

# THE UNFRANCHISE® BUSINESS

marketamerica | SHOP.COM™

# WHY YOU

**ADDITIONAL INCOME**

**DEBT REDUCTION**

**TIME FREEDOM**

**EARLY RETIREMENT**

**SECURITY**



# WHY SHOP.COM

**FINANCIALLY STRONG 25 YEAR OLD COMPANY**

**PROVEN SYSTEM WITH WORLDWIDE TRAINING AND SUPPORT**

**ABILITY TO CONVERT SPENDING INTO EARNING**

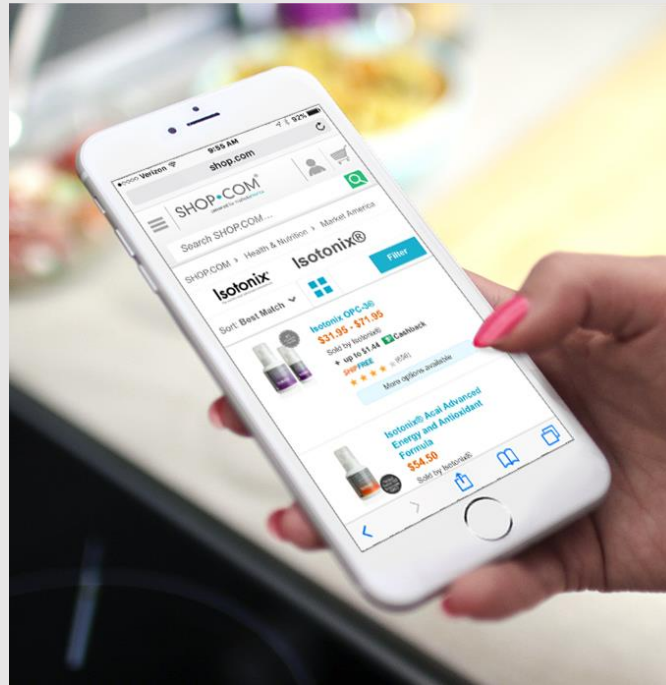
**IT JUST MAKES SENSE...**



# POSITION YOURSELF FOR SUCCESS



**OWN YOUR OWN BUSINESS**



**ONLINE/MOBILE SHOPPING**



**SHOPPING ANNUITY**



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# YOU'RE ALREADY SPENDING IT



ENTERTAINMENT



APPAREL



READING



FOOD AND BEVERAGE



TRANSPORTATION



HOUSING



PERSONAL CARE



HEALTHCARE



ELECTRONICS



TOYS



SEASONAL ITEMS



MISCELLANEOUS



# INCOME AND HOUSEHOLD STATISTICS

**AVERAGE FAMILY EARNS:**  
**\$56,352\*** (AFTER TAXES)

**AVERAGE FAMILY SPENDS:**  
**\$51,100\***

\*BUREAU OF LABOR STATISTICS [WWW.BLS.GOV/CEX](http://WWW.BLS.GOV/CEX)



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# \$18,750 OR MORE OF THAT SPENDING COULD BE REDIRECTED TO SHOP.COM

THE SHOPPING ANNUITY ASSESSMENT HELPS YOU TO IDENTIFY HOW YOU CAN CONVERT YOUR SPENDING INTO EARNING

[WWW.SHOPPINGANNUITY.COM](http://WWW.SHOPPINGANNUITY.COM)





[MARKET AMERICA](#) | [SHOP.COM](#)

**TRACKS ALL OF YOUR PURCHASES FROM OUR PARTNER STORES AND MARKET AMERICA EXCLUSIVE PRODUCTS.**

**WHEN YOU OR ANYONE YOU LEAD TO SHOPS ONLINE, YOU GET **100% CREDIT** FOR THOSE PURCHASES.**



marketamerica | [SHOP.COM](#)<sup>™</sup>





A GLOBAL PRODUCT BROKERAGE AND INTERNET MARKETING  
COMPANY THAT SPECIALIZES IN ONE-TO-ONE MARKETING



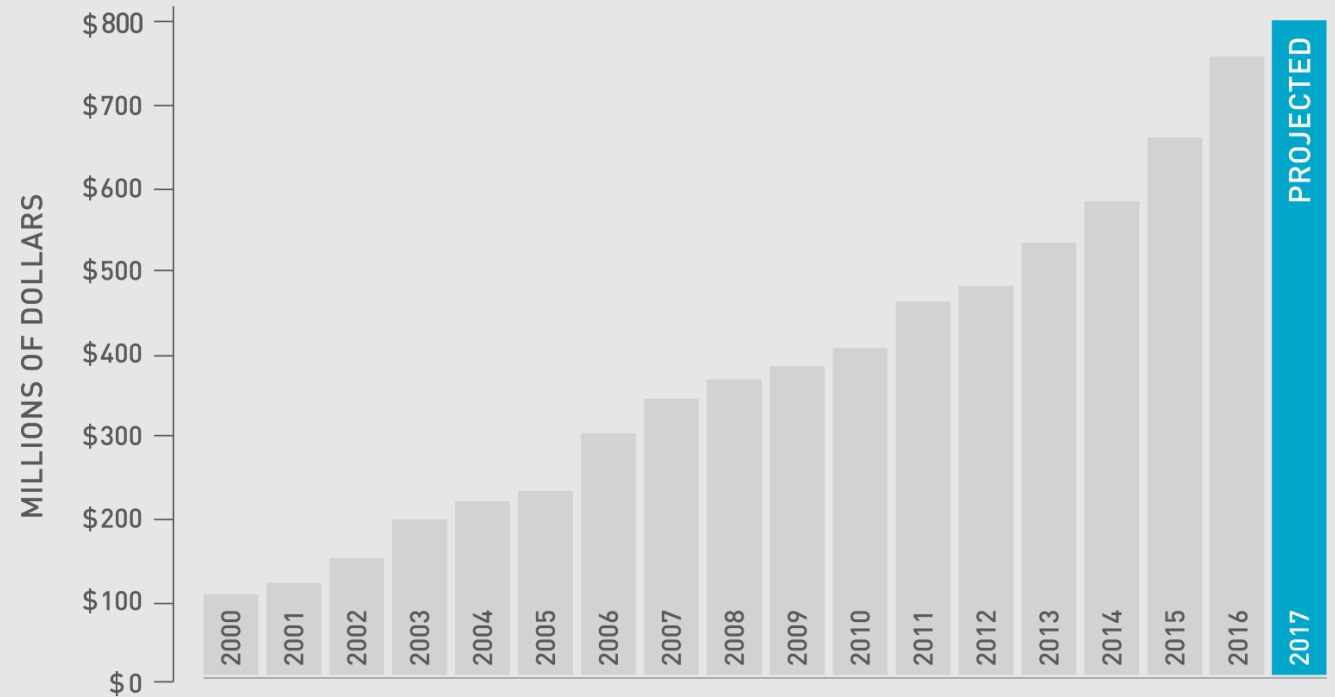
2013 Torch Award Winner  
Trust • Performance • Integrity  
BBB of Central NC



GREENSBORO, NC

# WORLDWIDE COMPANY SALES

ESTIMATED ACCUMULATED RETAIL SALES†:  
**\$7,662,641,644**



TOTAL ESTIMATED RETAIL  
PROFITS EARNED\*:  
**\$2,037,427,935**



TOTAL COMMISSIONS  
EARNED:  
**\$1,969,544,127**



TOTAL UNFRANCHISE®  
OWNER EARNINGS\*\*:  
**\$4,006,972,062**

# EARNED OVER ONE MILLION DOLLARS IN COMMISSIONS

MARKET AMERICA | SHOP.COM IS CHANGING THE WAY THAT PEOPLE SHOP SO EVERYONE CAN BECOME FINANCIALLY INDEPENDENT BY CREATING THEIR OWN ECONOMY



