

Sound United Reseller FAQs

Why is Sound United instituting a Dealer Authorization Program?

We are passionate about Audio and we will always go the extra mile to design, manufacture and sell the highest quality products. We want to ensure that only the best Dealers and Distributors that share our high standards are selling Sound United products. Through this program, we will support your success in presenting, demonstrating and marketing the Sound United brands and products.

What information should I have available for the Authorization?

Be prepared to provide the following:

- **Authorization Pass Code**
- **First and Last Name** - Must be owner, officer or authorized company signatory as it will appear as the signatory name on the executed Agreement & applicable Addendums
- Creation of a **User Name** for your company that **cannot** be changed
- Creation of a **Password** that can be changed
- **Primary Email Address and two additional Email Addresses** to be used for all critical Sound United email business communications.
- **Primary Company Telephone number** to be used as the search key for inquiries into the validation of your Authorization status (Distributors will use this tool to validate Authorization status of Indirect Dealers)
- **Primary Company Website URL** (if applicable)
- **Company legal name** – correct spelling is important
- **Company DBA(s)** – accuracy and correct spelling are important as this is the Company Name we will use for our End User Dealer locator
- **Primary Company headquarters/corporate/legal address**
- **Business contacts** including owners, officers, purchasing, marketing, training, accounts receivable, etc.
- Additional company details, Internet activity (if applicable), business, training and marketing information

How do I begin the Authorization process?

On this site (<http://Authorization.SoundUnited.com>) select “Register” or “Start Here”, select your Reseller Authorization type, enter your prompted codes, your specific information and you’re on your way.

What are the Authorization types?

Reseller Authorization Types

Direct Dealer – Existing – Sound United Dealer who purchases directly from Sound United and has a current Account Number

New Direct Dealer – New – New Dealer with a Rep Code from a Sound United Sales Manager or Manufacturer’s Rep firm

Distributor - A wholesale Distributor who sells to Dealers but not directly to End Users

Indirect Dealer - Dealer who purchases through an Authorized Sound United Distributor

How do I Obtain my Pass Code?

Indirect Dealer - From your Authorized Sound United Distributor. You only need to complete the Authorization process ONCE with Sound United to be eligible to purchase from any Authorized Sound United Distributor. You do not need to register on the Sound United Dealer Portal with a code from each Distributor you purchase from.

Direct Dealer - Existing - From the Portal Registration Instructions email or snail mail communication sent to you and/or your Sound United Manufacturer’s Rep firm.

Direct Dealer – New – From the Portal Registration Instructions email available from a Sound United Sales Manager or Manufacturer’s Rep firm.

Distributor - From the Portal Registration Instructions email or snail mail communication sent to you from your Sound United Sales Manager or Manufacturer’s Rep firm.

How do I know what Account Number and State to enter? (For Direct Dealers and Distributors only)

Your Sound United “Bill To” Account Number is entered in our Portal entry database. Enter your “Bill To” Account Number and the corresponding State for access.

Can I save my progress and continue my registration at a later time?

There is a “Save and Continue” button at the end of each page of the Authorization process that saves your information so you can resume once you log back in with your User Name and Password.

How to I return to where I left off if I logged out or was logged out of the Portal before completing my Authorization?

- Enter your User Name and Password in the “Returning User? Login Here” area of the Portal Home Page
- Select “Login”
- You will be automatically directed to the “Resource Center” page.
- Hover your cursor over “Resource Center” on the horizontal bar and select the page to resume your Authorization.

What if I’ve forgotten my Password and/or User Name?

Forgotten Password - Below the “Returning Registered User? Login Now” section of the Home Page, enter your username and select the “Forgot Password or Username?” link. Or click [here](#). Your password will be sent to the primary email address listed in the registration.

Forgotten Username - Below the “Returning Registered User? Login Now” section of the Home Page, Enter any information in the Username field and click the “Forgot Password or Username?” link. On the next screen, you will be prompted to enter the email address that was listed as Primary in the registration. Or click [here](#). You will be sent an email that contains your username.

