

AUTHORIZED RETAIL PARTNERSHIP

A distinctive collection, thoughtfully placed.

Cattlehouse partners with a select group of independent retailers who value exceptional materials, memorable design, and a deeply personal customer experience. This application helps us understand your business, your clientele, and how Cattlehouse could live in your showroom.

What our partnership is built around

Distinctive American-made furniture. Full-grain leather, natural hair-on hide, expressive textures, and pieces designed to become the center of a room.

Thoughtful representation. We look for retailers who understand their market, care deeply about presentation, and want a real relationship with the people behind the brand.

Business profile

LEGAL BUSINESS NAME

STORE / TRADE NAME

STREET ADDRESS

CITY

STATE AND ZIP

WEBSITE

PRIMARY SOCIAL MEDIA

YEARS IN BUSINESS

NUMBER OF RETAIL LOCATIONS

RESALE / TAX ID

Primary contact

NAME

TITLE / ROLE

EMAIL

PHONE

BEST TIME AND METHOD TO REACH YOU

Your retail environment

APPROXIMATE SHOWROOM SQUARE FOOTAGE

SQUARE FOOTAGE DEDICATED TO FURNITURE

RETAIL FORMAT

☐

Full furniture showroom

☐

Interior design studio

☐

Lifestyle / home store

☐

Other

SALES CHANNELS

☐

In-store

☐

By appointment

☐

E-commerce

☐

Trade / designer clientele

FURNITURE AND HOME BRANDS CURRENTLY REPRESENTED

DESCRIBE YOUR SHOWROOM, MERCHANDISING STYLE, AND THE EXPERIENCE CLIENTS RECEIVE

Your clientele

DESCRIBE YOUR PRIMARY CUSTOMER OR DESIGN CLIENT

TYPICAL FURNITURE ORDER VALUE

APPROXIMATE ANNUAL FURNITURE SALES

PRIMARY MARKET

- ☐ Local / regional homeowners
- ☐ Ranch, lodge, and second-home clients
- ☐ Interior designers and builders
- ☐ Destination / nationwide clientele

Why Cattlehouse?

WHAT DRAWS YOU TO CATTLEHOUSE AND OUR POINT OF VIEW?

WHICH PIECES OR COLLECTIONS DO YOU BELIEVE WILL RESONATE MOST WITH YOUR CLIENTELE?

HOW WOULD YOU INTRODUCE THE CATTLEHOUSE STORY IN YOUR SHOWROOM?

A considered launch

WHAT LEVEL OF REPRESENTATION ARE YOU CONSIDERING?

- ☐ A curated opening edit ☐ A complete living room presentation
- ☐ A dedicated Cattlehouse gallery ☐ Project-based ordering for clients

DESIRED LAUNCH TIMING

PLANNED OPENING INVENTORY INVESTMENT

WHERE AND HOW WOULD CATTLEHOUSE BE PRESENTED IN YOUR STORE?

Service and operations

CAPABILITIES AVAILABLE TO SUPPORT THE COLLECTION

- ☐ Local delivery / installation ☐ In-house design guidance ☐ Receiving and storage
- ☐ Photography / social marketing ☐ Showroom events and launches

PRIMARY SERVICE AREA AND DELIVERY RADIUS

WHO ON YOUR TEAM WOULD LEAD THE CATTLEHOUSE RELATIONSHIP AND PRODUCT EDUCATION?

ANYTHING ELSE WE SHOULD KNOW ABOUT YOUR BUSINESS OR MARKET?

Trade references

REFERENCE 1 - COMPANY / CONTACT

EMAIL / PHONE

REFERENCE 2 - COMPANY / CONTACT

EMAIL / PHONE

Acknowledgment

By submitting this application, I confirm that the information provided is accurate. I understand that submission does not guarantee approval, territory exclusivity, or any specific commercial terms. If selected, all pricing, ordering, merchandising, brand-use, and account terms will be confirmed separately in writing.

☐ I confirm the information in this application is accurate.

AUTHORIZED REPRESENTATIVE - TYPED NAME

TITLE

DATE

INITIALS

Submit your application

Save the completed PDF and email it to **howdy@cattlehouse.com** with the subject line **Authorized Retailer Application - [Your Business Name]**. Our team will review your materials and contact you personally.

CATTLEHOUSE COUCH TRADING COMPANY LLC

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