no-inventory dealers” are “free-riding” on full-service stores. We believe “free-riding” is an unethical business practice with legal consequences. The term “free-rider” has been used by the Supreme Court to

describe a business that “free rides” (benefits and avoids costs) on the investment services of another business. Reference the Supreme Court’s historic case 4850.S717 (1988).

Remember, our goal is your success. If you buy too many dresses this way (paying our service charge), you won’t be profitable. Notwithstanding, we will do anything we can to help you SAVE A SALE.

benefits

When you subscribe to this service, we will immediately ship you two items:

- **OUR UNIQUE MASTERBOOK OF MEASUREMENTS:** Measurement Charts and Additional Charges in a consistent format for over 80 vendors. One page per vendor with A to Z index in a 3-ring binder. Updates and changes mailed to you monthly.



- **INDEXES TO BRIDAL MAGAZINES:** We forward you the style number, manufacturer and cost by page number of gowns featured in the magazines.



And you will have access to our:

- **BUYING SERVICE:** When your customer wants a particular gown that you do not carry, try to sell them a similar style that you do carry. If unsuccessful, you can order most gowns through our service.

This service is being provided so your store can be competitive with Discount Bridal Service dealers and other transshippers. The following clarifies policies and procedures that must be followed.



This is a confidential, courtesy service. All manufacturers are aware that this type service exists, but there is no reason to discuss it. We do not encourage the service.

You are always better off switching the customer to a similar gown from your own stock or dealing directly with the manufacturer when possible. However, we will do everything we can to help you SAVE A SALE. Our service charges are necessary to offset the cost of personnel required to receive calls, place orders, follow-ups, billings, phone charges to place orders and miscellaneous expenses.

We must have twelve weeks minimum before we can accept an order. There are a few exceptions when more time is required.

Our handling charge to you is 15% of the retail. For example, a dress which has a manufacturer’s cost of \$50 would normally have a retail for \$100. Our handling charge to you would be \$15. Because of this tight financial margin, all orders must be paid in advance and your store must accept the risks of late shipments, etc. We accept checks, money orders, Mastercard, Visa, and American Express. Orders may be faxed or mailed. A \$30 shipping charge is added to your invoice. Any upgrade in shipping is an additional charge.

Three Great Continuous Services Rolled Into One

other important points:

- We can get most dresses, but not every dress from every company.
- You must give us size (not measurements) when placing your order.
- We cannot order by description.
- We may require 24-48 hours to obtain information from certain manufacturers.
- We are not responsible for price increases or dye lot variations.
- We are not responsible for the consequence(s) of an incorrect or late shipment or customer complaint.
- We cannot confirm a delivery date until we get confirmation from the manufacturer.
- We cannot accept returned gowns except in the case of our forwarding you an incorrect order...such as a wrong style or color...**your store must accept all other risks.**
- Do not under any circumstance contact the manufacturer before or after placing the order through us. If you need information such as colors, size, etc., please call us to get it.
- In order to process your order, we must have on file your signature acknowledging your understanding and acceptance of these policies and your dues must be current.



Buying Service

Indexes to Bridal Magazines

Unique Masterbook of Measurements

This service is offered to enable full-service stores to compete with Discount Bridal Service dealers. When a customer wants a gown that you do not carry, try to sell them a similar style that you do carry. If unsuccessful, you can order most gowns through this NBS service.



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Don't Let Your Bride Go To A Competitor...



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