HTDS

INDEPENDENT DEALERS.
STRONGER TOGETHER.

PRIVATE & CONFIDENTIAL

DEALER APPLICATION

Membership & business questionnaire

Free to join. Independent by design.

START APPLICATION

NOVEMBER 2026

htdsource.com

Welcome to HTDS

HTDS is building a full-service platform for independent dealers, manufacturers, distributors and vendors. Your primary spa brand matters. We seek to complement and strengthen those relationships, not replace them.

Your input matters.
We strongly encourage you to complete the business questionnaire as fully as possible.
Your answers shape our programs. Only fields marked * are required.

Company & Primary Contact

Legal business name *

DBA / trading name

Locations / years in business

Primary contact *

Title / role

Business email *

Phone *

Website

Street address

City / state / ZIP

How to complete & return

1. Save the PDF to your device before entering answers.
2. Complete contact details and the optional business questionnaire.
3. Sign on page 16, save and reopen your PDF to check your answers.
4. Open the return email and attach the saved PDF manually.

If typing is unavailable, open the saved file in a compatible PDF reader.

CONTINUE TO MANUFACTURER ASSESSMENT

The questionnaire is strongly encouraged, but not a condition of membership.

Go directly to signature & return

Manufacturer experience

Confidential, not anonymous. Only non-identifying summaries may be shared.
Your feedback is strongly encouraged, but optional.

Primary manufacturer / brand (complete one assessment per brand)

Choose 1 (very dissatisfied) to 5 (very satisfied), or N/A.
Leave blank to skip any question.

Overall manufacturer relationship	
Product quality and reliability	
Product innovation	
Warranty administration	
Warranty labor support	
Replacement parts availability	
Technical support	
Dealer communication	
Sales and technical training	
Marketing and lead-generation support	
Order fulfillment and delivery	
Responsiveness to dealer feedback	
Support for long-term dealer success	

CONTINUE TO MANUFACTURER FEEDBACK

Manufacturer feedback

Constructive feedback helps shape mutually beneficial programs.

What does your manufacturer do particularly well?

Tell us what should be preserved or expanded.

What three improvements would have the greatest impact?

Focus on support, processes, training or product performance.

What collaborative initiatives should HTDS explore?

Describe the desired outcome for dealers and manufacturers.

Your feedback is confidential, not anonymous.

HTDS may use non-identifying summaries under the enrollment terms.
Do not include confidential contracts, prices, margins or customer details.
All responses are encouraged, but optional.

Industry outlook

2026 baseline / 2027 outlook

Your feedback is strongly encouraged, but optional.
Results may be shared only in non-identifying summaries.

How do you view the current state of the industry?

How do you view the industry outlook for 2027?

How confident are you in long-term industry health?

How do you view current consumer demand?

How do you view consumer access to financing?

How do you view consumer awareness of hot tub benefits?

Skip any item. Do not provide prices, margins or business plans.

CONTINUE TO INDUSTRY PRIORITIES

Industry priorities

2026 baseline / 2027 outlook

Your feedback is strongly encouraged, but optional.
Results may be shared only in non-identifying summaries.

How do you view industry-wide service and training?

How do you view industry innovation?

How do you view manufacturer-dealer collaboration?

How do you view industry efforts to attract new customers?

What industry-wide changes would help most?

What should HTDS and manufacturers work on together?

CONTINUE TO DEALERSHIP PROFILE

Your dealership at a glance

Help us understand your business model and the brands and services you offer.

Business Profile

- ☐ Retail showroom
- ☐ Service & repair
- ☐ E-commerce
- ☐ Builder / design channel
- ☐ Multi-location group
- ☐ Commercial / hospitality

Markets / geographic areas served

Approximate annual spa unit volume (optional; broad range only)

Brands Currently Represented

- ☐ Hot Spring
- ☐ Jacuzzi
- ☐ Bullfrog
- ☐ Artesian
- ☐ Nordic
- ☐ Marquis
- ☐ TidalFit
- ☐ Cal Spas
- ☐ Caldera
- ☐ Sundance
- ☐ Vita
- ☐ Hydropool
- ☐ Dimension One
- ☐ Master Spas
- ☐ Wellis
- ☐ Other

Other brands / primary brand(s)

YOUR INPUT MATTERS / Responses are optional.

