



WHY I SHOULD BECOME A WALKER DEALER





ABOUT US

COATES LANDSCAPE SUPPLY

Coates Landscape Supply has evolved exponentially over the years. What began in 1984 as our landscape company in Phoenix, Arizona, quickly became a multi-state landscape equipment distributor focusing on Walker Mowers. Like Walker Manufacturing, Coates Landscape Supply is family owned and operated. In 1997, we sold our landscape business in Phoenix and relocated our base of operations to Rexburg, Idaho to grow our distributor sales and service business. In 2011, we increased our territory of Idaho and Western Wyoming to include Washington and Oregon. At the end of 2019, we further expanded into Utah. This has proven a great and welcome challenge to continue to promote the Walker line. We look forward to working with you and your team!

– Blair and Michelle Coates

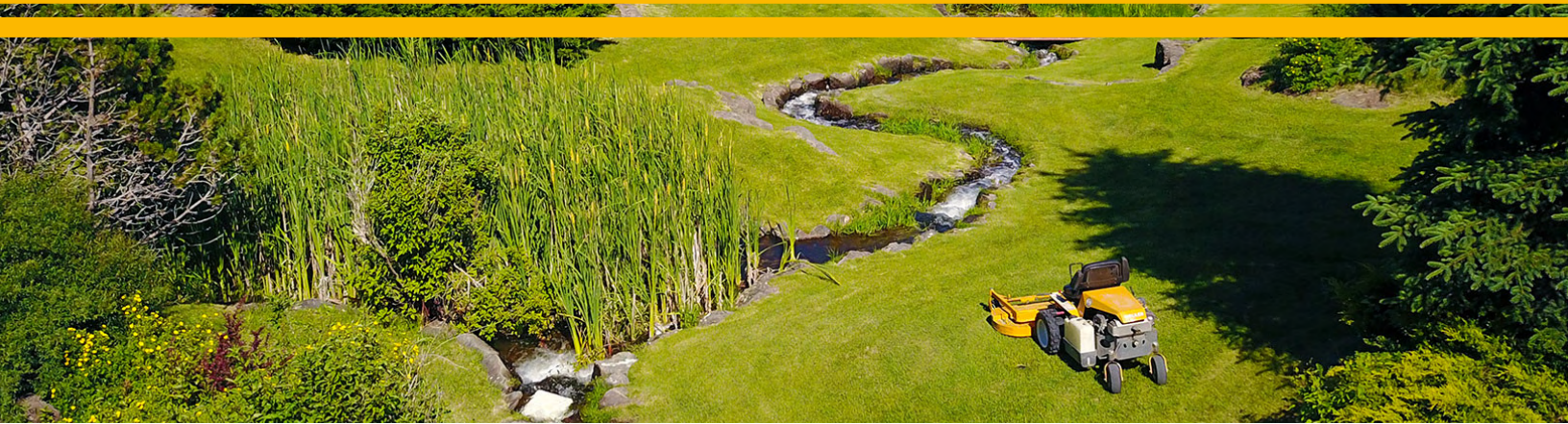


WALKER MANUFACTURING

FACTS

Walker Mowers employs a professional group of people and technology to manufacture a product to high standards. They value long tenure in employees that take pride in their product, and strive to deliver excellence. Their program is transparent and honors the investment of their customers. Innovations continue to be made to the product line, including a focus on better fuel efficiency and improved performance. The factory in Fort Collins, Colorado, continually invests in new equipment and improved processes to increase productivity and stay on the leading edge of the green industry. The Walker Mower is distributed throughout the United States and into 28 other countries, including Canada, New Zealand, and Australia. Walker Mowers bring people together and form relationships for years to come. For more on their story, visit walker.com.

THE OUT FRONT ADVANTAGE



The Walker Mower offers a wide range of features and benefits to the user. Here are 7 reasons you will be on and off the job site faster while still leaving a beautiful cut.



Compact

The Walker has a small footprint designed to get into and out of tight places.



Steering

The Walker immediately goes where you tell it to with little effort thanks to the precise combination of finger-tip steering and the cruise control function of the Forward Speed Control.



Balance

The well-balanced Walker moves efficiently on flat ground and hills. Operator position, balanced weight distribution, and a low center of gravity set the Walker apart.