# A PRODUCT BROKERAGE COMPANY

**HUNDREDS OF EXCLUSIVE  
PRODUCTS  
AND SERVICES**

**DOES NOT RELY SOLELY ON THE  
SALES OF ANY ONE PRODUCT OR  
SERVICE**

**ACCESS TO MULTIBILLION DOLLAR  
MARKETS**

**IDENTIFIES THE LATEST MARKET  
DRIVEN PRODUCTS**

**ELIMINATES THE BURDEN OF  
MANUFACTURING**

marketamerica®  
SHOP•COM™

marketamerica®  
SHOP•COM™

marketamerica®  
SHOP•COM™



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HEALTH AND  
NUTRITION



# Isotonix®

The world's most advanced nutraceuticals

## Heart Health

Cardiovascular Maintenance



### ultimate aloe™

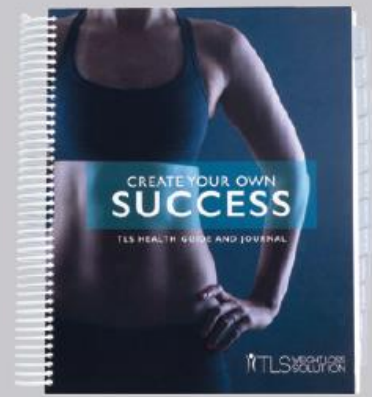




# WEIGHT MANAGEMENT



iTLS® WEIGHT LOSS SOLUTION





# AGE MANAGEMENT



# PRIME™ ANTI-AGING NUTRACEUTICALS





# BABY AND CHILDREN'S CARE







HEALTH  
PROFESSIONALS



**nutraMetrix<sup>®</sup>**  
Custom Health Solutions



SKIN CARE



LUMIÈRE  
DE VIE®

CELLULAR  
laboratories®





COSMETICS



MOTIVES  
LOREN RIDINGER

MOTIVES  
*for LALA*





PERSONAL  
CARE



fixx<sup>®</sup>  
solution-oriented products  
royalspa<sup>®</sup>





HOME AND  
GARDEN

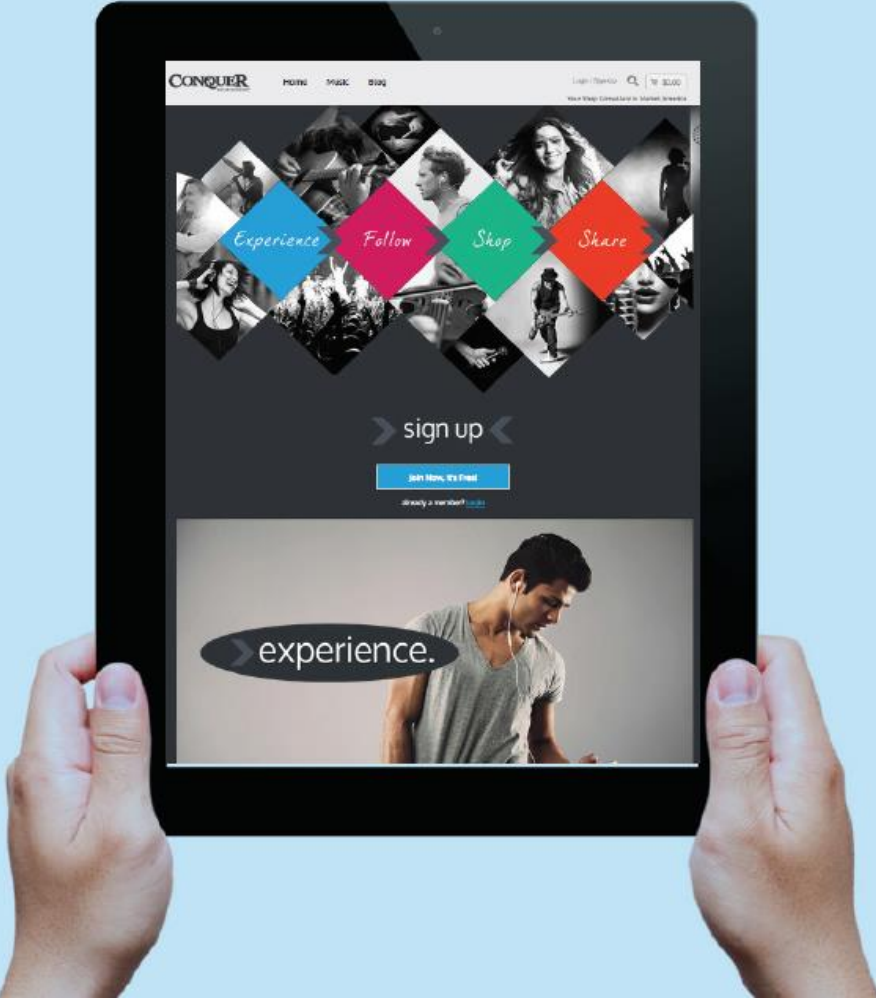




ENTERTAINMENT

# CONQUER

REVOLUTIONIZING THE WAY MUSIC AND ENTERTAINMENT IS PRODUCED, MARKETED AND DELIVERED.

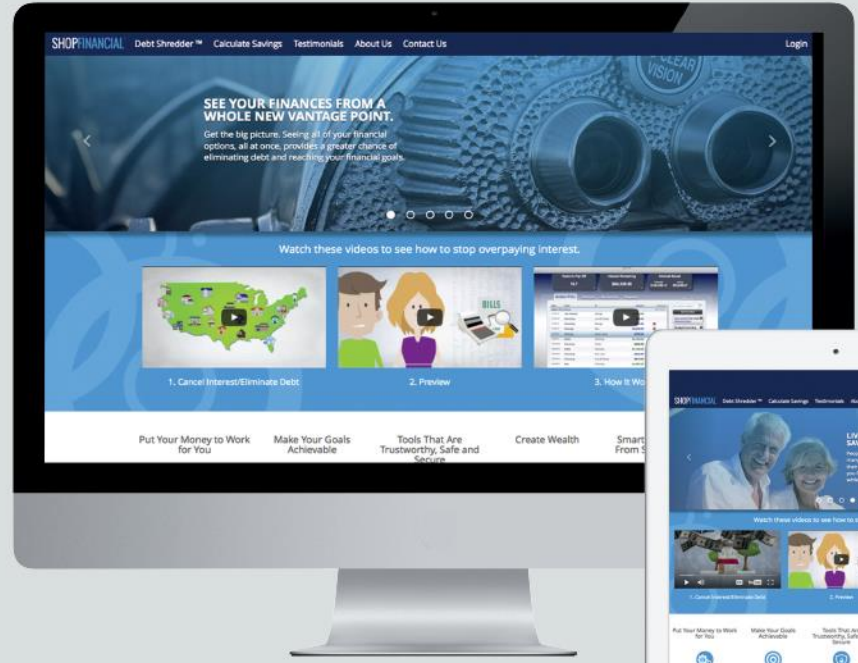




FINANCIAL SERVICES

# SHOPFINANCIAL™

FINANCIAL MANAGEMENT MADE SIMPLE



DEBT  SHREDDER™

EXPERIENCE THE DEBT SHREDDER

# web solutions

by maWebCenters®

THE ULTIMATE ONLINE SOLUTION FOR  
LOCAL BUSINESSES

INTERNET  
SERVICES



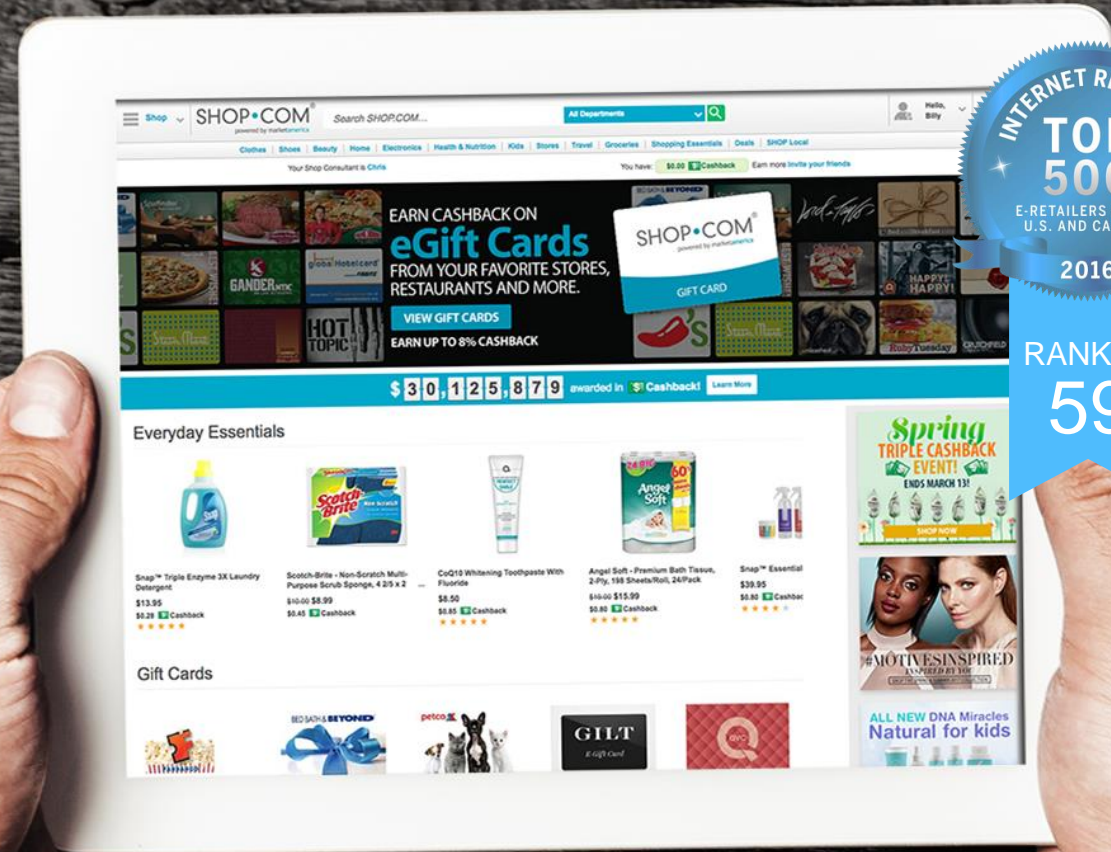


# AN INTERNET MARKETING COMPANY

THOUSANDS OF PARTNER STORES WITH MILLIONS OF PRODUCTS

HUNDREDS OF EXCLUSIVE PRODUCTS

NO COST TO REGISTER AS A PREFERRED CUSTOMER



SHOP.COM™



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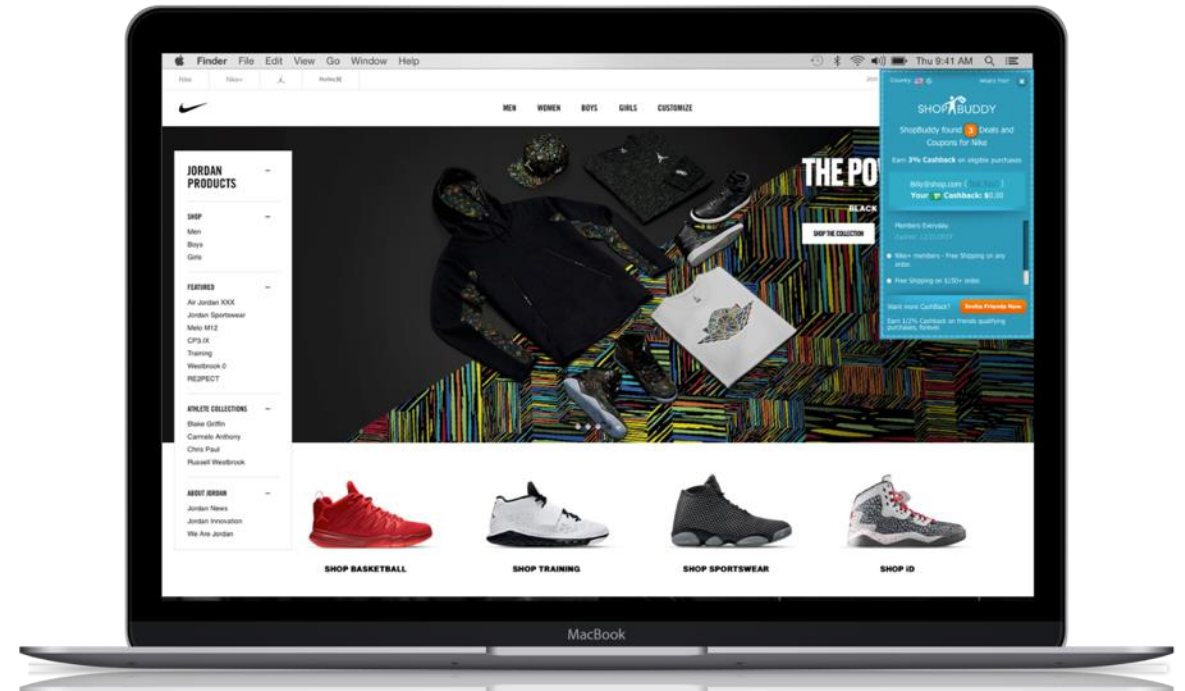
**GET PAID TO SHOP**

