

Opening a New Icera Account is Only 5 Easy Steps!

Step 1

Determine the styles that are popular sellers from other manufacturers. You may find it helpful to use our [Price vs. Competition](#) spread sheet as a guide.

Step 2

Using Icera's [Top Sellers List](#), select the Icera models that are similar to your current top sellers from others. To begin, Icera recommends at least 4 toilets and 2 sinks to display and stock.

Step 3

Assemble your initial stock order of \$6,000 or more based on your selections. We will assist with any questions that you may have and review your choices with our market data to ensure your mix will be a success from the start!

Step 4

Complete Paperwork:

- Complete Credit Application
- Complete Contact Information Form
- Read and Sign Direct Buy Dealer Agreement
- Make a Copy of Seller's Permit/Tax Exempt Certificate or equivalent.

Step 5

Email your opening PO and completed paperwork to sales@icerausa.com.