

MARKET AMERICA **DISTRIBUTOR REQUIREMENTS**

The Local Leadership Team and your sponsoring distributor want to make certain that you are fully informed of the requirements and potential costs in becoming a Market America independent distributor and UnFranchise owner. Therefore, please go over this document with your sponsor and have all of your questions satisfied.

1. Application Fee: **\$99.95**, for which you become a Market America Distributor and receive start up materials including your web portal and NMTSS on line. There is an annual renewal fee of **69.95** for your distributorship.
2. Initial purchase: Most sponsors will suggest a start up expense of **\$500 to \$1,500**, which goes to purchase product for use, education and resale. A portion will go to business material, such as additional information, receipt books, tapes and videos.
3. Monthly BV requirements: The first **89** days is covered by your initial order, plus one order of 50 BV must be purchased and placed in your 001.
 - After that you are required to purchase **50 BV per month** in your 001 for personal use or you can use that for resale.
 - After your first \$300 commission check, your monthly requirement goes to **100 BV per month** in your 001.
 - After you are paid \$1,500, your monthly requirements goes to **150 BV per month** in your 001 and never goes higher (By changing your buying habits to your own store, the monthly requirements are usually less than you will use for personal consumption.).

Monthly IBV requirements: As a Distributor you are required to purchase:

- **10 IBV per month** in order to accumulate group IBV.
 - Upon receiving your first \$300.00 IBV check, you requirement will increase to **20 IBV per month**.
 - After you are paid \$1,500 in IBV, your requirement will increase to **30 IBV per month** and never goes higher.
4. Transfer Buy: Those words are confusing, because some people call buying from your own store and not Safeway transferring their buying. "Transfer Buy" here means purchasing your monthly requirements (see #3) by credit card, so that the requirements arrive monthly without having to place an order and having the possibility of forgetting to send in the order, which is "bad."
 5. ATG/P.A.T. Live: The Market America voice mail network is a very valuable tool that keeps you informed and lets you network with other distributors with one call. See also UFMS below.
 6. e-COMMERCE: All web portals are e-commerce enabled. A merchant account is available for \$9.95 per month with no set-up fee. This will allow you to have more control over orders from your Preferred Customers.

7. Training: There are three required classes that we suggest that you take as soon as you can after becoming a distributor.
 - A. New Distributor: Approximately 4 hours, on a Monday evening. Cost is **\$15.00, \$10.00 retake**. Check local calendar for dates.
 - B. Basic Five: Check the local calendar for dates. Cost is **\$15, \$10 retakes**. The class lasts up to 6 hours and is well worth the time.
 - C. E.C.C.T.: Cost is **\$50** and lasts the better part of a day. The cost to audit the class is **\$25**.
8. UFMS: UnFranchise Management System. Upon becoming a Distributor, you will be required to join the UFMS system, in order to accumulate Group Business Volume month to month. This will allow you access to your PBV & GBV organizational reports, receive messages from the PATLive/ATG system at a discounted rate, among other management systems. The cost is **\$20.00** per month, Code UFMS, to be included on your monthly Transfer Buy form.
9. A one-year commitment: That commitment includes the following:
 - A. Agree to be coachable and work the business on a regular, part-time basis, 8 to 12 hours per week.
 - B. Work on developing a positive attitude by reading, listening to tapes and hanging around positive people.
 - C. Develop business knowledge by reading 15 to 30 minutes every day. Your sponsor will suggest reading beyond the Career Manual and product information.
 - D. Have your Goals Statement written down and read it regularly, modify the statement and monitor your goals.
 - E. Daily do one or more of the following:
 - Sell product
 - Add to your names list
 - Contact a prospect
 - Do interviews
 - Show the Plan
 - Follow up with your prospects.
 - F. Agree to attend as many meetings as you can to introduce your prospects to the business or to support other distributors. All meetings have a price for attendance to help cover costs.
 - One 2nd Look per month. Cost **\$5** per distributor, guests are free.

- Home kickoffs that are like a 2nd Look meeting, but are held in a distributor's home are at no charge to anyone.
- A district seminar once per year with a maximum charge of **\$40** per ticket.
- A local seminar, usually once per quarter, costs **\$25** per ticket.
- Regional Convention once per year. Cost **\$65**.
- Annual Leadership School in Miami, FL. Plan at least 6 months ahead. Cost **\$195**, plus cost of getting there, lodging and meals.
- Annual International Convention in Greensboro, NC. Again plan at least 6 months in advance. Cost **\$195** or **\$260** for formal gala, plus getting there, lodging and meals.

10. Additional Costs:

- A. Whatever you want to spend to grow your business.
- B. Most new distributors reinvest all profits on sales and commissions back into their business until they feel comfortable to withdraw money.

11. This is a business. I understand that as an Unfranchise owner, I am an independent businessperson. I know that I have responsibilities just like any other business and I will operate in a professional manner. I will be responsible for the required paper work, obtaining a business license from the appropriate jurisdiction, books and accounts and will pay when due all taxes required by law.

PLEASE take the time to discuss the business so that later you do not feel there are surprises that were not explained. Everyone wants you to succeed and because we work as a team, any distributor will be more than willing to help you with your questions, even though that person is not your sponsor. We are trying to make every distributor successful and that comes with teamwork. You will hear over and over again that "Team-work makes the dream work!"

Most successful distributors try to retail a sufficient amount of product to cover all training expenses.

No one can guarantee your success, but if you commit to this business your sponsor and others will be there to increase the odds of your success.

I understand the requirements of the business and their importance to succeed. I understand that if I choose to agree to these requirements, I can expect the Market America team to work with me and support me in my efforts to build my "UnFranchise" business.

DATED: _____

SIGNED: _____