**EARN CASHBACK ON  
YOUR PURCHASES**

**REFER A FRIEND AND  
EARN 1/2% CASHBACK  
ON ALL OF THEIR  
PURCHASES**



**NEVER MISS A DEAL**



**SHOP**  **BUDDY**<sup>TM</sup>

# WHY SHOP ON SHOP

**SAVE AND EARN MONEY  
HOT DEALS, PRICE ALERTS,  
COMPARISON SHOPPING  
SHOP DIRECT**

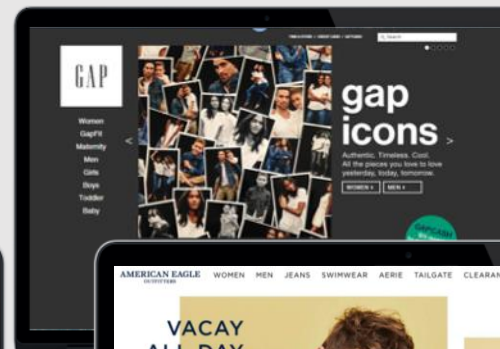
**A BETTER WAY TO SHOP  
MOBILE  
SHOPPING ESSENTIALS  
EGIFTS, AUTOSHIP**



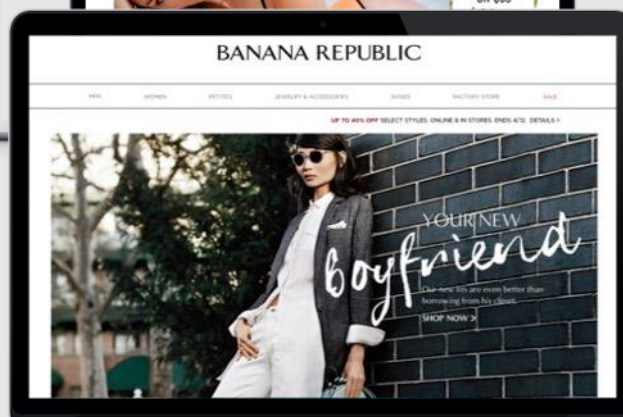
LANDS' END



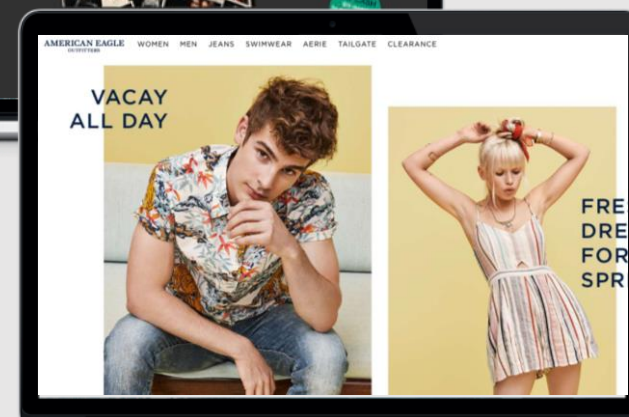
VICTORIA'S SECRET



KOHL'S

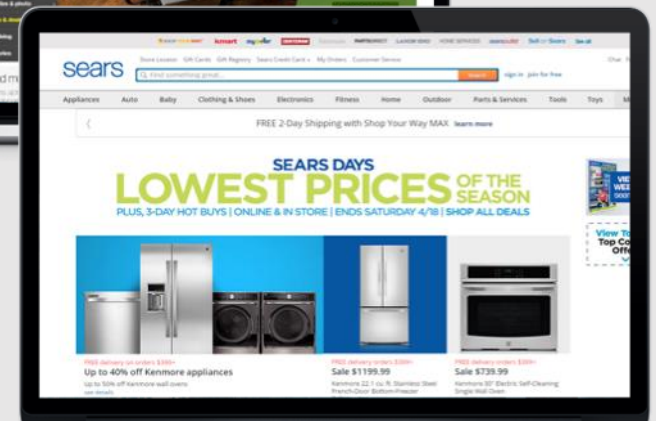
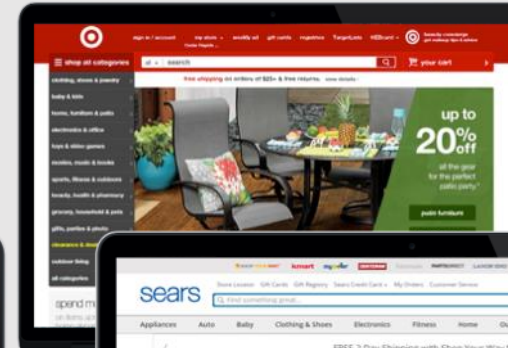
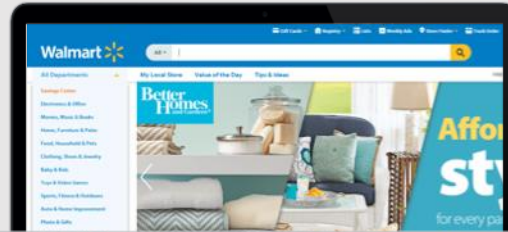


BANANA REPUBLIC



AEO

APPAREL  
EARN CASHBACK AND IBV

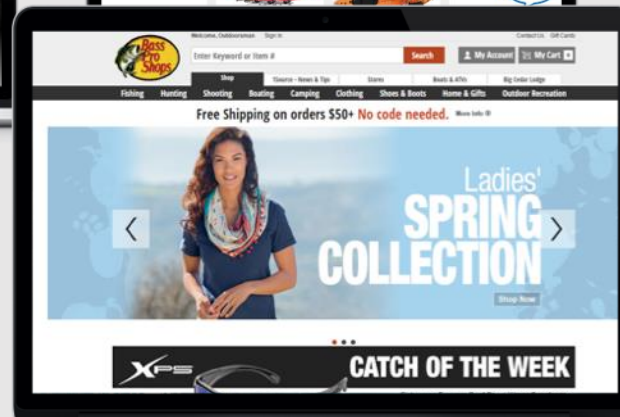
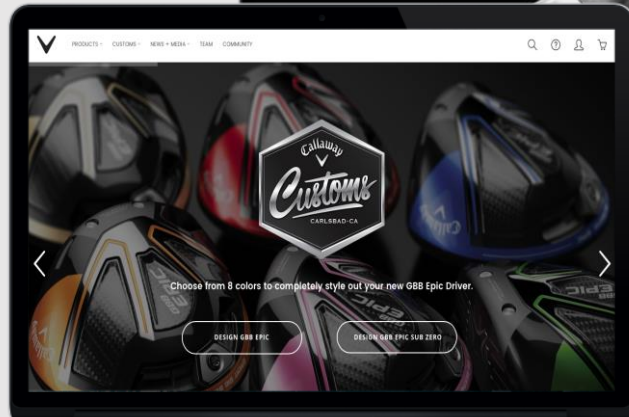
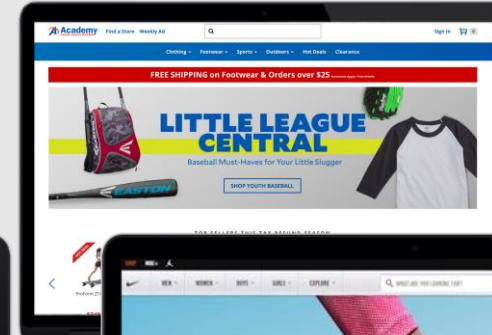
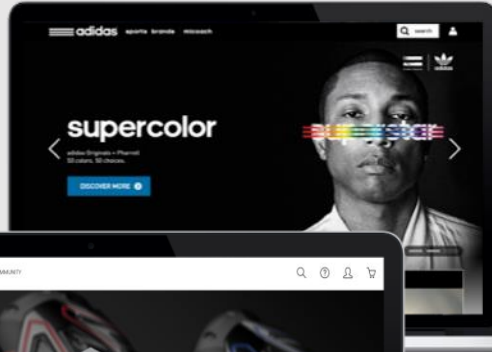


bloomingdales

jcpenny

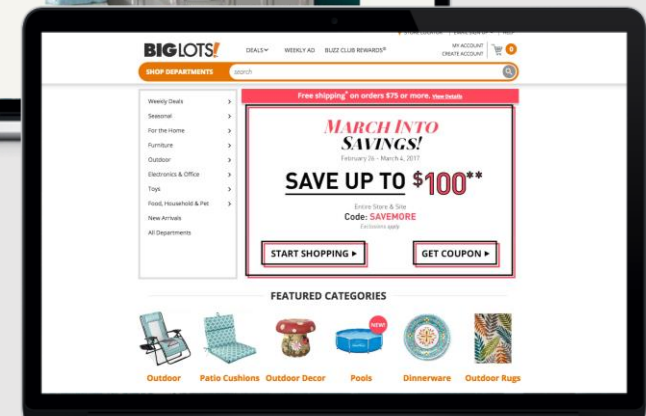
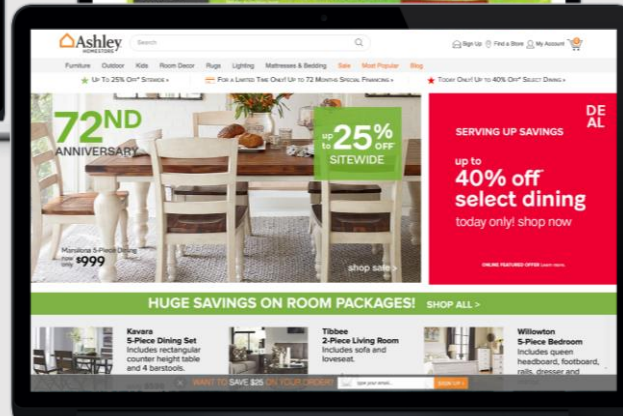
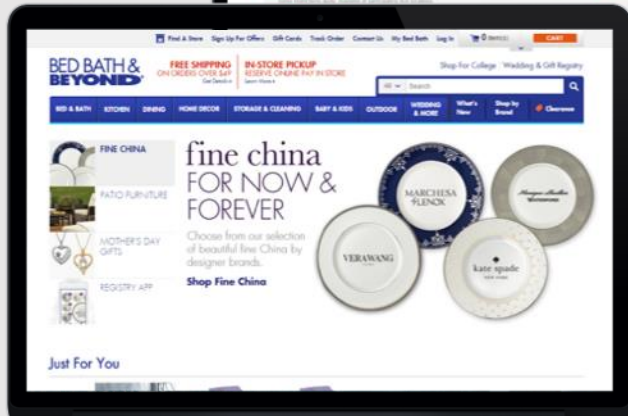
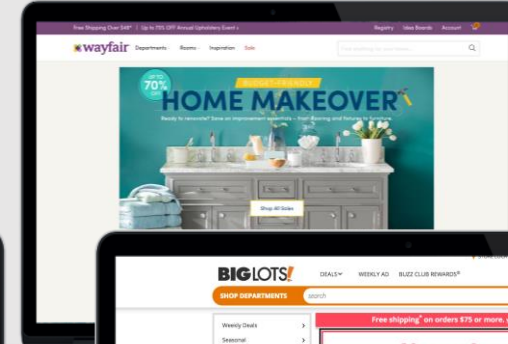
Sears