BACK NEXT

Strengths & growth opportunities

Tell us where you excel and where support would help.
Share only what you are comfortable providing.

Business Strengths

- [ ] Sales & showroom experience
- [ ] Service & technical expertise
- [ ] Customer retention
- [ ] Marketing & lead generation
- [ ] Staff & training
- [ ] Operations & logistics

What sets your dealership apart? What could other dealers learn from you?

Areas for Improvement

- [ ] Lead generation / conversion
- [ ] Staffing & training
- [ ] Service efficiency
- [ ] Inventory & logistics
- [ ] Technology / systems
- [ ] Customer retention
- [ ] Business planning
- [ ] Supplier support

Which challenges need attention first, and what support would help?

Which HTDS program would deliver the most value to your dealership?

YOUR INPUT MATTERS / Encouraged, not required.

BACK NEXT

Products & business support

Select the programs you would like HTDS to explore. Your selections express interest only, not a purchasing commitment.

Products & Equipment

- ☐ Filters
- ☐ Cover lifters / steps
- ☐ Parts & water care
- ☐ Private label products
- ☐ Spa & swim spa covers
- ☐ Pumps / UV / ozone
- ☐ Hot tubs / swim spas / saunas
- ☐ Accessories

Services & Support

- ☐ Marketing / advertising
- ☐ CRM / business software
- ☐ Service / dispatch software
- ☐ Training / dealer networking
- ☐ Manufacturer brand rooms
- ☐ Succession planning
- ☐ Websites / SEO / leads
- ☐ POS / payments / financing
- ☐ Freight / logistics / insurance
- ☐ Business development
- ☐ Industry insights / webinars
- ☐ Peer best practices

Other programs or support you would like to see

YOUR INPUT MATTERS / Responses are optional.

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Manufacturer & vendor priorities

We welcome collaboration with all primary spa manufacturers and established suppliers to develop mutually beneficial programs and strengthen dealer support.

Current Providers

List providers you would like HTDS to approach for improved programs, support or terms. Do not include confidential prices or contracts.

Provider	Product / service and desired improvement

Other providers of interest

Provider	Product / service

Describe the support you need and the outcome you would like.
Please do not include confidential pricing or contracts.

YOUR INPUT MATTERS / Responses are optional.

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Service, systems & people

Select any areas where support would be useful. Skip any question you prefer not to answer.

Service & Recurring Revenue

- [ ] In-house service
- [ ] Outsourced service
- [ ] Maintenance plans
- [ ] Water care programs
- [ ] Warranty administration
- [ ] Technician training

Which service or recurring revenue programs would you like to launch or improve?

Systems & People

- [ ] Recruiting & retention
- [ ] Sales training
- [ ] CRM / lead management
- [ ] Dispatch & scheduling
- [ ] Inventory management
- [ ] Payment / financing tools

Which systems do you use, and where are the biggest workflow gaps?

What training, warranty or operational support from your primary brands would help?

YOUR INPUT MATTERS / Responses are optional.

BACK NEXT

Your priorities for the next year

Help shape the programs HTDS develops. These answers are optional and are not used to grade your business.

Priority 1: What outcome would you most like to achieve?

Priority 2: What other improvement would have the greatest impact?

Priority 3: What longer-term opportunity should we help you explore?

Which practices or expertise would you be willing to share with fellow dealers?

What result would make HTDS a valuable partner over the next 12 months?

YOUR INPUT MATTERS / Responses are optional.

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Future plans & participation

Choose the opportunities you would like to explore.
Succession answers request a private discussion only.

