

Merry Christmas

HAPPY HOLIDAYS

On behalf of Brazzen, we wish you a Merry Christmas and an enjoyable holiday season. You are very important to us and are a very key part of our company.

Although the year 2020 has been a challenge for everyone, we are pleased with the progress of our current dealers. Even through tough times, we are impressed with your perseverance. We have had dealers tell us of their successes, like how they sold \$20,000 in a weekend or \$17,000 on a Saturday. How people learn about Brazzen from friends and then travel from other states to buy from their nearest dealer. We get new dealers telling us they sold their first container of equipment in just 6 weeks. We have customers buy the equipment from a dealer then decide they want to be a dealer. We get dealers ordering 3 containers at once. People are hearing more and more about Brazzen. We are proud to be growing as a business and to have your determination to help us grow.

As new dealers have joined, we are happy to be expanding throughout the United States and we see a bright future for all of us.

Just a reminder when ordering your equipment, there are a lot of delays due to a shortage of ships, with Covid and peak time for Christmas. The shipping companies have been giving priority to large companies. There also is a shortage of containers. Containers go to Europe full but Europe is not manufacturing much due to covid so the containers get stuck there as no one wants to ship empty containers. Europe is a big supplier to Asia.

It is hard getting a slot on the ships, and once they get to the USA port, it might sit there while a more important client gets priority. Prices on shipping have also gone up, but fortunately, this does not affect your costs.

We are getting these reports almost everyday from shipments heading to the USA.
PORT CONGESTION:

Last Comment	Date / Time	Comment History
Delay Reason: PORT CONGESTION - Notes: Delayed ondock rail depar...	2020-12-14 15:10 (CHICAGO, IL)	

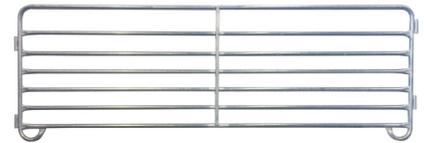
Every year we get this report leading up to Christmas but it seemed to have come earlier and delays longer this year. We can only assume workers infected by the Covid can't work and leave less workers in the ports. We all need to be mindful it is not normal times and we do need to realize this pandemic has put a strain on many Industries. Please be patient and we will try to get your shipment to you as soon as we can.

*We thank you for your
commitment and hard work.
Wishing you the best through the
holidays and the upcoming year.*



FEATURED PRODUCTS

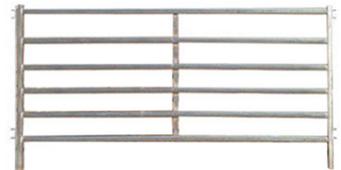
Budget Sheep Panels



SPB-US9.9/3.3-7 9'9"L x 3'3" H.....\$79
Frame OD 1.25" pipe, Inside 6 rails made by 1" Round pipes
Mid-plate welded on
C lugs provided for connect

NEW

Standard 6 Rail Panel

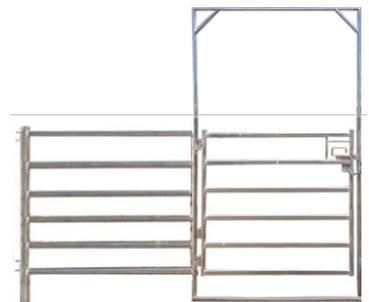


CPS8/5.11-6 • 8' L x 5'11" H.....\$105
CPS12/5.11-6 • 12' L x 5'11" H.....\$164

6 Rails made by 2.8" x 1.67" pre-gal Oval Tubes
2 Posts made by 2" x 2" HGD Square tubes
Strap welded on the mid
Clete and pins are provided for connection