DEPARTMENT STORES  
EARN CASHBACK AND IBV



# SPORTS & OUTDOORS

EARN CASHBACK AND IBV



BED BATH & BEYOND

Ashley HOMESTORE

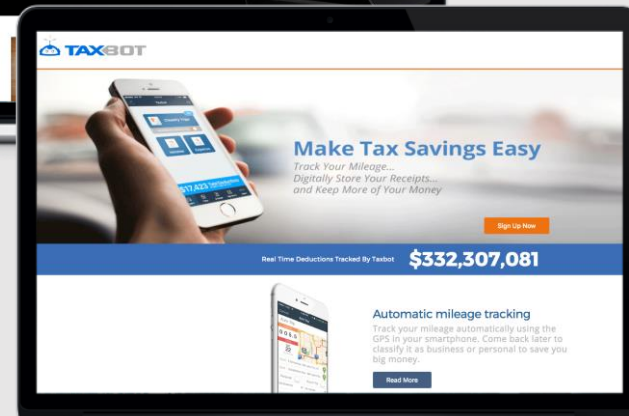
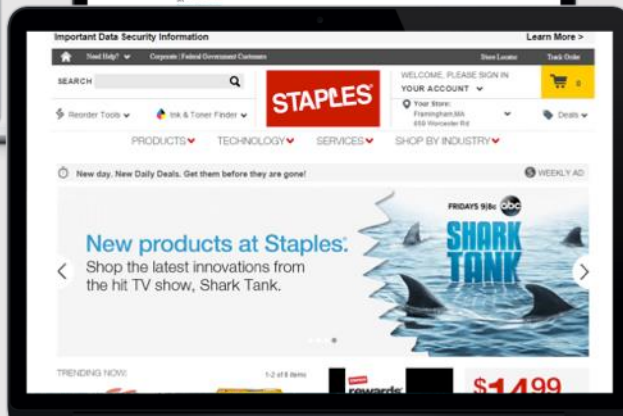
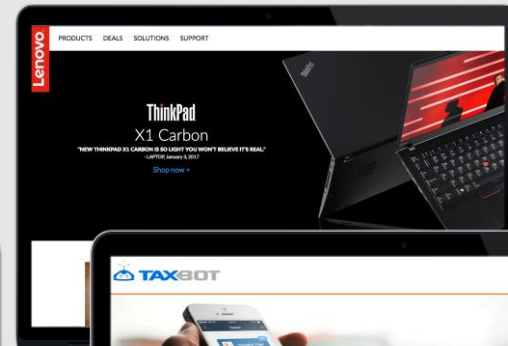
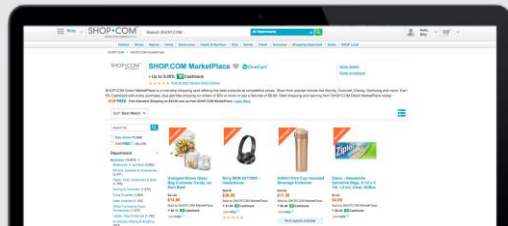
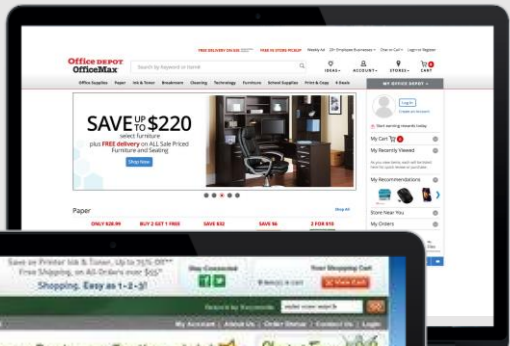
BIG LOTS!

HOME & GARDEN  
EARN CASHBACK AND IBV

Office DEPOT  
OfficeMax

SHOP.COM  
Marketplace

Lenovo

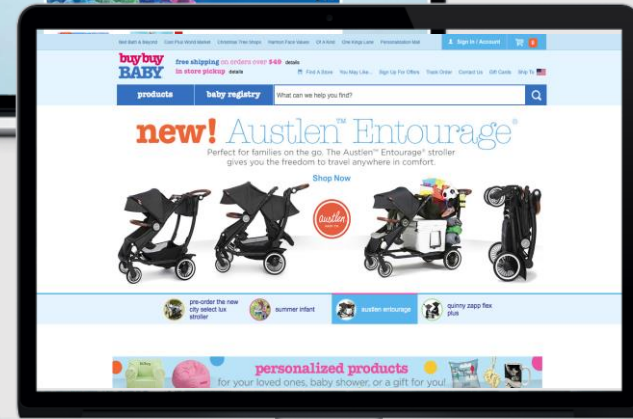
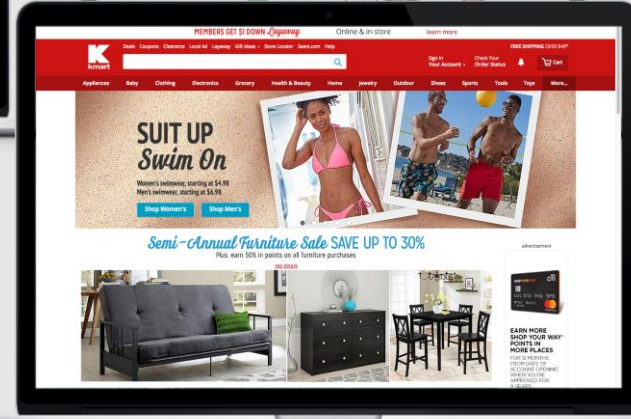
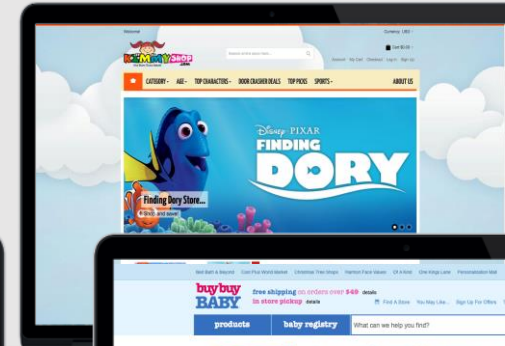
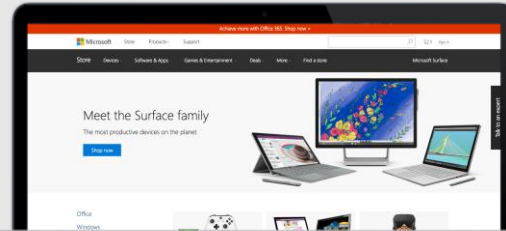
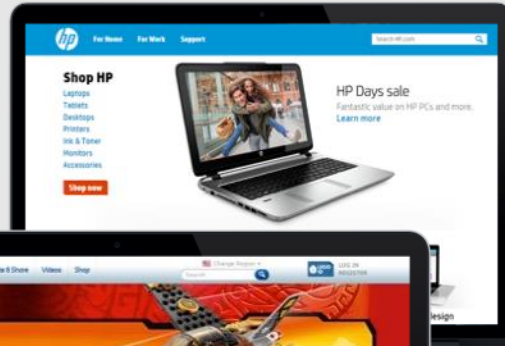


STAPLES



OFFICE SUPPLIES  
EARN CASHBACK AND IBV



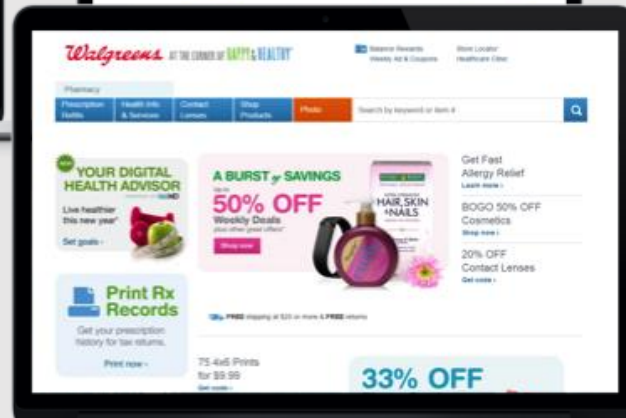
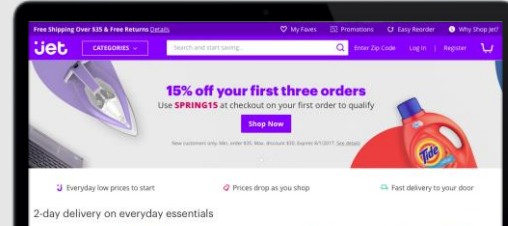
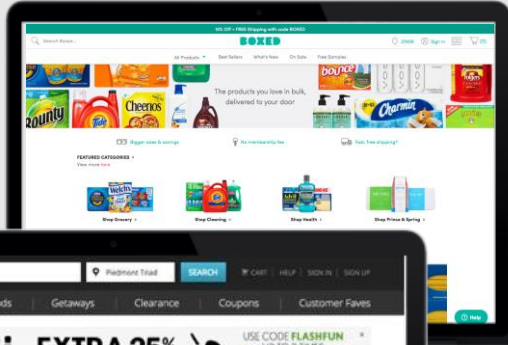


