



United States Wholesale Application

## Wholesale Account Application

This Application must be completed before  
You can open a wholesale account.

Copies of your Business License and/or Resale  
Certificate must be provided.

**Mud Hole Custom Tackle, Inc.**  
400 Kane Ct.  
Oviedo, FL 32765

Phone: (407) 447-RODS (7637)  
Toll Free: (866) 790-RODS (7637)  
Toll Free Fax: (800) 420-6049  
International Fax: (407) 447-7640

Email: [wholesale@mudhole.com](mailto:wholesale@mudhole.com)  
Website: [www.mudhole.com](http://www.mudhole.com)

## **Wholesale Membership, Qualifications & Expectations**

Our wholesale program is available to legitimate professional dealers, rod builders, and tackle stores engaged in the business of custom rod building, fly tying, lure building or fishing tackle resale.

### **Qualifications**

To qualify for wholesale status the prospective applicant must be a registered business directly related to the production and/or sale of fishing equipment. These businesses and professionals count on the extra discount received in the wholesale program on their supplies as profit to help cover the associated overhead costs involved with being a "legitimate" and "legal" business. Additionally, Mud Hole Custom Tackle passes on overhead savings when dealing with professional businesses who know how to order and how to build and assemble a rod. We are not in the business of supplying "underground" businesses that avoid things like taxes, nor are we interested in providing deep discounts to people who simply possess a business license or tax ID number of some sort and want to make some rods.

### **Expectations**

A customer's completion of the wholesale application signifies their acknowledgement that they are a professional rod building and/or tackle store. It is preferred for wholesale customers to place their orders on line. If you have to call your order in you are expected to have your account number ready and a list of needed parts prepared. Mud Hole's sales personnel will assist wholesale customers with blank and component selection, however wholesale customers who consume an excessive amount of sales representatives time will be charged retail pricing. Your wholesale program may be cancelled or withdrawn at any time at the sole discretion of Mud Hole Custom Tackle.

### **Opening & Minimum Order Requirement**

Along with qualifying paperwork for a wholesale account, an opening order of \$300.00 USD or greater at the wholesale price must be placed. The opening order qualifies you for the current year and continues your wholesale status through the following year. Wholesale customers are required to maintain an annual minimum purchase of \$500.00 USD to maintain wholesale pricing status with Mud Hole.



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**Toll Free: (866) 790-RODS(7637)**



**Business Name** \_\_\_\_\_

Physical Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Years at Address: \_\_\_\_\_ Own or Rent: \_\_\_\_\_ Years Building:  0-1  1-2  2-5  5+

**Type of Business:**

Rod Builder  Tackle Store  Retailer  Manufacturer  Other \_\_\_\_\_

Corporation  Partnership  Sole Proprietor (Provide a copy of Certificate)

Federal Employer ID Number: \_\_\_\_\_ Business Start Date: \_\_\_/\_\_\_/\_\_\_

State Sales Tax ID #: \_\_\_\_\_

State Incorporated: \_\_\_\_\_ Date Incorporated: \_\_\_/\_\_\_/\_\_\_

	NAME OF PRINCIPAL	TITLE	HOME ADDRESS	PHONE NUMBER
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____

**Trade References:**

1. Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

2. Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

3. Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**The undersigned has read and understands the wholesale application/expectations and agrees to the terms and conditions and certifies that the information provided is true and correct.**

Corporate Name (If Applicable): \_\_\_\_\_

Signature (Owner / Partner): \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature (Owner / Partner): \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_