NEW

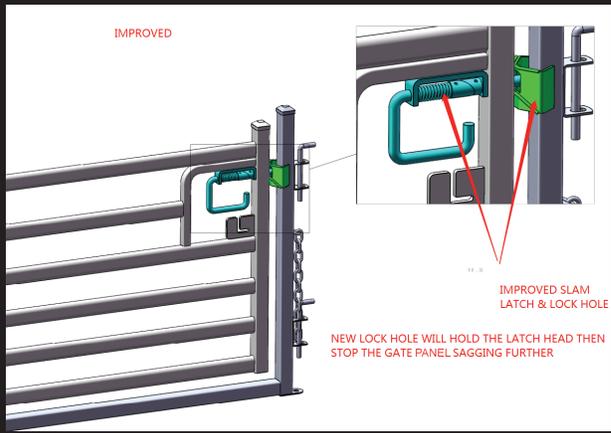
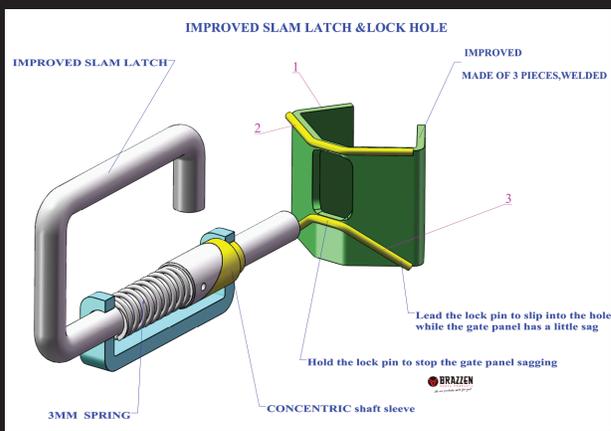
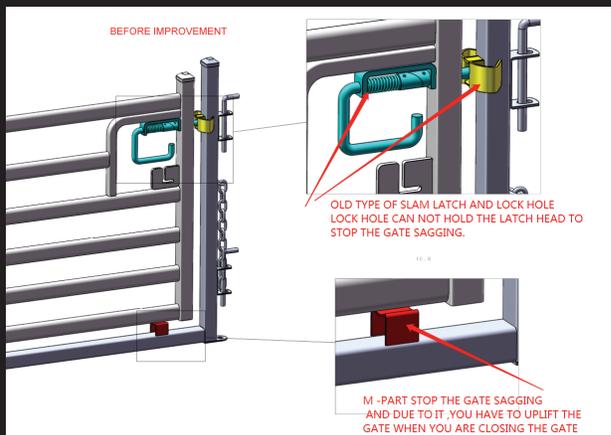
12'L Combo Stand 6 Rail Gate & Panel



CGSC12/10-6 • 12' L x 9'10" H.....\$410
Frame made by 1 3/4 inch round tube with slot in top
12/5 inch round pipe
6 rails 2.76"x1.6" oval tube
Slam lock and Chain lock provided
Clete and pins are provided for connection

SHEEP GATES

Improvements for the Sheep Gates: We are looking at changing the Sheep Gates. There is always a problem with the gate sagging. You can see in Diagram 1 we have a M part that supports the gate when it is closed. We are thinking of using the latch to stop it from sagging. You can see in diagram 2 and 4 we will change the latch receiver so the bolt will stop it from sagging. We will trial it for a while to see how it goes. Let us know if you have any comments.



CREATE UNITY WITH EACH OTHER

It might be good for you to check the website regularly to see if there is a new dealer in your area. We encourage the dealers to work together to help build the branding in the USA.

Every dealer advertising Brazen products in a concerted effort, exposes the brand to the community very fast. Customers then buy the equipment and because it is so different to what everyone else has, it also has a big impact on the public.

It is important to keep the branding in mind all the time. Brand your trucks, brand your shirts with logos. Wear the caps. It all helps.

The more dealers around the busier dealers get from people becoming aware of Brazen through concerted efforts of advertising and branding together.

Having a dealer near you is great as you may be able to buy products from them when you run out of gear, or maybe you would like to do a fair together, or advertising together. These can all be very big advantages but it needs to be done with care and consideration.

Can I borrow equipment from my Neighbor Dealer when I run out of inventory?

No, it is not acceptable to borrow equipment from each other. Instead, dealers need to sell to one another at suggested wholesale prices of 10% more than dealer prices for the panels and 17% for everything else. Keep in mind your neighbor may be getting low on inventory and may like to hold on to it and not sell it. He may also think he needs to keep it so he can sell at the full retail price. Both dealers need to be sensitive about this. There should never be pressure put on to make your neighbor dealer sell to you. Eventually you will both find a happy medium but it also is not fair if one dealer buys his container regularly but the other dealer relies on him ordering more so he can then buy in smaller quantities from him at the wholesale price and not buy a container of goods as often. This is really taking advantage of your neighbor. I do think we should all try to help each other out but be mindful of each other.

Can Dealers do Fairs and shows together?