**ELECTRONICS, TOYS & GAMES**  
**EARN CASHBACK AND IBV**

BOXED

Jet

Raise



GROUPON

Walgreens

petco

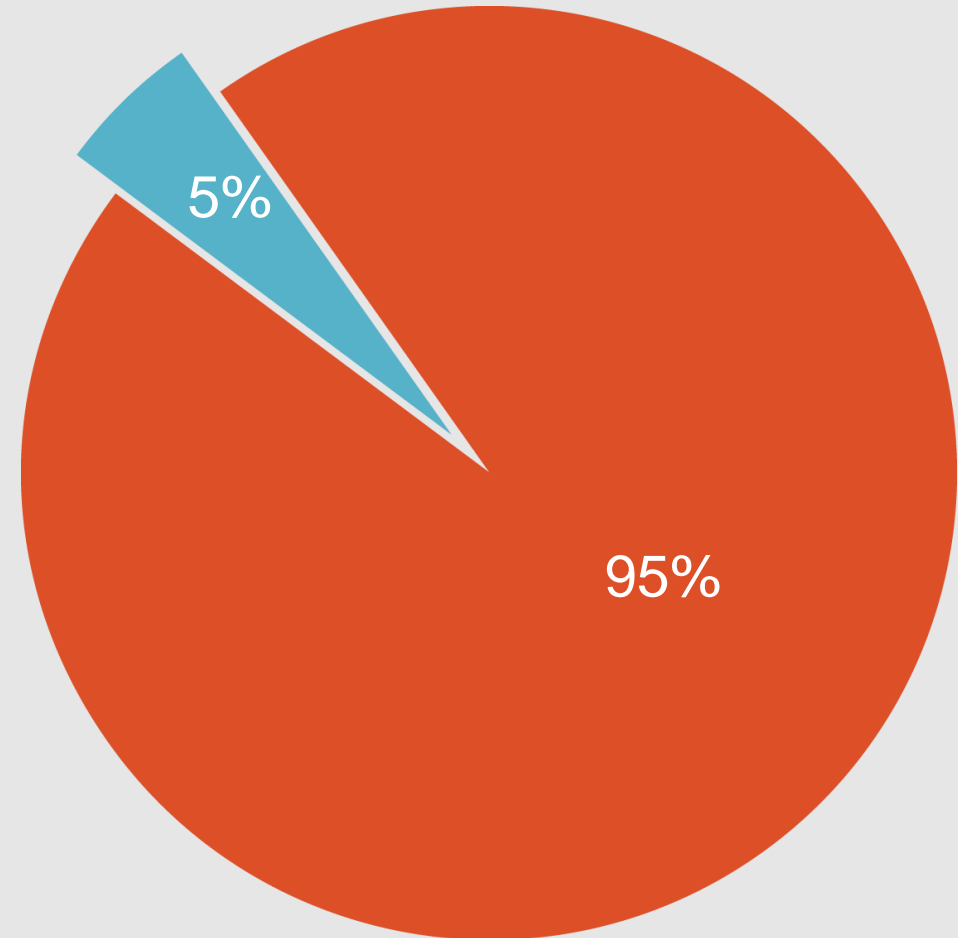
CONSUMABLES  
EARN CASHBACK AND IBV

# TRADITIONAL 45 YEAR PLAN

**95 PERCENT OF PEOPLE SPEND UP TO 45 YEARS OF THEIR LIVES MAKING THE OTHER 5 PERCENT SUCCESSFUL**

**THEY WORK A PLAN FOR SOMEONE ELSE'S FINANCIAL SUCCESS – NOT THEIR OWN**

- FINANCIALLY FIT
- STRUGGLING FINANCIALLY



# TRADITIONAL 45 YEAR PLAN

## AVERAGE DEBT:

---

MORTGAGE \$155,361\*  
STUDENT LOANS \$31,946\*  
CREDIT CARDS \$16,140\*

\*[www.federalreserve.gov](http://www.federalreserve.gov)

**65 PERCENT** OF PEOPLE  
AGE 65 AND OVER, SOCIAL  
SECURITY PROVIDES THE  
**MAJORITY** OF THEIR INCOME  
(AVERAGE \$1,176 PER MONTH)\*

TO EARN AN EXTRA **\$1,000**  
**A MONTH** AT 2% INTEREST  
**YOU** WOULD NEED TO SAVE  
**\$600,000\***

\*[www.socialsecurity.gov](http://www.socialsecurity.gov)



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**WHAT IF YOU HAD AN OPTION?**

**UFO**  
Life Franchise Owner Business  
Shopping Annuity  
Saves American  
Way of Life  
JR Ridinger Walks  
across Niagara Falls  
on High Wire

INTERNATIONAL  
Save With SHOP.COM!  
...ERS BREAKING VIEWS



# A 2-3 YEAR PLAN TO BUILD A FOUNDATION FOR YOUR FINANCIAL FUTURE

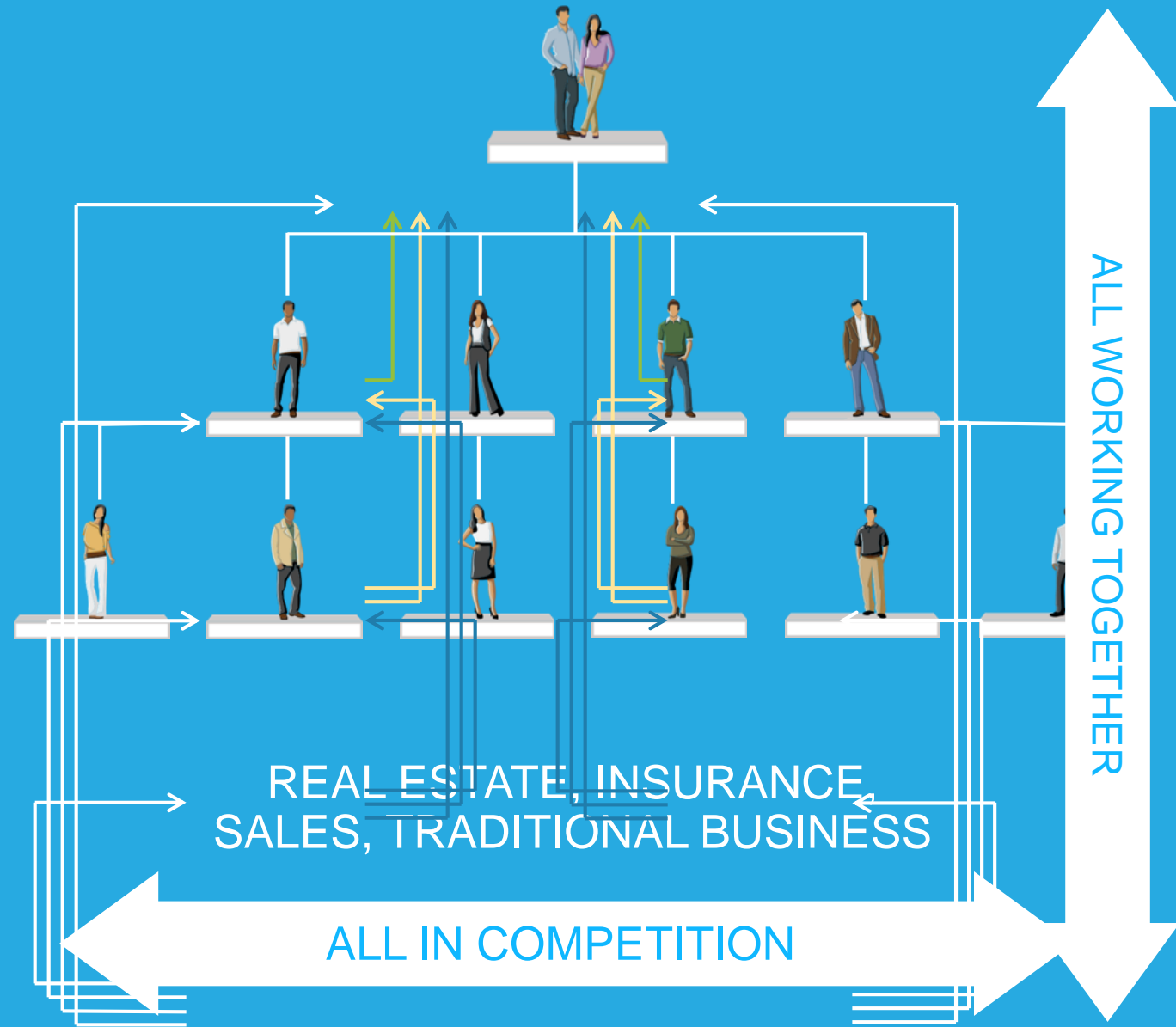
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# HORIZONTAL MARKETING STRUCTURE

**ENCOURAGES TEAMWORK**

**EVERYONE RECEIVES 100%  
CREDIT FOR SALES AND  
VOLUME GENERATED**

**EARNING POTENTIAL IS NOT  
DETERMINED BY POSITION**







# LIKE A FRANCHISE

**SYSTEMIZED, STANDARDIZED, AND UNIFORM  
PROVEN MANAGEMENT SYSTEMS  
PROFESSIONAL MARKETING TOOLS  
STANDARDIZED TRAINING SYSTEMS  
BRANDING AND INCREASED VISIBILITY**

A person is sitting on a light-colored wooden floor, leaning back on a beige couch. They are wearing blue jeans and a red and blue plaid shirt. They are holding a tablet computer in front of them. The tablet screen displays a website with the text "CONVERT SPENDING INTO EARNING" and "WALK THE COMPANY". The background is a light-colored wooden floor. There are two text overlays: an orange one at the top and a white one in the center.

