

## Dealer FAQs

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### General Questions

#### **1- What happened today?**

The merger between Control4 and SnapAV has finalized. The legal, regulatory and financial steps needed to complete the merger have occurred, and the new executive team is in place. This team, led by CEO John Heyman and composed of leaders from both Control4 and SnapAV, will lead an integration to combine the best of our companies into a single organization dedicated to helping dealers build more profitable businesses and provide exceptional experiences for their customers.

#### **2- Why did SnapAV and Control4 merge?**

As independent businesses, SnapAV and Control4 focused on excellence through a commitment to quality, continuous innovation, a customer-first approach, and best-in-class products and support. Both have a deep understanding of the custom installation industry and are dedicated to making professional dealers' and end-customers' lives easier. Both companies believe the merger is an opportunity to invest in the industry more significantly than ever before.

Now as a single entity, we combine the talent and knowledge of our 1,200+ employees to create a customer-obsessed business that leverages the combined power of our cutting-edge technologies, market-leading solutions, channel platform, global distribution, financial resources, and exceptional service systems. By enabling dealers to better serve their customers, we will accelerate the growing global demand for connected homes and businesses.

#### **3- How does this change the way dealers do business with SnapAV and Control4 today?**

It doesn't. You should keep working with us as you have been. Continue purchasing products and working with our service and support teams as before. Day-to-day operations will occur business as usual. Now that the merger is closed, our teams can begin working together to deliver more innovative products and provide even better service and support. We'll be sure to keep you informed of exciting new product and program details as they develop.

#### **4- What is the impact of the merger on existing users of Control4 Smart Homes?**

The merger does not change anything for end-customers. Over time, they will have access to new products and services through their authorized Control4 Dealer.

#### **5- Is there a new company name?**

Not yet. Today we are SnapAV, and Control4 is the brand name of our smart home automation platform. But "AV" feels like just one part of what dealers rely on us to help them deliver. Dealers also rely on us for security and surveillance products, commercial solutions, remote management, lighting, comfort, and automation. We are exploring possible names for this new combined company...something that conveys our passion for innovation, for building excellent products, services and platforms, and for enabling the professionals that install these products to better support their customers. Until we reach a conclusion, we are SnapAV.

#### **6- Who is Hellman & Friedman and what was their role in the merger?**

Hellman & Friedman is a private equity firm and long-term, strategic investor known for making large-scale investments in high quality, high-growth businesses for the long haul. They support the strategic and financial objectives of these businesses' outstanding management teams. Since Hellman & Friedman's founding in 1984, the firm has raised over \$50 billion of committed capital. Hellman & Friedman has played a supportive role in SnapAV's business decisions and understands what is needed to achieve growth at a rapid pace. Success is best measured over the long-term by taking care of your people, making dealers' lives easier and bringing fantastic products to life in our customers' homes and businesses, and Hellman & Friedman unequivocally embraces that approach.

#### **7- Where will the combined company be headquartered?**

The combined company will share joint headquarters in Charlotte, North Carolina, and Salt Lake City, Utah, with regional offices around the globe.

#### **8- What happens next?**

Today is Day 1 of our new company, and we are just getting started! A lot of work lies ahead. As we embark on this journey, we remain committed to providing the same exceptional products, service and support you've always received from us. We'll communicate to you when things are changing, and we'll continue to listen to what's important to you. For now, you should continue doing business with us as you have been.

## **Purchasing, Programs & Policies**

#### **9- How does this impact the ordering process and pricing for existing dealers?**

You can continue purchasing products in the same manner you always have. One addition is that Control4 dealers can also shop a curated selection of SnapAV products on the Control4 portal. Over time, we will look for more ways to combine our offerings and programs, streamlining the overall customer experience.

#### **10- Do purchase terms transfer between SnapAV and Control4?**

No. Current terms and agreements with SnapAV or with Control4 remain in place. Any future change in terms or agreements will be communicated.

#### **11- Are any dealer programs or policies changing?**

There are no immediate changes to any of the programs offered through SnapAV and Control4 – including, but not limited to: the SnapAV Partner Rewards Program and Holy Snap program, the Control4 VIR Program, Premier Levels, Certified Showroom program, and “on behalf of” marketing. All current dealer and product policies also remain in place and unchanged.

#### **12- Will all SnapAV Dealers now be part of the Control4 Dealer Locator?**

No. Only Authorized Control4 dealers will be listed on the dealer locator. We will maintain our existing high standards for Control4 certification. SnapAV dealers who are interested in becoming a Control4 dealer can get started here: <https://www.control4.com/for/dealers/snapav>

**13- How are promotions from SnapAV and Control4 being handled? If I get a SnapAV promotion can I use it on the Control4 Portal or vice versa?**

For now, any promotion from SnapAV will be honored only through SnapAV, and Control4 promotions will only be honored through Control4. In the event of a change in this policy, an update will be provided.

