BARREL LAB™ PARTNER NETWORK · CERTIFIED BROKER PROGRAM
VS-BROKER-2026-001

List With Us: Broker Network Terms

ROLLING ENROLLMENT — YOUR 30-DAY WINDOW OPENS AT REGISTRATION

1 · Why list with Barrel Lab™

Every broker holds inventory their own audience can't absorb, and buyers their own inventory can't satisfy. Barrel Lab™ connects both sides of every certified broker's book to a registry of 65,000+ verified DSPs, wholesalers, and importers — and to the Barrel to Bar™ conversion chain that turns unsold barrels into finished-goods exits. You keep your client. You keep your relationship. You add our demand, our valuation standard, and a share of revenue that continues after the match.

2 · The economics — them and us

Certified brokers earn on both sides of the marketplace and down the conversion chain. Illustrative splits below; final splits are confirmed in your certification agreement.

Event	Broker share	How it's earned
Marketplace match — barrels you listed (sell-side)	50%	Your inventory sells to a platform buyer; you split the match fee.
Marketplace match — buyer you registered (buy-side)	50%	Your registered buyer purchases any platform lot; you split the match fee.
Both sides yours	90%	You brought the barrel and the buyer; you keep 90% of the match fee, with a 10% platform residual — the platform also earns downstream.
Barrel to Bar™ conversion services on your attributed barrels	20%	Trailing share when your listed barrels convert to finished goods through the partner chain.
FET gain-share on your attributed barrels	25%	Share of the platform's federal excise tax gain-share margin on conversion of your lots.
Exclusive listings uplift	+10 pts	Lots listed exclusively on Barrel Lab™ earn +10 percentage points on every split above.

Attribution runs on a dual clock: 60–90 day deal registration on named lots and buyers, plus rolling 12–24 month account attribution that resets with every transaction. Your book stays your book.

3 · Pricing rules

- **One published price.** Every lot carries a single Barrel Lab™ listing price. Brokers are compensated by revenue share, never by spread or markup on top of the platform price.
- **VRV-anchored.** Listing prices are set within the platform's published band around the lot's VRV (Verified Real Value). Prices outside the band require a documented justification and platform approval.
- **Price parity.** A lot listed on Barrel Lab™ may not be offered elsewhere at a lower price while the listing is active. Exclusive lots are exempt by definition; non-exclusive lots that sell off-platform are delisted without penalty on notice.
- **No double brokerage.** One certified broker of record per lot. Buy-side and sell-side may be different brokers; both are paid per the table above.

4 · VRV adoption

Certification includes a license to the VRV valuation standard — the same engine that prices every lot on the platform, built on marketplace comps, insured-value curves, and producer scoring.

- **On-platform:** every listing you place displays its VRV and Barrel Intelligence Score. Non-negotiable; it is what makes a Barrel Lab™ listing worth more than a spreadsheet row.
- **On your site:** certified brokers may display the "VRV Verified" mark and valuation on their own listings of platform-registered lots — your inventory carries an independent, methodology-backed number your competitors can't show.
- **Valuation reports:** certified brokers can generate white-labeled, no-price listing comparison reports carrying their own name as a certified Barrel Lab™ partner — a client-facing tool for winning consignments.

5 · Platform access

- **Broker portal:** listing management, deal registration, attribution ledger, and payout statements.
- **Registry reach:** your listings exposed to the full verified buyer registry, keyed on TTB permit numbers.

- **Custody verification:** lots must sit in platform-verified warehouses to list — your listings inherit the trust that comes with verified custody and clean title.
- **Conversion desk:** hand any stuck lot to Barrel to Bar™ and earn the trailing shares above instead of watching it age past its market.

6 · Certification — the 30-day rolling window

DAY 0 · REGISTER

Your window opens; you receive the certification packet and mutual NDA.

BY DAY 7 · INITIAL RESPONSE

- Intent to participate and firm profile: principals, years active, primary regions
- Book outline: lot count, producers represented, typical age range (no client names required)

BY DAY 21 · SUPPORTING DOCUMENTS

- Licenses held, entity documents, references (two counterparties)
- Sample inventory schedule for initial listings, with warehouse locations for custody verification

BY DAY 30 · TERMS & LAUNCH

- Signed certification agreement and confirmed splits
- First tranche of listings custody-verified and priced within the VRV band

7 · Terms of participation

- **Confidential both ways.** Your book, clients, and economics are never shared across the network; platform data shared with you is held under the mutual NDA.
- **No pay-to-play.** No listing fees, no certification fees. The platform earns when you earn.
- **Clean exit.** Either party may end certification on 30 days' notice; attribution clocks already running pay out to term.

Register: Email with VS-BROKER-2026-001 in the subject line, or register at victoryspirits.com/partners. Your 30-day window opens on receipt.

Michael Shoer · Managing Partner, Victory Spirits Development · michael@victoryspirits.com · (678) 578-7204 main · (770) 329-2487 direct/SMS

Not an offer. This program sheet is informational; participation is solely under a signed certification agreement.