This can also cause contention if you are not careful. First you both need to pay half of everything related to the show. You both need to share the set up and pull down work at the show. The show may be in your area or it may be in their area. If the show is close to the boundary then it is easy to draw a line. When you meet clients at the show you then need to be careful you split the clients up according to where they live. Your side or the other dealers side of the boundary. It's good you both establish where the client is from at the start when you meet him. Then refer the client straight to the dealer in that area. Never try to poach a client from the other area or try to be sneaky. To make a few extra dollars and lose a good relationship with your neighbor dealer is not worth it. They will find out eventually if you steal a client.

If the show is well in the other dealers area. You must think how the leads will be split? Maybe you check what the percentage of leads were in the area where the show is at 70% of the leads were from the area the show was in and 30% was in the other dealers area. If it works this way then the dealers may like to split the costs of the show the same way 70-30. In Australia we have sometimes 4-5 dealers at some big shows and it is important to set the rules before there becomes a problem.

Can I do an advertising campaign with another dealer?

Advertising for selling products can also be beneficial when advertising together. Just make sure there are ground rules first. Whose number goes on the top? Maybe change it after a certain period. Small things like this can cause tensions.

Please try to keep good relations with one another and don't talk badly of one dealer to another. I have seen these problems arise and have seen it destroy relations.



SHEEP/GOAT PANELS



I come across dealers who are not keen on Sheep panels and they may also think they are no sheep in their area. I think you all should hold Sheep panels in your inventory. One sheep panel you can make the same amount as you can on a standard rail 12' panel. They take less room if you're delivering and storing them and are easier to handle. Although you may think there are no sheep in your area you will be surprised how many people have goats and also the price of sheep has gone up a lot and people are starting to stock sheep. I have had many dealers tell me: they wish they ordered more sheep panels and gates as they sold out what they had very fast. I think both the premium sheep panels and the budget panels are good.

A lot of People ask me: Will Brazen have a holding yard for inventory so dealers can buy from the holding yard?

The idea about having a yard to have all the equipment has come to mind to us in Australia. We employed two guys and a truck driver and rented the premises. We sent about 10 containers to start with. Straight away there are overheads. Three workers, the fork lifts, the truck and renting the yard. We then had to add about 15-18% to the price of the goods to cover it all. This was without the delivery costs to the dealer.

Australia is as big as the USA so we could only really service one state the size of Utah, Idaho and Nevada called New South Wales. We had dealers 1500 miles away in other states who also wanted equipment sent to them. We put a load of goods on a truck that does long hauls. The cost was almost \$4000. The dealer was not happy at all. With the extra 18% charged above the dealer prices and the freight. We can ship containers for about \$6000 included in the dealer price to get them from China. (Australia currency) It was not long until the dealers who were in the area further away realized it was better to plan their shipments from our factory so they can save the 18% extra fees we charged and the trucking fees.

In the end we found the guys in the yard loading the truck were not working hard, didn't load the truck fast enough and the truck driver is sick or has a truck accident and walks away leaving it for us to go get the truck. We also found they loaded the truck but did not check what was loaded and we had a lot of missing inventory. In the end we are just not good at it. We then decided to look for a 3rd partner to do this work. But no one liked to empty our containers and deal with our equipment because they just liked to deal with a standard pallet. The costs are just not workable.

In the end we had a company called Steel Supplies, which is very big, delivering steel to many farm stores. They have many trucks and they are good at logistics. They buy containers of Brazen equipment every month and we deliver it into their yard and then distribute it to farm

stores and to our dealers but still charge 15% more and \$150 delivery fee. They also work just in one state.

It works very well but we cannot find any other Company to do this in the other states and we are not interested in buying the equipment and putting it in their yards for free. This is just asking for problems. I find most dealers only use Steel Supplies services if they are very desperate.

