



A New E-Commerce Web Site, Produced by Restore Media, LLC





REX is a new e-commerce web site that will go LIVE in March 2012. It serves the 500,000 building and design professionals and enthusiasts who are already researching building materials and services online via Restore Media's eight web sites.

REX will make it easy for these "shoppers" to become BUYERS by providing them with a comprehensive look at the suppliers' product lines. REX will allow buyers to search, compare, price and purchase online. REX will feature products, product catalogs, product specifications and product videos—all in an easy-to-navigate, searchable format.

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According to research conducted among several thousand building and design professionals in February, 2011, 75% of these industry professionals and their clients already purchase building materials on the internet. These buyers cite "availability," "ability to compare," and "convenience" as their reasons for purchasing via the internet. Some buy direct from the manufacturer, but many buy through dealers and wholesalers. Price is very important to these buyers, but so is "dealing direct" even when discounts are not offered.

Also, according to Restore Media research, only 53% of suppliers SELL online. There is a gap between those who want to BUY online and those who have the ability to SELL online. REX will help close this gap by providing suppliers with a new e-commerce web site to sell a new market of world-wide web BUYERS.

REX is your online retail partner with a pay-for-performance business model.

How REX works

Restore Media's REX will leverage an existing online audience of architects, builders, renovation contractors, interior designers, special trade contractors, building and home owners and facilities managers who already research building products on Restore Media web sites. These sites attract 500,000 visits per month, one of the largest web audiences in the industry.

Suppliers will have individual REX Store Fronts to present their products to buyers. Storefronts will be high-impact, four-color presentations to lead buyers to a purchase decision. Storefronts can present an entire product line or an "online only" selection of products, including new products or old inventory. REX will build the Storefront for suppliers to maximize the user/buyer experience and to reduce sales and marketing costs for the seller/supplier.

Buyers can research, compare and purchase supplier products via the REX e-commerce web site. After a modest investment to build the Storefront, the supplier pays REX a mark-up only when a sale is made. This makes REX an online retail partner for suppliers on a pay-for-sales-performance basis.



Why REX Will Attract Your Buyers

REX delivers a new marketplace. By virtue of the REX connection to Restore Media, REX will be a trusted source for building material sourcing and buying. Restore Media's publications, web sites, e-newsletters, web seminars, conferences blogs and social media will all direct industry trade professionals and enthusiasts to REX. REX does not preclude suppliers from conducting business elsewhere, including from their own web sites, but REX has the advantage of leveraging Restore Media's existing buyer database and the integrated media outreach to attract these buyers.

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This media outreach includes

Traditional Building magazine
Period Homes magazine
www.traditional-building.com
www.period-homes.com
www.traditionalbuildingportfolio.com
www.tradwebdirectory.com
www.traditionalproductgalleries.com
www.traditionalproductreports.com
www.buildingport.com
www.traditionalbuildingshow.com
The Traditional Building Conference Series
The Traditional Building Exhibition and Conference
Restore Media Newsletters
Restore Media Webinars
www.restoremedia.com
facebook
twitter
linkedin

REX industry partners include

www.classicist.org
www.apti.org
www.aia/hrc.org
www.nthp.org
www.newurbanguild.org
www.ntb.org

direct selling via the internet





No other e-commerce web site will sell the custom, high quality, “hard-to-find,” historically appropriate building materials that REX does.



Who is REX’s Competition?

There are big box retailers, specialty product distributors, mass merchandise retail web sites and some vertical product category e-commerce web sites that currently sell building materials. But no other e-commerce web site will sell the custom, high quality, “hard to find,” historically appropriate building materials that REX does. Likewise, most existing web sites do not aggregate all the products that a builder, remodeler or architect needs to specify and purchase for a major renovation or new building.

What’s more, there are no e-commerce web sites in the building marketplace today that have the industry knowledge or relationships REX has. REX understands the buyer and the seller’s needs and the product selection (purchase) process.

Storefront Pricing

There are four Storefront options

Bronze Buy: Storefront set up fee \$5,000. Terms are 20% of all sales plus 2% transaction fee. Maximum 100 products displayed.