# **UNLIKE A FRANCHISE**

**NO FRANCHISE FEES OR ROYALTIES**

**MINIMAL STARTUP EXPENSES**

**POTENTIAL TAX ADVANTAGES**

**NO LARGE MONTHLY OVERHEAD**

**NO TERRITORIAL RESTRICTIONS**

**START PART TIME WITH FLEXIBLE HOURS**

**LITTLE RISK**

# THE UNFRANCHISE® BUSINESS

## THREE WAYS TO EARN INCOME:

### EARN CASHBACK

**EARN CASHBACK FROM YOUR ONLINE PURCHASES**

**EARN CASHBACK FROM YOUR CUSTOMERS' ONLINE PURCHASES.**

### EARN RETAIL PROFITS

**DEVELOP A BASE OF PREFERRED CUSTOMERS**

**EARN 30-50% GROSS RETAIL PROFIT.<sup>†</sup>**

### EARN RESIDUAL INCOME

**DEVELOP AND MANAGE TWO TEAMS OF UNFRANCHISE OWNERS.**

**EARN \$300 - \$3,600 PER WEEK, PER BDC.\***

<sup>†</sup>EARN 30-50% GROSS RETAIL PROFIT ON MOST PRODUCTS, WHEN SOLD AT SUGGESTED RETAIL PRICE. EARN UP TO 1000% GROSS RETAIL PROFIT ON THE SALE OF WEBSITES.

\*THE INCOME LEVELS MENTIONED IN THE FOLLOWING PRESENTATION ARE FOR ILLUSTRATION PURPOSES ONLY. THEY ARE NOT INTENDED TO REPRESENT THE INCOME OF A TYPICAL MARKET AMERICA UNFRANCHISE OWNER, NOR ARE THEY INTENDED TO REPRESENT THAT ANY GIVEN UNFRANCHISE OWNER WILL EARN INCOME IN THAT AMOUNT. THE SUCCESS OF ANY MARKET AMERICA UNFRANCHISE OWNER WILL DEPEND UPON THE AMOUNT OF HARD WORK, TALENT, AND DEDICATION WHICH HE OR SHE DEVOTES TO BUILDING HIS OR HER MARKET AMERICA BUSINESS.





# [ FIVE STEPS TO BUILD AN UNFRANCHISE® BUSINESS ]

marketamerica® | SHOP.COM™

# **STEP 1 - APPLY**

## **SALES REPRESENTATIVE**

**NO SUBSCRIPTION FEE**

**NO SHOP.COM SITE**

**BUY PRODUCT AT UNFRANCHISE COST AND EARN RETAIL PROFIT**

**CANNOT PARTICIPATE IN THE COMPENSATION PLAN AND EARN COMMISSIONS**

**NO LEVERAGE**





# **STEP 1 - APPLY**

## **UNFRANCHISE® OWNER**

**SUBSCRIPTION FEE - \$129.95**

**SHOP.COM SITE**

**BUY PRODUCT AT  
UNFRANCHISE COST AND EARN  
GROSS RETAIL PROFIT**

**PARTICIPATE IN THE  
MANAGEMENT PERFORMANCE  
COMPENSATION PLAN AND  
EARN COMMISSIONS**

**CREATES LEVERAGE**



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# YOUR SUBSCRIPTION INCLUDES

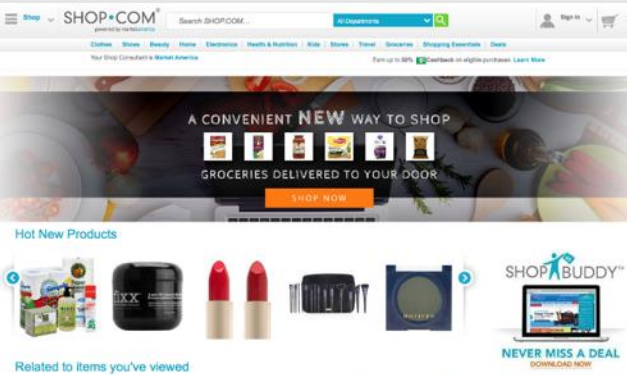
CAREER MANUAL AND GETTING STARTED GUIDE

UNFRANCHISE OWNER MAGAZINE

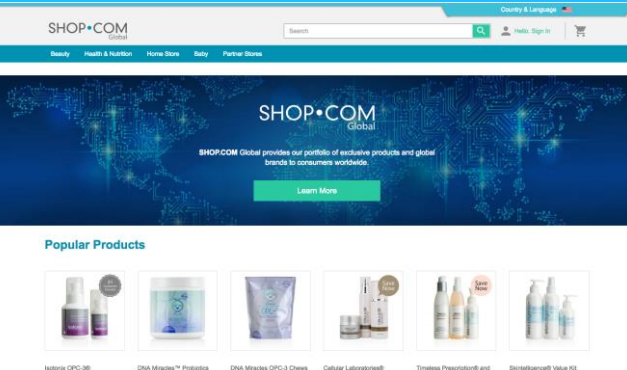
AUDIO TRAINING SERIES

TRAINING AND SEMINAR SYSTEM

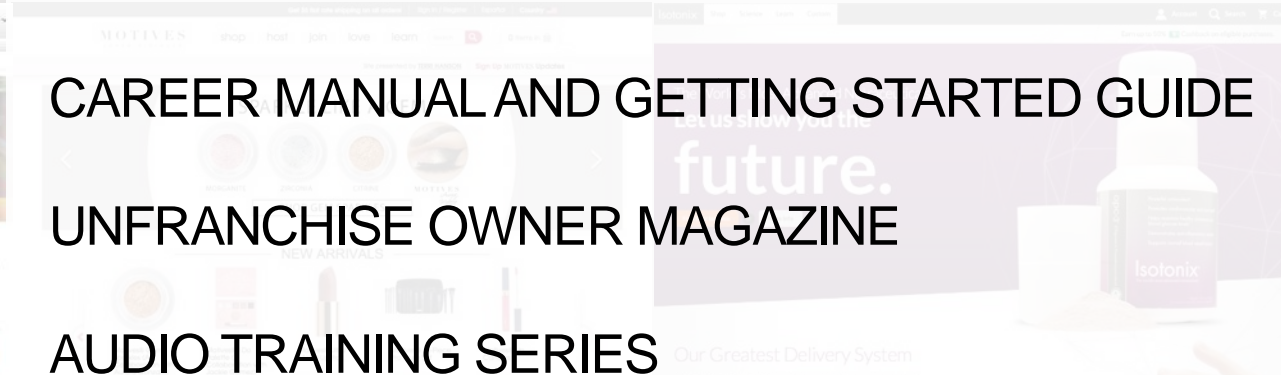
COACHING AND MENTORING BY  
EXPERIENCED UNFRANCHISE OWNERS



SHOP.COM



GLOBAL.SHOP.COM



MOTIVESCOSMETICS.COM

GETCONQUER.COM

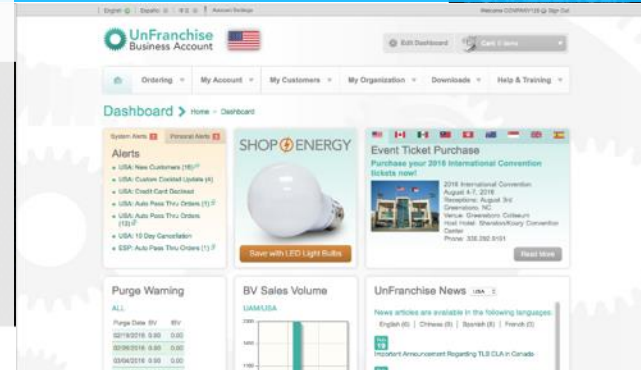


ISOTONIX.COM

MARKETAMERICA.COM



TLSSLIM.COM



UNFRANCHISE.COM

# STEP 2 - CREATE

## BV: BUSINESS VOLUME

BV IS THE POINT VALUE ASSIGNED TO EXCLUSIVE PRODUCTS

HEALTH AND NUTRITION	WEIGHT MANAGEMENT	PET HEALTH	AGE MANAGEMENT
INTERNET SERVICES	HEALTH PROFESSIONAL	HOME AND GARDEN	COSMETICS
SKIN CARE	PERSONAL CARE	BABY AND CHILDREN'S CARE	AUTO CARE
HEALTH AND NUTRITION	SKIN CARE	HEART HEALTH	PERSONAL CARE

## IBV: INTERNET BUSINESS VOLUME

IBV IS THE POINT VALUE ASSIGNED TO ANY OF OUR PARTNER STORE PRODUCTS



# WAYS TO CREATE BV AND IBV

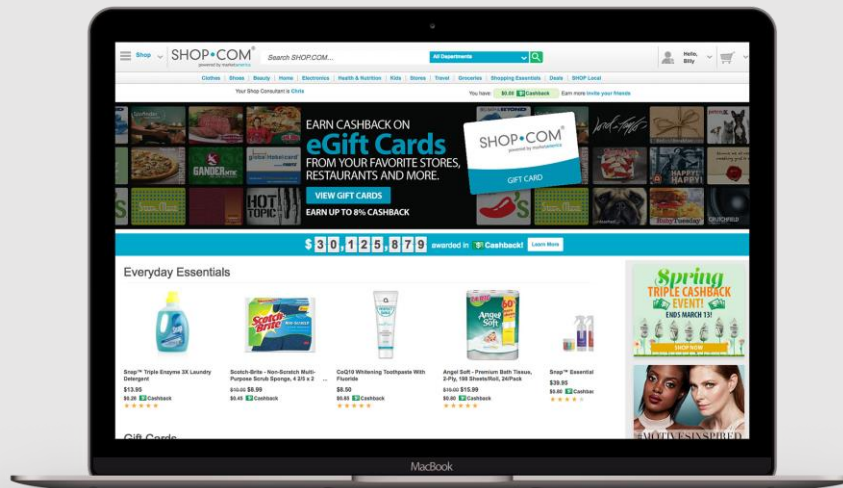
## PERSONAL USE AND SHOPPING CUSTOMER SALES AND SHOPPING AUTOSHIP PROGRAMS ONE-TO-ONE MARKETING



