

A PREMIER PARTNERSHIP

As a Friant Advantage dealer, you will benefit from exclusive access to our newest and most competitively priced product lines, Interra and Dash. Enjoy a premier partnership with Friant and enhanced profitability by being one of the few dealers to have ongoing access to our newest product lines, offered only through our Advantage program.

The Advantage program brings you ahead of the competition with more products and greater profitability.

At Friant, we offer a fair pricing structure based on actual production costs, allowing us to provide affordable products without compromising quality. In turn, our products allow you greater success in your business.



ADVANTAGE DEALER BENEFITS

- Expand your customer base by offering exclusive products offered with limited distribution and less competition
- Enjoy enhanced profit margins with our most competitively priced products
- Advantage products are offered with freight-inclusive pricing for an even greater competitive edge
- Secure a Friant Advantage partnership as we continue to develop and grow. Program membership means pre-approval to sell our latest product lines as we continue to introduce new offerings available only to our Advantage dealers
- Access to our Advantage-branded collateral and website



BECOME AN ADVANTAGE DEALER

To become an Advantage Dealer or to find an Advantage Dealer near you, contact advantage@friant.com