Silver Buy: Storefront set up fee \$4,000. Terms are 30% of all sales plus 2% transaction fee. Maximum 200 products displayed.

Gold Buy: Storefront set up fee \$3,000. Terms are 40% of all sales plus 2% transaction fee. Maximum 300 products displayed.

Platinum Buy: Storefront set up fee \$2,000. Terms are 50% of all sales plus 2% transaction fee. Maximum 500 products displayed.

Storefront terms are for 12 months from storefront start date. Seller and manufacturer can update store fronts based on performance. Fees may apply.



Production Selection System (Configurator)

A customized product selection system, designed and built by industry professionals with REX buyer’s needs in mind. Price depends on the number of products as well as the number of product options. Ask your Restore Media representative for a demonstration of a Product Selection System.





Survey: Online Buying in Today's Market







Do you currently buy building products and materials on the internet?

Yes		75%
No		25%
Total		100%

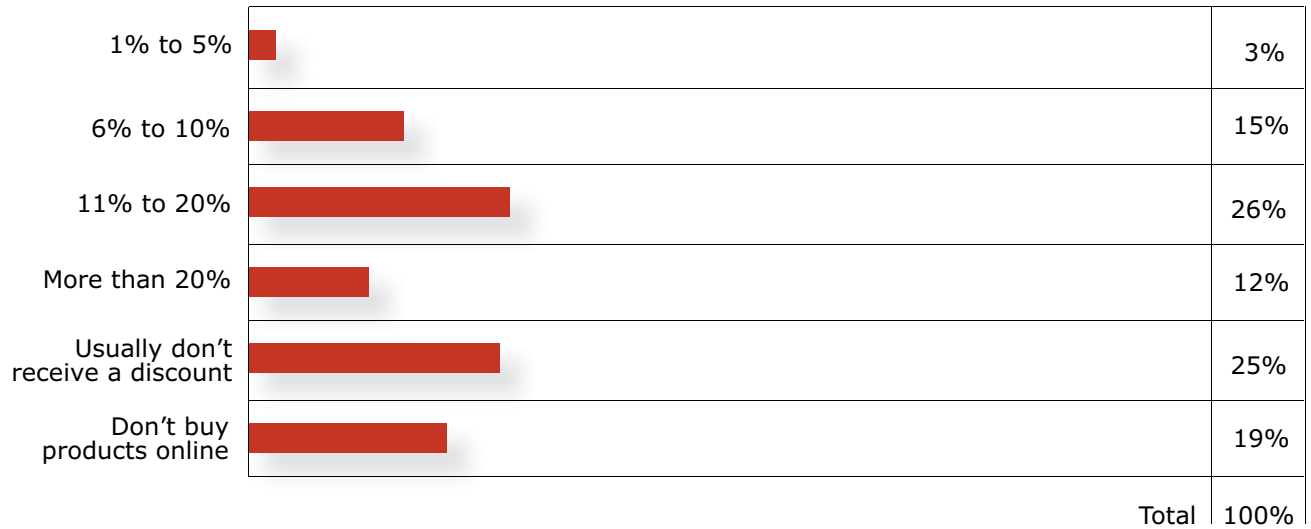
If no, are you planning to buy building products materials online within the next 12 months?

