

MANAGING YOUR CUSTOMS PROCESS

# MAKE EXPORTING EASIER

Become a Non-Resident Importer

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# Make exporting easier

## Become a Non-Resident Importer

When you consider that almost 80 percent of Canada's 34 million residents live within 100 miles of the U.S. border, it stands to reason that there's a great opportunity for U.S. companies to expand their business into Canada. However, for many U.S. exporters, bringing their goods across the border can be a complex (not to mention, expensive) process – but it doesn't have to be, thanks to the Non-Resident Importer (NRI) program.

As an NRI, you can be a U.S. or foreign-based company without actually having a permanent physical presence in Canada. In other words, you'll still be exporting from the U.S., while enjoy the same advantages as Canadian importers – all under your current company name.

Here are a few more reasons why you should consider the NRI program:

**1 Increase your selling advantage.** With all the different variables that can potentially impact your initial price estimates, trying to provide your customers with accurate quotes can be a challenge. As an NRI you'll be able to leverage more sales by providing a guaranteed price based on landed costs at the point of sale. What's more, you can sell your goods in Canadian dollars, eliminating the need for you and your customers to deal with fluctuating exchange rates.

**2 Enjoy greater control.** Through the NRI program, you'll have a lot more control over the transportation process, as well as supply chain costs. It also means you'll be able to price your goods more competitively, and ensure that they're delivered in a timely manner.

**3 Reduce costs.** The NRI program lets you take advantage of a number of tax breaks and avoid fees associated with transportation and customs clearance. Since your company doesn't require a physical location, you don't have to worry about overhead costs or hiring staff. Plus, as an NRI, you may qualify to get money back through GST/HST rebate programs.

**4 Improve customer satisfaction.** The NRI program not only benefits you, it also saves a lot of grief and hassle for your customers when it comes to shipment clearance and cost over-runs. For one thing, there's no paperwork for them to deal with at the border. Deliveries are handled more efficiently, so there's less chance of delays or customs issues. Plus, warranty and sample shipments can be shipped to customers free of charge, relieving them of having to pay additional duties and taxes. And because any surprise charges for shipping or freight are eliminated, your customers can better manage their budgets.

If you're hesitant about exporting to Canada or just want to be able to play on the same field as your Canadian counterparts, becoming a NRI will not only make the process easier, it can go a long way in helping you grow your business across the border.

**It pays** to have NRI status – in more ways than one.

## Contact Livingston

**Have questions or need help with your shipments?** Contact your account executive, write to us at: [simplify@livingstonintl.com](mailto:simplify@livingstonintl.com) or give us a call at **1-800-837-1063**