Why can't I find the Submit Registration option/button?

At the bottom of the Location and URLs page you should see a red “Submit Registration” button. If you do not, you may have:

- already submitted your application for authorization. Please go to the “Resource Center” page and check your authorization status. You will only see the “Submit Registration” button if you have an “Incomplete” or “Need to Resign” status.
- encountered an error while in the registration process. You will need to restart the process from the Register Page.

How do I revise my password?

Login to the portal using your User Name and current Password on the Dealer Portal home page. Click on “Edit Business Profile” under “Reseller Status” Enter your new password in the “Password” and “Confirm Password” boxes. Click “Save & Continue” at the bottom of the page.

Why does Sound United need all this information?

This facilitates selecting the best possible Resellers for Sound United products and understanding what we as a Manufacturer need to provide you to most effectively support your success in representing, presenting, demonstrating and marketing the Sound United brands and products.

Does the completion of the Authorization process and submission of our application guarantee approval?

No. All applications and their content will be reviewed by the Sound United management team for individual approval. You will be notified by e-mail when the decision has been made, typically within 10-14 business days.

How long will the Authorization application process take?

Anticipate 25-35 minutes to review the Reseller Agreements and complete your company profile.

Who needs to sign the Sound United Reseller Agreement?

The signatory for the e-signature electronic execution of any Sound United Reseller Agreement must be authorized and have the authority to enter into the Agreement with an e-signature on behalf of their company. Outside of physically selecting the Agreement and Addendum "I Agree", the Unilateral "I Have Read" and the "Submit Registration" buttons, non-signatory personnel are able to enter the requested Profile information.

Can we sell Sound United products to anyone? Anywhere?

No, the Sound United Reseller Agreements authorize Direct & Indirect Dealers to sell Sound United products only to End Users in the United States. The Sound United Distributor Agreement authorizes Distributors to sell Sound United products only to Authorized Direct & Indirect Dealers in the United States.

Does approval include authorization to sell Sound United products on the Internet?

No. Within the Company Information section there is a prompt for Direct Dealers to complete an Internet Sales Addendum and application for Internet Sales Authorization consideration. Additional in-depth information is required in regard to your URLs, sales performance, product mix, participating marketplaces, marketing activity, customer service and transaction capabilities.

Why do we need to enter all our Brick & Mortar locations?

The Dealer Locator tool on the Sound United consumer website will be powered by the Portal database ensuring End Users are directed to only Authorized Sound United Dealer locations.

What if an Authorized Direct Dealer needs to purchase fill-in product from an Authorized Sound United Distributor... How will the Distributor confirm the Dealer is authorized to purchase Sound United products?

To confirm Authorization of Direct or Indirect Dealers, Authorized Sound United Distributors enter the Direct or Indirect Dealer's ten (10) digit primary telephone number into the Dealer Verification box on the home page of this site. All Dealer location phone numbers will validate in search as well.

Does authorization entitle Indirect Dealers to buy directly from Sound United?

No, the authorization entitles Indirect Dealers to buy Sound United products from and only from Authorized Sound United Distributors.

How long until I hear back from Sound United on our Authorization request?

Typically, 10-14 business days, generally less.

What do I do if I am not receiving notification or Password reset emails?

Since your ISP probably uses some type of spam filter we ask that you add us to your trusted list of senders, contacts or address book, also known as white-listing.

If you do not see an email from **Register@SoundUnited.com** in your inbox, due to the overzealous filtering by ISPs our email may have mistakenly been sent to your spam folder. Please open your spam folder, look for it there, open it and mark it as "not spam."

If you still do not see the email, you may need to white-list our address:

Register@SoundUnited.com. Every email provider has different instructions for white-listing. [Click here](#) for instructions for how to white-list our email address on most email providers.

How do I get more information?

Complete the form accessible by clicking the "Contact Us" tab or email us at ContactHelp@SoundUnited.com