**14- Where should dealers return product?**

For now, all products purchased through Control4 should be returned through Control4. All products purchased through SnapAV should be returned through SnapAV or its respective local distributor. It is our intention to simplify the return process as the companies integrate operations further.

**15- Is [control4.com](http://control4.com) going to redirect to [snapav.com](http://snapav.com) or vice versa?**

No. [control4.com](http://control4.com) will continue to show Control4 Smart Home Solutions to consumers, conveying the benefits and value of working with a professional. Additionally, [dealer.control4.com](http://dealer.control4.com) will continue to provide authorized dealers with access to everything related to Control4, including ordering products, getting support, and accessing marketing materials. The SnapAV website will continue to serve dealers by providing the ability to purchase all SnapAV and third-party products, as well as research products, consume training and access support.

**16- As an Authorized Control4 Dealer, should I change any signage or materials?**

Control4 will remain the smart home automation platform. We do not recommend changing any signage in your showrooms or elsewhere.

## Support, Training & Sales

**17- How do I get technical support and customer service?**

How you access technical support and customer service remains unchanged. You should continue to call the same phone numbers as you always have. The only difference is that our U.S. Support phone numbers now have an option to select assistance from either SnapAV or Control4.

Chat assistance for Control4 Support and SnapAV Support works the same, and the Control4 knowledgebase is still available at <https://tech.control4.com>. The SnapAV chat will be available at <https://www.snapav.com> as usual.

**Technical Support – North America**

866-424-4489	SnapAV
888-400-4072	Control4
866-725-2162	Pakedge
888-550-4221	Triad

**Technical Support – International**

+49 6996759797	Germany (Control4)
+44 1347300001	United Kingdom (Control4)
+44 1904211054	United Kingdom (Pakedge)
+91 4002501490	India (Control4)
+61 1800990548	Australia (Control4)
+64 800800140	New Zealand (Control4)

**18- Who should I call for sales support? Did my sales rep change?**

You should continue to call your current sales points of contact, as there are no changes to your sales rep(s) on day one. We will use the collective talent of our combined sales force to build even stronger relationships and deliver exceptional dealer experiences today, and in the future.

**19- How do Control4 dealers become SnapAV dealers?**

Control4 Dealers who are not currently SnapAV Dealers have an expedited process to sign up with SnapAV. Completing the expedited onboarding takes less than 5 minutes. Get started at [www.snapav.com/welcomeC4](http://www.snapav.com/welcomeC4).

**20- How do I become an Authorized Control4 Dealer?**

Those who want to become authorized to sell Control4 products must meet the established rigorous requirements around this authorization. Visit <https://www.control4.com/for/dealers/snapav> for complete details and to begin the application process.

**21- How do I get access to Pakedge and Triad products?**

All Control4 Authorized Dealers have access to the Pakedge and Triad product lines. Those who are not Control4 authorized and want access to Pakedge and Triad products are encouraged to reach out to their sales rep for more information.

**22- Will Snap University and Control4 Online Training both continue to exist going forward?**

For the time being Snap University and the Control4 Education Portal will remain independent, and we encourage dealers to engage with both sites for valuable training material.

- To access Snap University, dealers who are not yet qualified must follow the process to become a SnapAV Dealer. Once approved, they can access Snap University by navigating to the *Training* section of the SnapAV website.
- To access Control4 online training, dealers must follow the process to become a Control4 Authorized Dealer. Once approved, they can access the Control4 Education Portal by selecting *Education* in the left navigation pane of the portal.

**23- Who should Control4 end-customers call for support?**

Nothing changes for Control4 end-customers. They can reach out to their authorized dealer with support questions, visit the support page on the Control4 portal, or contact us via email:

<https://www.control4.com/company/contact-us>.

## Product Availability and Integration

**24- How does this impact product availability through SnapAV and Control4?**

Product availability remains the same as it did before the merger. Control4 products are only available for purchase by Authorized Control4 Dealers, and Triad and Pakedge products are available for purchase by authorized Control4, Triad, and Pakedge Dealers. SnapAV brands and third-party distributed products are available for purchase by all dealers with a SnapAV Dealer account.

**25- Will Control4 products be available on the SnapAV Website and will SnapAV products be available on the Control4 portal?**

Today the only way to order Control4 products is through the Control4 Portal. If we do make Control4 products available through snapav.com in the future, they will be restricted for purchase by Authorized Control4 Dealers only. The full suite of SnapAV products can be purchased at snapav.com and through our local distribution partners (not all products are stocked locally, but all are available online). As of September 11, 2019, a curated selection of SnapAV products can also be purchased on the Control4 portal.