Participation

- [ ] Dealer surveys
- [ ] Beta programs
- [ ] Vendor webinars
- [ ] Manufacturer feedback groups
- [ ] Product feedback panels
- [ ] Dealer roundtables
- [ ] Training sessions
- [ ] Peer best-practice calls

Succession & Business Plans

- [ ] Exploring a sale now
- [ ] Succession / retirement planning
- [ ] Not considering a change
- [ ] Contact me privately
- [ ] Considering a sale in 1-3 years
- [ ] Family / employee transition
- [ ] Prefer not to answer

Private email or phone (if different)

Communication Preferences

- [ ] Email
- [ ] Text (individual follow-up)
- [ ] Immediately
- [ ] Just learning more
- [ ] Phone
- [ ] Schedule a call
- [ ] Within 30 days
- [ ] Contact me later

Additional notes / questions

YOUR INPUT MATTERS / Encouraged, not required.

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Enrollment terms

Entity & retail affiliation

HTDS operates separately from Hot Tub Central, a hot tub retailer, with common ownership and some shared staff. Shared staff may use dealer information only for authorized HTDS work. Nonpublic dealer information will not be used for Hot Tub Central competitive pricing, customer targeting, hiring or supplier negotiations.

Voluntary membership

Enrollment requires approval. Membership is free, voluntary and nonexclusive, with no purchase minimum or long-term commitment. Withdraw by email. Paid services and orders require separate acceptance. Vendor requests are not orders or guaranteed negotiations. No ownership, partnership, agency or authority to bind another business is created. HTDS may suspend access for misuse, material breach or unlawful conduct.

Compensation & suppliers

HTDS may earn margins, rebates, commissions, referral fees or sponsorship revenue and promote own or affiliated products. Material financial relationships are disclosed where required by law. Specific compensation and contract terms are not disclosed except as legally or contractually required. Savings, lowest prices, vendor approval and performance are not guaranteed. Suppliers are responsible for their offerings; HTDS sales have separate terms. Mandatory rights are not waived.

CONTINUE TO REMAINING TERMS

CONTACT | BRANDS | INDUSTRY | PROFILE | PROGRAMS | OPERATIONS | SIGN & RETURN

Enrollment terms

HTDS Hot Tub Dealer Source LLC | November 25, 2026 | 2 of 2

Confidentiality & independence

Information is used for enrollment, member services and program development. Access is limited to authorized staff and service providers with legitimate need and confidentiality duties. Identifiable responses and membership listings require permission before disclosure except as legally required. Non-identifying summaries may be used. Records are retained for legitimate business, security and legal needs. Request access, correction or deletion at dealers@htdsource.com, subject to law and necessary retention. Dealers independently choose suppliers, prices, customers, territories, output and employment terms. No coordination of resale prices, margins, bids, markets, wages or refusals to deal. Do not submit confidential contracts, invoices, customer lists or current/future pricing.

Succession & communications

Succession interest is not a listing, brokerage engagement or authority to sell. Sharing identity or sale information with any buyer, including an affiliate, requires separate written authorization. HTDS may follow up on this application and selected interests. Marketing emails include opt-out. No automated marketing calls or texts are authorized. New Jersey law governs subject to mandatory applicable law.

CONTINUE TO SIGN & RETURN

Sign & return

Thank you for telling us about your dealership.

Your optional responses help shape the programs HTDS develops.

1 Review the enrollment terms

Please read pages 14 and 15 before signing.

REVIEW ENROLLMENT TERMS

2 Confirm and sign

Membership is free, voluntary and nonexclusive.
No purchase obligation or long-term commitment.

By signing, I confirm my authority to apply and the accuracy of this application, agree to the enrollment terms on pages 14 and 15, and acknowledge the retail-affiliation and confidentiality disclosures.

Authorized signature * (type or sign)

Date *

3 Save and return your application

Save a copy of your completed PDF. Reopen it to check your answers.
Open the email below, attach your saved PDF, then send.

OPEN RETURN EMAIL

Email alternative: dealers@htdsource.com

On mobile: download the attachment before completing it.
If fields are not editable, open it in a compatible free PDF reader.