Agile

Compromise in any discipline greatly reduces the agility of a mower. For Walker, compromise simply is not an option.



Trimming

Trimming with a Walker is fast, easy, and accurate. With its out-front deck position, trimming up close is effortless.



Reach

The low profile, front-mount deck on the Walker allows operators to trim underneath low hanging trees, split rail fence and other landscape features.



View

The operator has a complete view of the mower deck and the grass surrounding it. This unrestricted operator view not only makes for comfortable, safe operation; it also enables a beautiful cut.

For more on Walker Mowers capabilities, visit thewalkeradvantage.com

WALKER MOWERS AND YOUR DEALERSHIP



Walker Mowers has a product line that caters to residential, municipal, and commercial markets.

Walker Mowers have the potential to lift your dealership above the ordinary, to become easily recognized as a dealership with a quality brand and a diverse customer base.

Coates Landscape Supply understands the power equipment business and we are motivated by our dealer's success.

Walker Mowers have been voted several years running by Green Industry Pros Magazine's customers as:

- best in overall satisfaction three years running.
- top manufacturer.
- best in product quality.
- highly rated in product margins and warranty policies.
- best at giving adequate dealer territory.
- listening to the dealers needs.

Our dedicated team will help your company show, service, and sell the Walker Mower with confidence. Coates Dealers have a 30% higher inventory turnover than the industry average.

To compare other brands to the Walker, visit thewalkeradvantage.com/calculator



DEALER SUCCESS STORIES

SMITH'S LAWNMOWER SALES

Located in Caldwell, Idaho and owned and operated by Brian Smith, Smith's Lawnmower Sales is a premier customer-oriented dealership. In business for almost 40 years, Smith's Lawnmower Sales owes much of its success to three core principles: carrying the right brands, selling customers the best product, and providing phenomenal customer service and support. Brian calls the Walker Mower a keystone of his business. With strong support from their distributor and a mower that provides real-world advantages, Smith's Lawnmower Sales adds value to the product and has found a sweet spot in southern Idaho's Treasure Valley.



Key Stats

Walker Dealer: 18 years

Walker Mowers Retailed Last

Five Years: 253

Primary Brands & Percentage of Sales:

Walker 41%, Hustler 14%,

Toro 5%, Stihl 16%

Customers: Commercial 65%,

Municipality 25%, Homeowner 10%

Gross Sales: \$2.36 Million

Competing Against: Exmark and Scag



Clark County Lawn and Tractor in Vancouver Washington has been a John Deere dealer for just over 47 years and a Walker Dealer for over 20 years. They are located across the Columbia River from Portland which has three additional Walker dealers, whom they consistently out-sell, despite a nearly 10% tax disadvantage for purchasing in Washington. They have always had a passion for commercial power equipment, and have had many Walker advocates over the years from sales staff to energized customers. Clark County Lawn and Tractor have recently enhanced their beautiful showroom with more Walker branding, and plenty of Walker product to sell and demonstrate.



Key Stats

Walker Dealer: 21 years

Walker Mowers Retailed

Last Five Years: 70

Primary Brands & Percentage of Sales: John Deere 75%, Walker 7%, Ferris

0%, Stihl 9%, Honda 2%

Customers: Commercial 17%,

Municipality 5%, Homeowner 78%

Gross Sales: \$6.6 Million

Competing Against: Exmark, Kubota, Scag, Toro

DEALER PROGRAMS

Fleet Sales
Bid Assistance
Retail Financing
Inventory Flooring
CO-OP Advertising
Seasonal Promotions
Custom Merchandise
Demo / Loaner Equipment
Showroom Enhancements



“THE LIFEblood OF OUR BUSINESS IS NOT THE METAL WE BEND OR WELD TO MAKE A MACHINE, BUT RATHER IT IS THE PEOPLE WE HAVE COME TO RELY ON FOR BUILDING, SELLING, SERVICING AND USING OUR PRODUCT.”

- BOB WALKER





JOIN THE TOP RATED DEALER OPPORTUNITY NOW!

Visit our website or call us any time

COATESPOWER.COM

866.656.0600

WALKER.COM



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