Yes		60%
No		40%
Total		100%

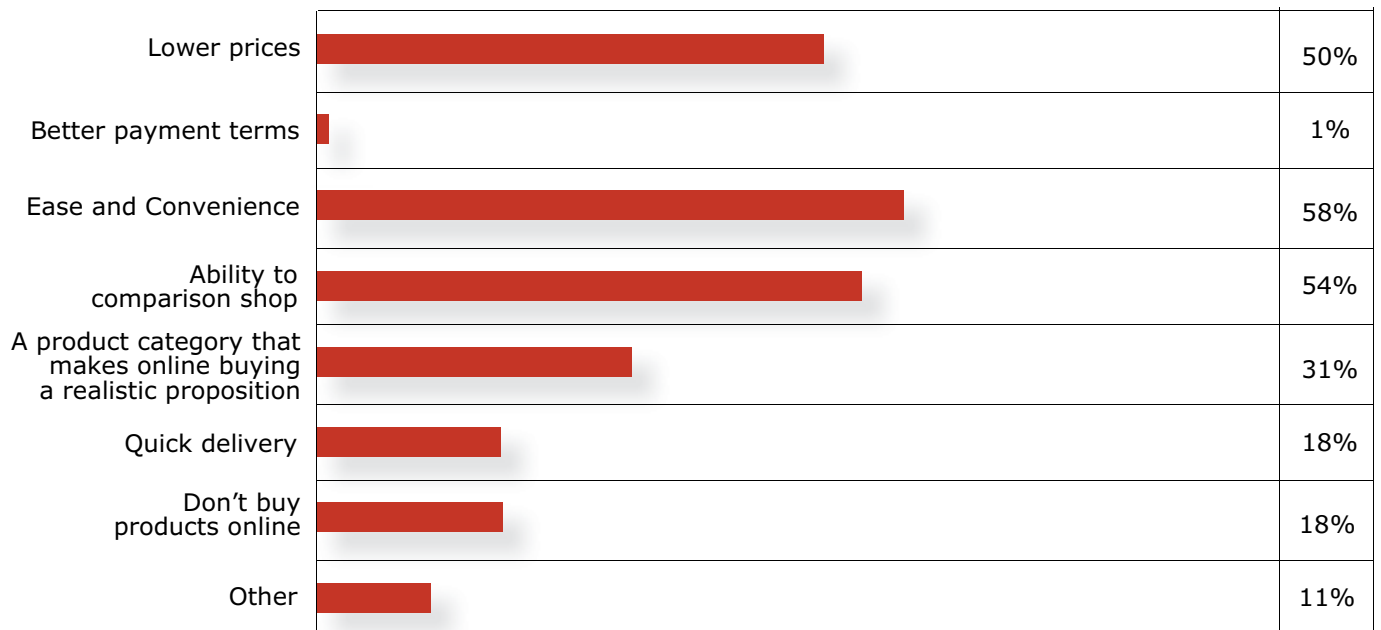
How are products purchased online, shipped to you?

Direct from the manufacturer		57%
Via a distributor		42%
Via a retailer/dealer		28%
Through package delivery (USPS, UPS, FedEx, for example)		70%
Don't buy products online		17%
Other		4%

On average, what discounts off the retail price do you pay for products purchased online?





What circumstances make it better to buy online through regular distribution?










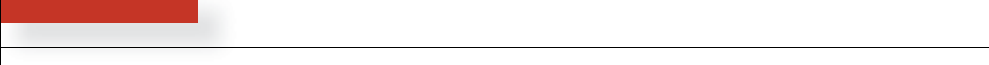

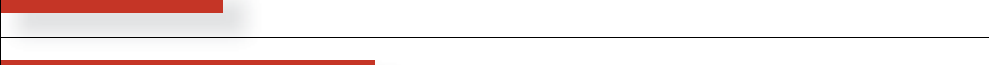
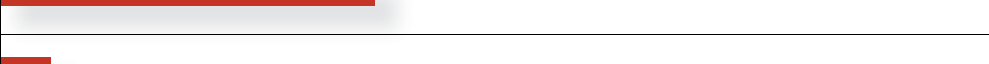
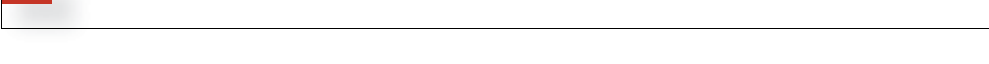


Survey: Online Selling in Today's Market

Do you currently sell building products online?

Yes		47%
No		53%
Total		100%

How do you market your e-commerce capabilities?

Via your web site		59%
Through e-mail		40%
Via Twitter		7%
Via Facebook		16%
Via your own social medium		5%
Using SEM (key words)		23%
Through direct mail		16%
In web advertising		19%
In print advertising		32%
Through your sales force		22%
Don't sell online		36%
Other		5%