

## URC Offers Resource Kit for Dealers

Written by Alice Marshall  
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URC announces a Resource Kit to help authorised dealers navigate through the coronavirus (aka Covid-19) crisis, in order to sustain business and set themselves up for future success.



Available through the URC dealer portal, the kit includes virtual training for URC Total Control Certification and advanced courses, templates and creative assets to aid dealers in consumer marketing efforts, and a resource guide to navigate business through the crisis. The virtual trainings come complete with a hands-on component shipped to attendees, while a "Trade Up to Total Control" sales program features incentives for consumers to get a rebate when upgrading from Complete Control to Total Control through an authorised dealer.

"URC's thoughts are extended to everyone affected during this difficult period," the company says. "Our world is entering a whole new paradigm, with rapid changes, it makes for a very challenging business environment. We care about our dealers and decided to create one place where URC dealers could go to get the tools and resources that can help them navigate through this situation, get helpful links to grant and loan programs, download easy templates to use for business planning and marketing, and invest in certification and continuing education for our Total Control smart automation and control system. We are also in a very good inventory position, thanks to good planning and constant communication with our factory in Korea."

The company says it will add more resources in the future, and dealers can download any and all components via the resources section of the URC dealer portal.

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