

# 2025 Builder Program Short Guide



Q1 2025

Gaggenau				
Requirements	1683 Program	"Preferred" Builder Package Program	Builder Quote *Continuing Offer	Builder Quote *Fixed Quantity
# of Kitchens or Pcs. by Builder Per Year	1+ Kitchens	15 Serialized pieces per year	12+Kitchens	12+Kitchens
Registered Builder (Star Partner)	YES Must reference Reg# on all quotes to customers.	YES Must reference Reg# on all quotes to customers.	YES Must reference Reg# on all quotes to customers.	YES Must reference Reg# on all quotes to customers.
Builder Commitment	None	Commitment Form Signed by Builder and Returned to DSM - BSM	None	Letter of Intent sent to DSM-BSM
SKU Options	All models available	All models available	Limited model selection	Limited model selection
Order Requirements / Process	Requires ordering 5+ Pieces (must include refrigeration)	Requires ordering 5+ appliances of 4 categories: (wall oven, cooktop, ventilation, refrigeration*, dishwasher) (must include refrigeration)	*Must use Quote #	*Must use Quote # *Forecasted Shipments
Pricing-Cost (DFI)	Gaggenau 5 pc. Pkg Builder Price List *Subject to any price increase	<ul style="list-style-type: none"> <li>Preferred Cost Provided by DSM</li> <li>*Subject to any price increase</li> </ul>	Quoted Price by BSM *Pricing held up to 12 months	Quoted Price by BSM *Pricing held up to 18 months
Pricing-Sell	Dealer can extend 10% off 1683 UMRP	Preferred UMRP	Any Price-No Policy	Any Price-No Policy