SHOPBUDDY



SOCIAL MEDIA



SHOP.COM



SHOPPING ANNUITY



SHOPPING ADVISOR

# DEVELOP A CUSTOMER BASE



**HAIR STYLISTS**



**SOCIAL MEDIA**



**RELATIVES**



**CO-WORKERS**



**NEIGHBORS**



**TEACHERS**



**REALTORS**



**FRIENDS**



**FITNESS TRAINERS**



**LAWYERS**

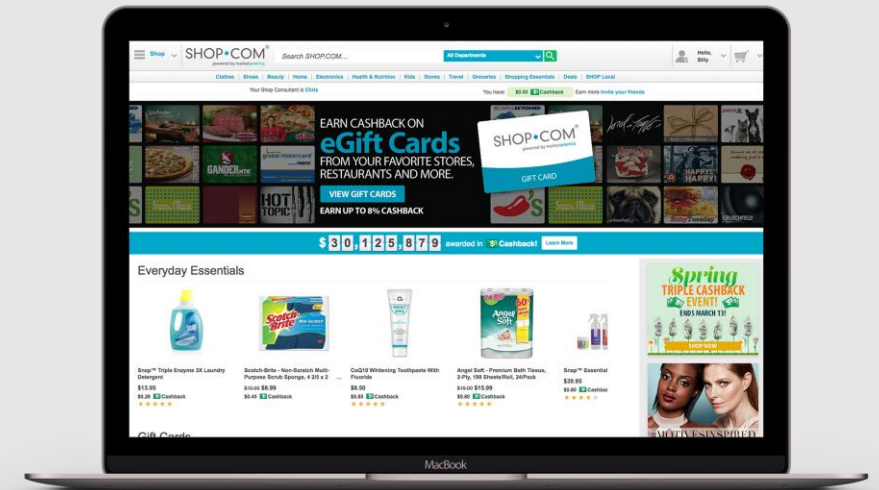


**MAKEUP ARTIST**



**HEALTH PROFESSIONAL**

# ONGOING BUSINESS ACTIVITIES



**UNFRANCHISE® AUTOSHIP**  
**50 BV, 10 IBV, UFMS (UNFRANCHISE**  
**MANAGEMENT SYSTEM - \$20)**  
**PER MONTH**

**RETAILING**  
**RETAIL: \$200 PER QUARTER**  
**(THREE MONTHS) TO CUSTOMERS**

**ANNUAL RENEWAL**  
**RENEW YOUR UNFRANCHISE**  
**BUSINESS SUBSCRIPTION**  
**ANNUALLY: \$99.95**



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## STEP 3 - QUALIFY

QUALIFY YOUR BUSINESS DEVELOPMENT CENTER (BDC) WITH **200 BV** WHICH OPENS BOTH YOUR LEFT AND RIGHT BV AND IBV BANKS

ONCE YOUR BUSINESS DEVELOPMENT CENTER HAS BEEN QUALIFIED (200 BV) IT WILL BEGIN TO ACCUMULATE BV AND IBV



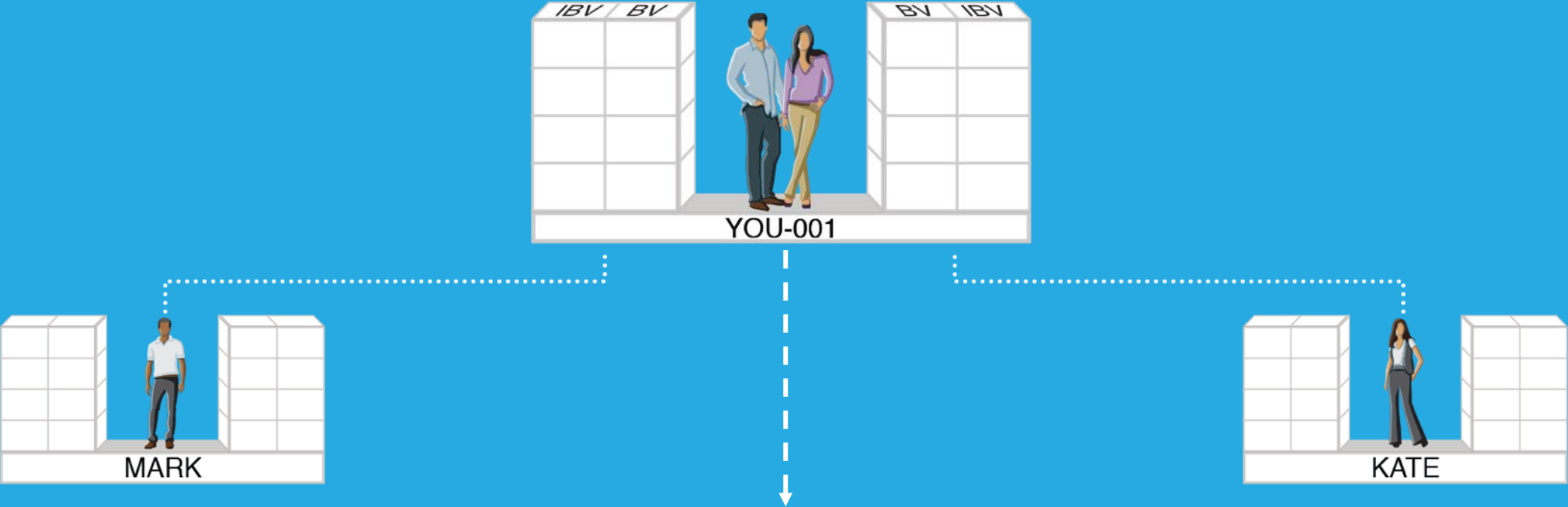
# FAST START PROGRAM



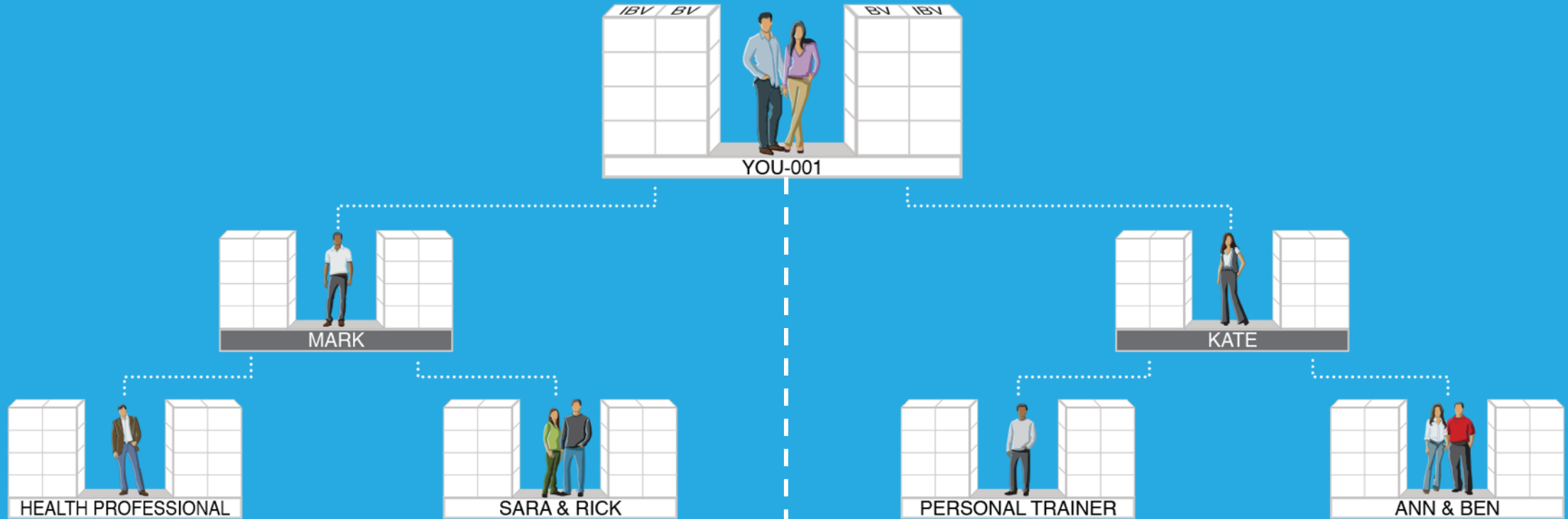
\$399 + TAX – EACH KIT INCLUDES \$129.95 SUBSCRIPTION, 300 BV AND FREE SHIPPING

# STEP 4 – ACTIVATE

PERSONALLY PARTNER (SPONSOR) AND PLACE ONE QUALIFIED UNFRANCHISE® OWNER IN YOUR LEFT AND RIGHT ORGANIZATIONS TO BE ELIGIBLE TO EARN COMMISSIONS