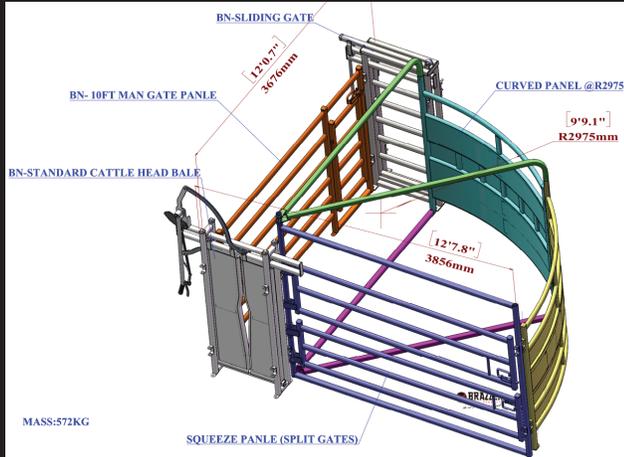
Most of our dealers in Australia have an ordering pattern and some do 25 containers a year now. We have some dealers in the USA are getting to 1 container a month so another year or so and they will be buying even more. One Australian guy now has 2 containers on order every month from our China factory and 1 container a month from India. India can make the panels and gates cheaper as the taxes into the USA are less and labor is cheaper in India. It just takes some planning and it all gets easier to order over time.

The last two weekends, one dealer sold almost a container of equipment and placed an order for 2 more containers. Another dealer in Idaho has 3 containers on the way at the moment. One is almost delivered to him, another is in LAX port, and one is about to leave the factory.

This by far is the most economical way. It also makes our office have less staff, thus keeping our overheads down or we would also have to add more costs to the goods. I think it is good we keep our businesses lean so we are not paying guys to load the truck and taking days off sick and claiming they hurt their back or knee and end up on our insurance compensation. The less I employ like that, the better. In the end we do not plan to have a holding yard, unless a company like Steel Supplies will buy and distribute, but I think Dealers will not be happy with the extra costs that will eat into their profits. I would think the USA we would also need several holding yards.

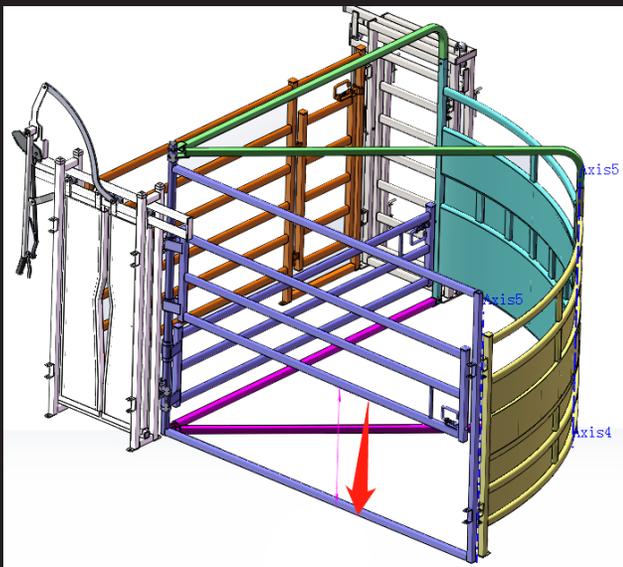
DEVELOPING PRODUCTS

Maternity Pens



For about a year now I've had people asking me for maternity pens. Luckily, we already had a lot of the equipment like the head bale, slide gate, side panel and gate that we sometimes use for the hobby chute. We also have the sweep and so we were able to put the two together and make some adjustments to get these maternity pens made. We think they will be very popular in the USA and the margins will be very good. If you look at what's available out there they are all quite expensive.

You will see in the maternity pen picture below there is an arrow at the bottom gate. We were wondering if anyone could help us know what height that should be? We don't have these in Australia so we are just a little bit unfamiliar what height that bottom fence should be for the calf to go in and feed from its mother.



To develop new products we start with a 3D drawing, we then give it to the developing section of the factory and then they produce a sample. Once the sample is made we normally send a sample off to be tested somewhere. A dealer might buy it at a discount then they can test it and either keep it or sell it.

We will keep you updated on what's going on with the maternity pen and when it will be available.

New Years Resolution:

We are coming up to a New Year and 2020 has been a shocker. Although there have been lockdowns and many in the populations have been getting the virus, Dealer Sales have been good and the more established dealers have increased their sales by a lot. I think it is good for the new year to set yourself goals for the coming years, having confidence you will sell the equipment you buy. I think you should all have your next order ready so when you receive your coming order you can place the new one straight away. The best way is to be having one container of goods being produced one container on the water and one container being received. This is the ideal way. Being a new year coming up it is good to set your targets and how you will be advertising to reach your targets. Facebook Marketplace is a great way to sell and also paid advertising can be good on Facebook and free websites available. In Utah there is a great website called KSL. So any websites like this can be good for generating leads if they have similar sites in your state. Make sure you have all the display pens and equipment set up and functioning well, for people to see when buyers come. Make sure you always answer your phone and return missed calls. Keep all your current clients who have bought from you their email address and cell number so you can send to them specials and new products. Build your customer database. I hope you all take a New Years resolution and make 2021 successful for you and your Family.

