



OPE DEALERS

**IT'S TIME
TO MAKE
YOUR MARK!**



**AT NAEDA,
OUR JOB IS YOU.**

We're an advocacy association that works tirelessly to advance the interests of our members – more than 4,000+ North American outdoor power equipment, agricultural, industrial, and forestry dealers, and hardware and home centers. **Every day, in everything we do, we never take our eyes off one essential question: "Will it help the dealer?"** NAEDA members have access to value-added products and services that help them grow and be successful, in three key areas...

+ ADVOCATE + ELEVATE + EDUCATE

NAEDA is here to help you be better. **Better growth. Better business. Better customer relationships.** That's our job, and we've been doing it for more than a century.

Running any business is challenging, and in our industry, it's even more so. That's why all we do is work to provide the support, the services, and the benefits that help members succeed.

**Become a member
today and let your
voice be heard!**

**Click or scan the QR
Code for more info...**



NAEDA.COM



AS A UNIFIED VOICE FOR ALL DEALERS, NAEDA OFFERS...

ADVOCACY

- Dealer Hotline
- Industry and Legislative Representation
- Manufacturer Relations
- Federal Government Affairs
- State Government Affairs
- Legal Resources
- Complimentary Manufacturer Contract Review

BUSINESS SOLUTIONS & PARTNER PROGRAMS

- Equipment Dealer Consulting, LLC
 - Certified Audits
 - Tax Consulting
 - Valuations
 - Reviews and Compilations
 - Mergers and Acquisitions
 - Succession Planning
- Compensation and Benefits Report
- Cost of Doing Business Report
- Dealer Manufacturer Relations Survey
- Workforce Development Survey
- Equipment Dealer Magazine
- Member Specific Events
- Business Supplies
- Data Security
- Health Insurance Program
- Business & Specialty Insurance
- HR Resources
- Financial Resources
- Recruiting Resources
- Cybersecurity
- Foreign Exchange Resources
- SMS program
- Retirement Resources
- Safety Resources
- Data Resources
- Shipping Program

EDUCATION

- Dealer Institute
 - "ASK THE EXPERT" Dealer Hotline
 - Industry-Specific Training & Consulting
 - Virtual & In-Person Courses
 - Performance Groups
 - Online Campus (LMS)
 - Webinars
- North American Dealer Conference
- Regional Dealer Meetings
- Equipment Dealers Foundation Scholarships
- Technicians for Tomorrow
- Women in Industry



"I've been most fortunate to meet some of the best dealers and learn the best practices. The reason I feel it's important is the magnitude we are reaching with the manufacturers. They are all coming on board and listening. We are valuable and they do need us. But, the power in WE is so much stronger!"

SHARON KILLIAN RADKE
Killian's Hardware, Hickory, North Carolina

"Some of the benefits are OPOC health insurance, legal, accounting, and access to other high performing dealers that are willing to help. They are a phone call away. You have the association that is willing to help you in any aspect of your business. From reviewing legal forms or documents, accounting issues, legal process, and dealer contracts. Day to day business, they're there, just a phone call away."



MIKE GILLUM
Gillum's Service & Repair, Ashland, Kentucky



"For the small amount of money we pay in dues, the money we save by utilizing their attorneys, CPA firm, as well as the benefit of their contracted alliances with health care and business insurance, we save more than what we pay every year."

JASON HUBER
Central Equipment, Lexington, Kentucky

"The better question is why wouldn't you be a member? The most beneficial aspect as an OPE dealer is the fact that the association works on our behalf with relationships with our manufacturers. As a single dealer if you have a question or problem with a manufacturer, as a single voice you are not going to get a lot of attention. As an association that represents over 4,000 dealers, it's a much bigger voice."



JIM HERBERT
Bud Herbert Motors Inc., Cincinnati, Ohio

For details on Equipment Dealer Consulting, LLC & Dealer Institute click or scan the related QR Code.



EQUIPMENT DEALER CONSULTING, LLC



DEALER INSTITUTE