**26- Will dealer.control4.com be replaced by snapav.com?**

No. For Authorized Control4 Dealers the Portal provides access to everything related to Control4, including ordering products, getting support, and accessing marketing materials.

**27- Which SnapAV products integrate with Control4 today?**

SnapAV products are already tightly integrated with the Control4 system. We currently have Control4 drivers that span a wide range of products, including Luma, Visualint, WattBox, Binary, Episode, Autonomic, and SunBrite. With the merger of the two companies, all Control4 drivers for SnapAV products can now be found in Composer! As a combined team, we will continue to enhance these drivers and add additional ones to help you deliver greater experiences to your clients. [Learn more here.](#)

**28- What's happening with the three remote management platforms (RMM): OvrC, BakPak, and Invision?**

As a combined company, we have three industry-leading RMM platforms that together provide the best set of features and functionality for the industry. Today we will continue support for all three platforms. In the future, our product teams will evaluate how to take the best of all three platforms to create one cohesive platform that will work seamlessly across all product lines. Regardless of which you choose today, we commit to leaving no one behind in this transition and supporting current products in the field.

**29- What's happening with the two networking product lines: Pakedge and Araknis?**

As a combined company, we have two world-class networking product lines that we will continue to support, today and into the future. We encourage dealers to continue buying whichever product line they are buying today, and consider supplementing the additional line where it meets a need in their solution portfolio.

**30- What's happening with the two power product lines: WattBox and Pakedge?**

Today, we are going to continue supporting both lines of power products from WattBox and Pakedge. In the future, we will consolidate our global power product offering to the WattBox brand. In this process, we commit to providing seamless transitions, supporting current products in the field, and creating a product portfolio that will be more compelling and easier to install and support.

**31- What's happening with the four surveillance product lines: Luma, Visualint, Pakedge cameras, and Lilin?**

As a combined company, we provide dealers with a breadth of high-quality options for surveillance. We will continue to support all offerings from Luma, Visualint, Pakedge cameras and Lilin, today and into the future. We encourage dealers to purchase surveillance products from all product lines to determine product strengths for future project applications.

**32- What's happening with the Binary and Control4 branded video products?**

There are no plans to change the product offerings of Binary- or Control4-branded video products for Day 1. We believe the two brands currently offer products that meet a broad range of installation needs.

**33- What's happening with Episode and Triad branded audio products?**

There are no plans to change the product offerings from Episode or Triad for Day 1. In fact, we believe the more options the better, and will continue to release new products that provide our dealers with an assortment of options for entry level to premium installations.

**34- What's happening with Autonomic, Control4 and Triad streaming products?**

There are no immediate changes planned for these products, and they will continue to be sold as separate streaming solutions.

**35- Are there going to be any changes to product warranties on Control4 and SnapAV products on Day 1?**

No, there will not be any changes to existing product warranties on Control4 and SnapAV products.

**36- Will Control4 products be available for pickup at MRI, Allnet, Volutone and CPD locations?**

Control4 products will not be available at MRI, Allnet, Volutone or CPD locations in the immediate future. Soon we plan to make Control4 products available locally—to Control4 Authorized Dealers only.

**37- How will orders placed through SnapAV, Control4, and local distribution be fulfilled?**

Orders will continue to be fulfilled the same way they were fulfilled prior to close—either through SnapAV, Control4, or a local distribution location, depending on where the order is placed.

## **International Dealers and Distributors**

**38- How does this impact direct international dealers and the existing Control4 and SnapAV international distributor networks?**

There is no change for the immediate future. Distributors and their customers will continue doing business as they were prior to the merger, adhering to the same processes, requirements and certifications. Direct international dealers and distributors should continue to reach out to their current company representatives with questions and business needs. In the coming months, the combined company will work to bring together the best from each legacy company to effectively support our international distributors and their customers.

**39- Does the merger change who international dealers or distributors should contact?**

No. International dealers and distributors will continue to be supported by their current company representatives from SnapAV and Control4. The teams will work together in the coming months to align on future support for all international accounts.

**40- Can international Control4 distributors now start ordering and selling SnapAV product? Can SnapAV international distributors now start ordering and selling Control4 product?**

No. At this point there are no changes to product availability for Control4 or SnapAV international distributors, and all current distribution relationships will be unchanged.

**41- How can international direct dealers start ordering product from SnapAV and/or Control4 if they don't have an account today?**

If there is no distributor in their area, dealers outside the United States must apply to become a SnapAV dealer or a Control4 authorized dealer. Once approved, international direct dealers will gain access to the approved product suite for their location.

## Miscellaneous

**42- What does this mean for this year's CEDIA Expo?**

There will be a SnapAV booth and a Control4 booth at CEDIA. Attendees are encouraged to spend time in both booths to see our products and talk to the combined team on the show floor. Control4 will also continue its tradition of hosting a party for Control4 Authorized Dealers.

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