HAPPY NEW YEAR

FEATURED DEALER

Conrad & Shara Gonzalez



Sierra Cascade Basin Background:

For a couple years, Conrad has been buying products from Brazen Spanish Fork, driving back and forth buying stuff as he needed it. It came to the point he saw Chris growing and growing so he decided to become a dealer. Conrad opted to buy a 20 foot container at first, but as we were starting to place the order, he realized a 20 foot container wasn't going to be enough. He then increased his order to a 40 foot container. When he received his equipment he set it up in his yard and he sold over half of it very quickly.

At the time there were a lot of fires in his area which slowed him down a bit but as soon as the fires stopped, he sold a lot of the equipment. Towards the end, he had quite a lot of the budget horse panels left. He wasn't too sure if they would even sell. In the end he sold everything, including his sheep panels. When he was first placing the order he wasn't too keen or interested in getting sheep panels. He thought he'd try some and now in his new coming order he decided to order a lot more sheep panels and gates. Read his story below.

Shara and I are proud to be featured in the newsletter. Our first few months were slow and a learning process. It took us a few weeks to break down the pallets when they first arrived. Due to the Covid-19 pandemic our sales and exposure to people were almost nonexistent. If it were not for Cameron, we would not have become a distributor. After numerous conversations with him, he talked me into giving it a go.

Our overall experience as a dealer has been exciting. We get to meet new people and represent a product that we are proud of and want to share it with everybody. We advertise on Facebook Marketplace; that has given us the most success so far. We are a small ranch located off the main highway, so we do not have highway traffic. One of our goals is to be able to have a sample of Brazen out on the highway or a feed store. Another goal is to build a website.

Our favorite part of being a dealer is connecting with other dealers and the Brazen crew. We feel like we are part of a large extended family representing a product that is going to be a huge success in this country. We have some struggles though.

We do not have help loading and unloading products. We have tractors

but there is still a significant amount of muscle required. We can not afford to hire someone, at this time, but are working on a solution. Another struggle is not having all the products in stock that people request. One of our goals is to have a good selection of stock at all times.

I have spent most of my life in public service. I have over forty years working with the community and public. Both Shara and I have had little experience in sales, but I have found my glitch speaking to people about Brazen products because I am passionate about the quality and retail prices. We have always had livestock, horses and cattle throughout our lives.

We are always looking at better ways to improve our cattle operation. With the Brazen Cattle Blind Force Yard, cattle crush, sliding gates and premium panels my wife and I can handle our cattle by ourselves. We used to love to have brandings and working the cattle on horseback, but now we are older and have a desire to avoid injuries. Using these products allows us to be safe.

I tell people I have three PHD's associated with ranch and farm business. Shara corrects me by adding PHD stands for Post Hole Diggers, (ha-ha). We have six

grown children and four grandchildren. They love to visit the ranch but, they left their post hole diggers. Both Shara and I run the ranch by ourselves, we love it.

People in the community that have seen the Brazen products have indicated how impressive and well built they are. The news is travelling throughout the community. We have had return customers and new sales from word of mouth. They have also posted testimonials to their friends on social media.

We are excited to promote Brazen Livestock Equipment at the upcoming Red Bluff Bull & Gelding Sale, with our neighboring dealer Pete Bray. We just found out that the sale will go ahead at the end of January 2021, so we secured a consignment space. Due to Covid-19 all fairs in our state were cancelled, so this will be our first show. People come from all the states to participate, so we will just have to see how many will be in attendance this year!



