



UNLEASH THE POWER OF TOGETHER

The Fastest-Growing Buying Group in the Foodservice Equipment and Supplies Industry

SEFA is dealer-owned and member-controlled — \$4.4B in dealer-network revenue, 21.3% of the U.S. commercial E&S market, and the highest return-to-dealer rate in the segment. When you join, you keep more of what you earn and get the tools, programs, and people to grow faster.

\$4.4B

dealer-network E&S revenue

21.3%

of U.S. E&S market (#2 nationally)

+19.2%

fastest-growing group in segment

\$183.3M

total member benefits, 2025

WHAT YOU GET AS A MEMBER

Marketing access. Full team of marketing experts on demand, cost-efficient and scalable support, using data-driven strategies. Offering ad hoc services like social media management, graphic design, video production and email marketing.

Training that builds your team. 750+ joined webinars and 460 attended in-person training events in 2025, plus 300 SPECS courses online — 96% dealer participation across the group. Your staff get sharper every quarter, at no extra cost.

Direct rebates. Programs negotiated by SEFA staff with 128 suppliers. Dollars flow straight to you — no pool, no holdback, no reserves.

Paid-when-paid cash. When money flows into the group, your ACH lands in under 5 days. 100% of supplier-program monies pass through to you, untouched — every other major group pays a lump sum after quarter close.

Real ownership. Dealer-owned, owner-led, member-controlled. A 2025 dealer-owner return on equity of 23.7%.

Tools to grow. The new Vision Rebate platform, Supplier Dashboards (Volume, Opportunity, Member Profiles), order guides, and dealer dashboards that turn supplier data into sales opportunities.

EVENTS YOU CAN ATTEND ALL YEAR

ANNUAL · MANDATORY Partnership Conference (APC).

Supplier business development and strategy for dealer principals, leaders, and purchasers.

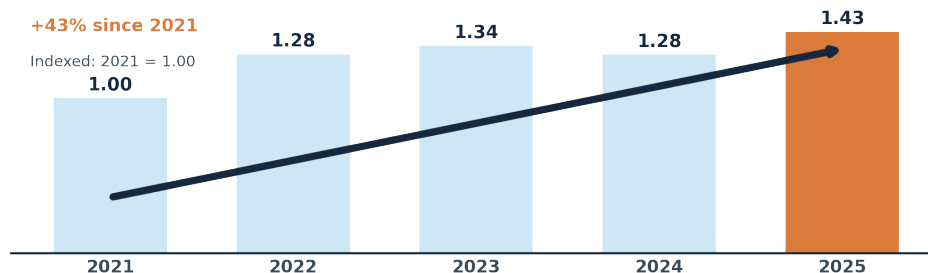
BIENNIAL · MANDATORY Executive Forum. A 2-day event on business optimization for dealer principals and leaders.

2× YEARLY National Sales Conference. Product and sales training for sales professionals, project managers, and purchasers.

BIENNIAL SEFA Academy. Professional development for sales professionals and dealer leaders.

REBATE PERFORMANCE — UP 43% SINCE 2021

Rebate dollars cycled to SEFA dealers have climbed year after year — the product of a decade of rebate enhancement. Combined with SEFA incentives, that delivered \$183.3M in total member benefits in 2025.



VISION — SEFA'S REBATE PLATFORM

Vision is SEFA's rebate platform — a modern system that captures supplier data automatically and gives you real-time visibility into every program, so you capture more of what you earn with far less manual work.

Automated invoice collection. Captures supplier invoices via EDI — cutting manual effort and eliminating delays. 89 suppliers already send live data.

Real-time visibility. Track rebate status and earned dollars as they accrue, across every program.

Better data, more dollars. Cleaner, more concise data that surfaces new rebate opportunities you'd otherwise miss.

High-touch support. A dedicated SEFA team helps you maximize every program — not just track it.

TRAINING & DEVELOPMENT

Every member gets a full learning stack — from quick product webinars to a structured, multi-level development path — at no extra cost. 96% of SEFA dealers take part.

2x MONTHLY Live Product Webinars. 20+ webinars a year, 60 minutes each — 750+ dealers joined in 2025.

SEFA LMS SPECS. SEFA's own internal learning management system — a 24/7 on-demand platform built and maintained in-house for our members.

7 LEVELS SEFA PRO Development Framework. Best-in-class path through product and industry knowledge, personal skills, and customer applications — virtual and in person.

YEAR-ROUND Hands-On Training at the National Sales Conference. Engage in 25-30 supplier partner sessions with daily networking opportunities.

Sales Peer Groups — 6-Month Program

Confidential, peer-led forums where sales professionals come together to share experiences, tackle real-world challenges, and exchange practical ideas that drive results. Designed specifically for foodservice equipment and supplies sales professionals, these groups focus on meaningful conversations, actionable takeaways, and building a network of trusted industry peers.

Choose your path: Evolving Unicorn – For sales professionals looking to build confidence, improve habits, strengthen customer conversations, and create more consistent results. **Unicorn Mastery** – For experienced sales leaders seeking sharper strategy, stronger margins, and a competitive advantage.

Basecamp Leadership — 12-Month Leadership Cohort

Our flagship leadership program, built exclusively for SEFA dealers. Participants join a cohort of like-minded, forward-looking foodservice professionals and gain the practical skills to inspire teams, empower their people, and drive results — developing the next generation of leadership inside your business.

Format: live & virtual sessions · self-paced learning · 1:1 coaching · regular leader check-ins

HOW OUR MEMBERS GO TO MARKET

SEFA's membership diversity in the way they go to market is a strength. Our 57 members reach customers through every route to market — and most run several channels at once. Share of the membership active in each:

88% Design-Build	86% Bid Projects	75% Cash & Carry
66% Full Service	46% eCommerce	41% Redistribution

From design-build and bid work to cash & carry, full-service, and eCommerce, the network reaches buyers through every channel — and most members run several at once.

THE MOMENTUM YOU'RE JOINING

2025 closed at \$1.25B in member volume (+5.2%). Q1 2026 came in at \$296M, +5.7% organic — 5x the broader foodservice market. Forecast 2026 volume: \$1.397B (+11.7%). 50 of 57 SEFA dealers sit on the FE&S Giants Top 100.

“SEFA is the place to be. The right buying group for the future.”

— Industry supplier partners, APC 2026

Ready to join? Let's talk about your seat at the table.

Want to learn more? Contact **Kelly Cain** · kelly.cain@sefa.com

or **Rachael Weaver** · rachael@sefa.com

57 dealers · 46 dealer-owners · 128 supplier programs · \$183M incentive dollars cycled through SEFA in 2025

SEFA · Unleash the Power of Together · Dealer-owned. Owner-led. Member-controlled.