MEET THE DEALERS



BRAZZEN BIG SKY COUNTRY

Montana



Amanda & Casey Weaver

Servicing: Missoula - Flathead Valley - Bitterroot Valley - Helena - Great Falls - Bozeman - Butte - The Big Hole

BRAZZEN OF THE BLACK HILLS

South Dakota



Tim & Kim McGriff

Servicing: Redig - Eagle Butte - Chida - Pierre - Draper - Olsonville - Pine Ridge - Burdock - Rapid City - Wicksville

BRAZZEN BOBTAIL AG

Nebraska



Andrew Ward

Servicing: Paxton - Sutherland - North Platte - Maxwell - Brady - Gothenburg - Cambridge - Indianola - Palisade - Hamlet - Brandon

BRAZZEN BOISE MAGIC VALLEY

Idaho



Matt Tindall

Servicing: Clayton - American Falls - Contact - Twin Falls - Boise - San Jacinto

BRAZZEN BONHAM

Texas



Elizabeth Campbell

Servicing: Denton - Gainesville - Ardmore - Ratan - DeKalb - Naples - Winnsboro - Plano

BRAZZEN CACHE VALLEY

Idaho, Utah



Matt & Howard Jensen

Servicing: Snowville - Holbrook - McCammon - Morgan - Bear Lake - Farmington - Ogden - Brigham - Tremonton

BRAZZEN CASTLE COUNTRY

Utah, Colorado



Dillon Greenan

Servicing Price - Dragon - Rifle - Grand Junction - Green River - Wellington

BRAZZEN CENTERFIELD

Utah



Travis Blackburn

Servicing: Fairview - Ephraim - Fayette - Holden - Suphurdale - Salina - Manti

BRAZZEN CENTRAL COAST

California



Debra McAlahney

Servicing: Salinas - Hanford - Visalia - Bakersfield - Ventura - Santa Maria - Paso Robles - Greenfield

BRAZZEN COLOR COUNTRY

Utah



John & Dusty Reese

Servicing: Big Water - Hamlin Valley - Circleville - Panguitch - St. George - Cedar City - Kanab

BRAZZEN CROSS FENCE

Nevada



Klay & Kristi Shafer

Servicing: Ely - Eureka - Winnemucca - Platora - Wilkins - Wendover

BRAZZEN EASTERN PLAINS

Colorado



Trent Abraham

Servicing: Hereford - Crook - Amherst - Wray - Burlington - Firstview - Peyton - Agate - Wiggins - Briggsdale

BRAZZEN GREATER COLUMBIA

Oregon



JC & Whitney Cabral

Servicing: Trout Lake - Boardman - Walla Walla - Joseph - Enterprise - La Grande - John Day - Redmond - Madras - The Dalles

BRAZZEN HIGH DESERT

Nevada



John Wehrly

Servicing: Beatty - Angle City - Mesquite - Needles - Apple Valley - Lancaster - Ridgecrest

BRAZZEN HIGH PLAINS

Texas



Richard Forrester

Servicing: Perico - Perryton - Wheeler - Wellington - Crowell - Plainview - Muleshoe - Amarillo - Texline

BRAZZEN HULL

Iowa



Harv Punt

Servicing: Watertown - Mankato - Fort Dodge - Omaha

BRAZZEN MONDAK

North Dakota



Jay Transtrom

Servicing: Westby - Columbus - Sherwood - Renville - Minot - Riverdale - Mercer - Bismark - Antelope - Yates - Sidney

BRAZZEN ROCKY MOUNTAIN

Wyoming



Shane Heidemann

Servicing: Casper - Glenrock - Glendo - Torrington - Pine Bluffs - Cheyenne - Riverside

BRAZZEN SALT LAKE

Utah



Scott Sherner

Servicing: Grantsville - Salt Lake City - Coalville - Kamas - Heber City - Cedar Fort - Dugway

BRAZZEN SIERRA CASCADE BASIN

California, Nevada



Conrad & Shara Gonzalez

Servicing: Sacramento - Willows - Redding - Alturas - Termo - Reno - Fernley - Yerington - Carson City

BRAZZEN SISKIYOU

California, Oregon



Pete Bray & Clayton W. Hansen

Servicing: Bandon - Roseburg - Silver Lake - Lakeview - Alturas - McArthur - Redding - Hayfork - Eureka - Medford - Grants Pass - Klamath Falls

BRAZZEN SNAKE RIVER

Idaho, Montana



Logan & Adam Driscoll

Servicing: Idaho Falls - Yellowstone - Butte - Helena - Salmon - Pocatello

BRAZZEN SPANISH FORK

Utah



Chris & Katie Jacobs

Servicing: Provo - Santaquin - Springville - Nephi - Scipio

BRAZZEN TREASURE VALLEY

Oregon



Klave Chandler

Plymouth - Jordan Valley - Drewsey - Baker City - North Powder