# STEP 5 – TEACH, MANAGE AND SUPPORT OTHERS



1. APPLY

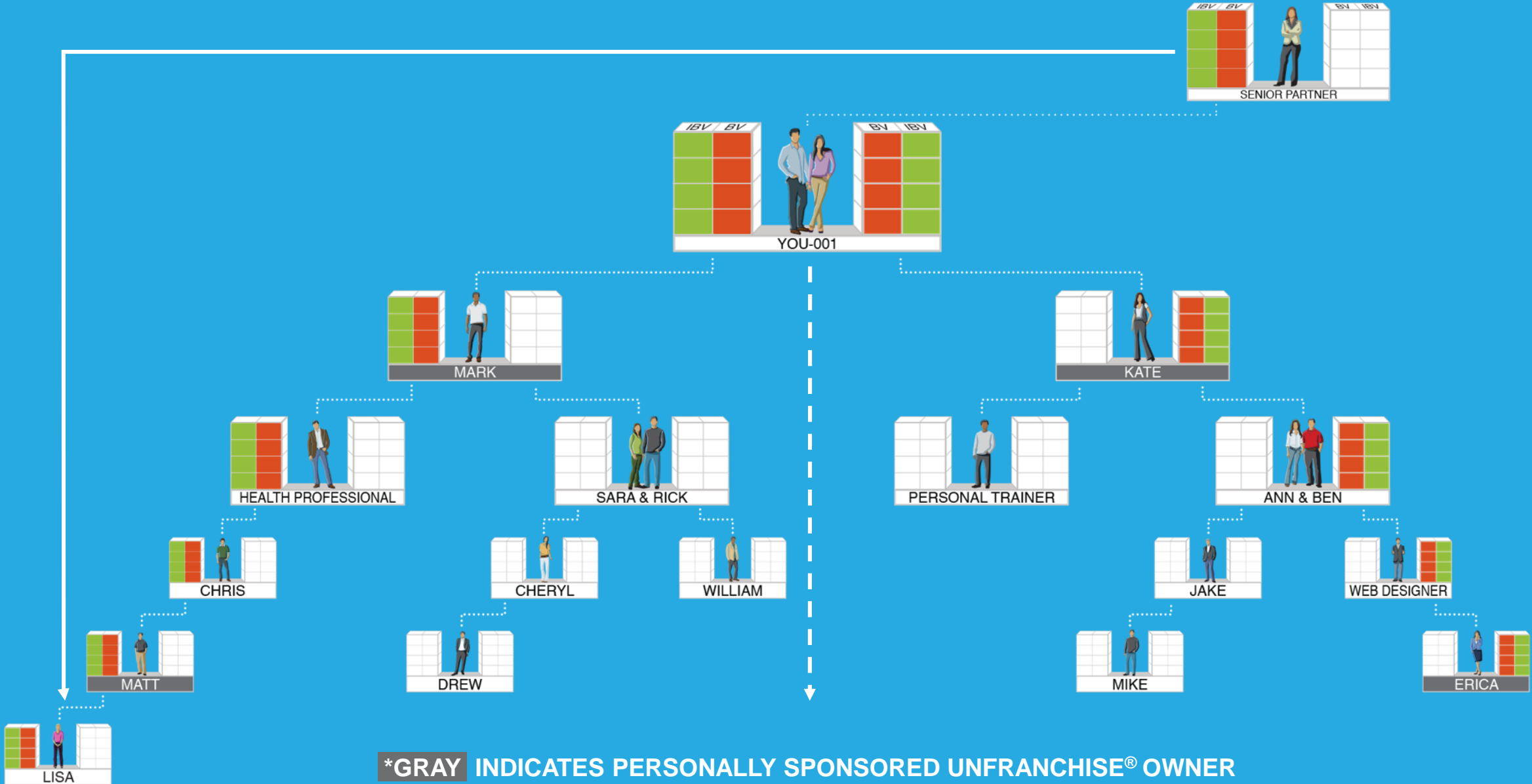
2. CREATE

3. QUALIFY

4. ACTIVATE

**\*GRAY** INDICATES PERSONALLY SPONSORED UNFRANCHISE® OWNER

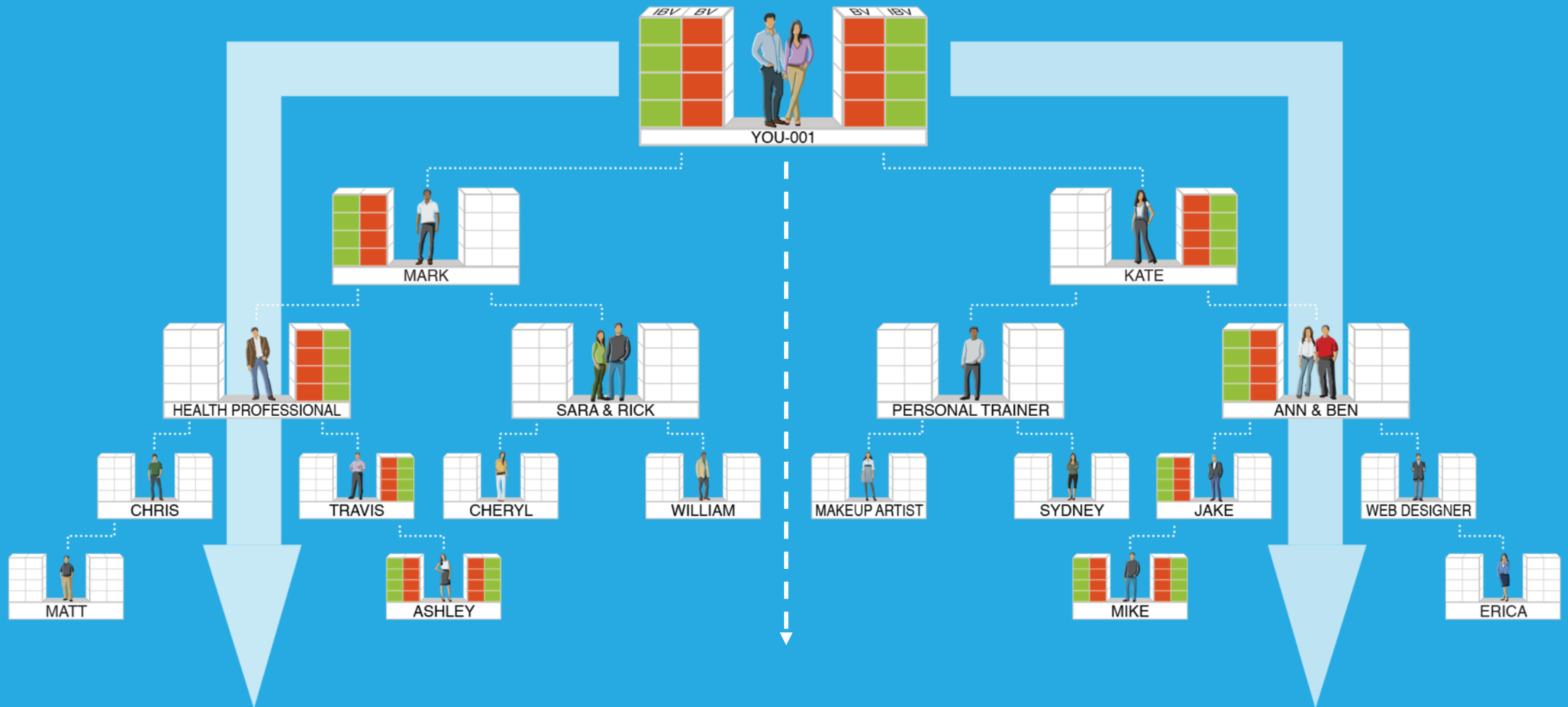
# PEOPLE LEAD TO PEOPLE





# OUR TRACKING SYSTEM SEARCHES DAILY TO INFINITY

THE SYSTEM TRACKS PURCHASES AND SALES MADE BY YOU, YOUR CUSTOMERS AND YOUR TEAM. YOU RECEIVE 100% CREDIT FOR ALL VOLUME GENERATED WITHIN YOUR ORGANIZATION



# DISCLAIMER

THE INCOME LEVELS MENTIONED IN THE FOLLOWING PRESENTATION ARE FOR ILLUSTRATION PURPOSES ONLY. THEY ARE NOT INTENDED TO REPRESENT THE INCOME OF A TYPICAL MARKET AMERICA UNFRANCHISE® OWNER, NOR ARE THEY INTENDED TO REPRESENT THAT ANY GIVEN UNFRANCHISE OWNER WILL EARN INCOME IN THAT AMOUNT.

THE SUCCESS OF ANY MARKET AMERICA UNFRANCHISE OWNER WILL DEPEND UPON THE AMOUNT OF HARD WORK, TALENT AND DEDICATION WHICH HE OR SHE DEVOTES TO BUILDING HIS OR HER MARKET AMERICA BUSINESS.



# HOW COMMISSIONS ARE EARNED

BV AND IBV ARE TRACKED DAILY AND COMMISSIONS ARE CALCULATED WEEKLY

$$5000 / 5000 = \$600$$

$$3600 / 3600 = \$300$$

$$2400 / 2400 = \$300$$

$$1200 / 1200 = \$300$$

**\$1,500**

**BV**

5000  
3600  
2400  
1200



5000  
3600  
2400  
1200

**IBV**

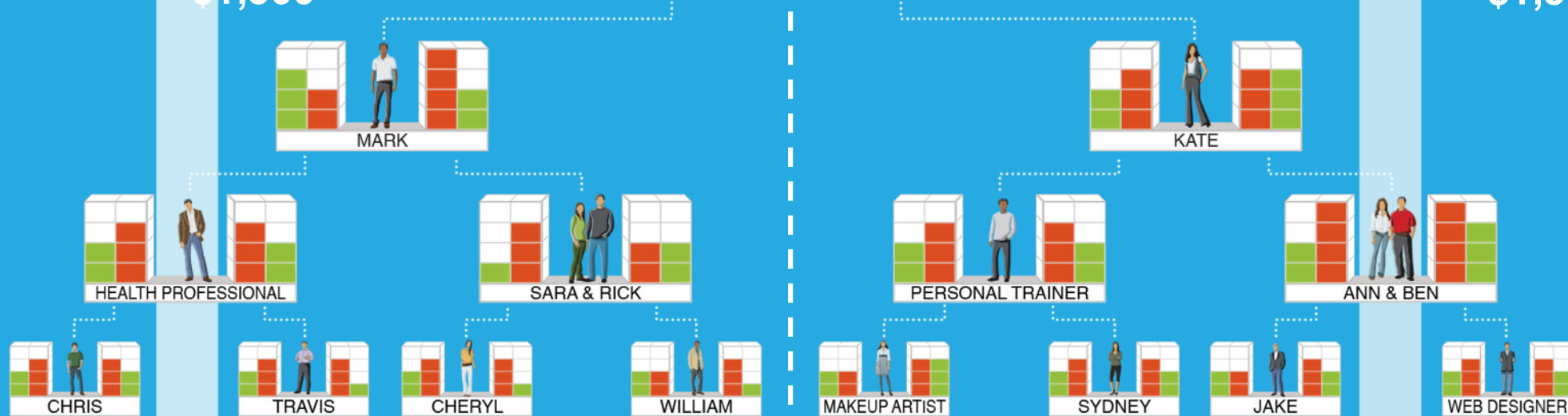
$$5000 / 5000 = \$600$$

$$3600 / 3600 = \$300$$

$$2400 / 2400 = \$300$$

$$1200 / 1200 = \$300$$

**\$1,500**



**TOTAL WEEKLY POTENTIAL \$3,000 PER BDC**

# AS YOUR ORGANIZATION EXPANDS

THE FREQUENCY OF COMMISSIONS EARNED INCREASES UNTIL IT OCCURS WEEKLY

$$5000 / 5000 = \$600$$

$$3600 / 3600 = \$300$$

$$2400 / 2400 = \$300$$

$$1200 / 1200 = \$300$$

\$1,500

BV

5000  
3600  
2400  
1200



5000  
3600  
2400  
1200

IBV

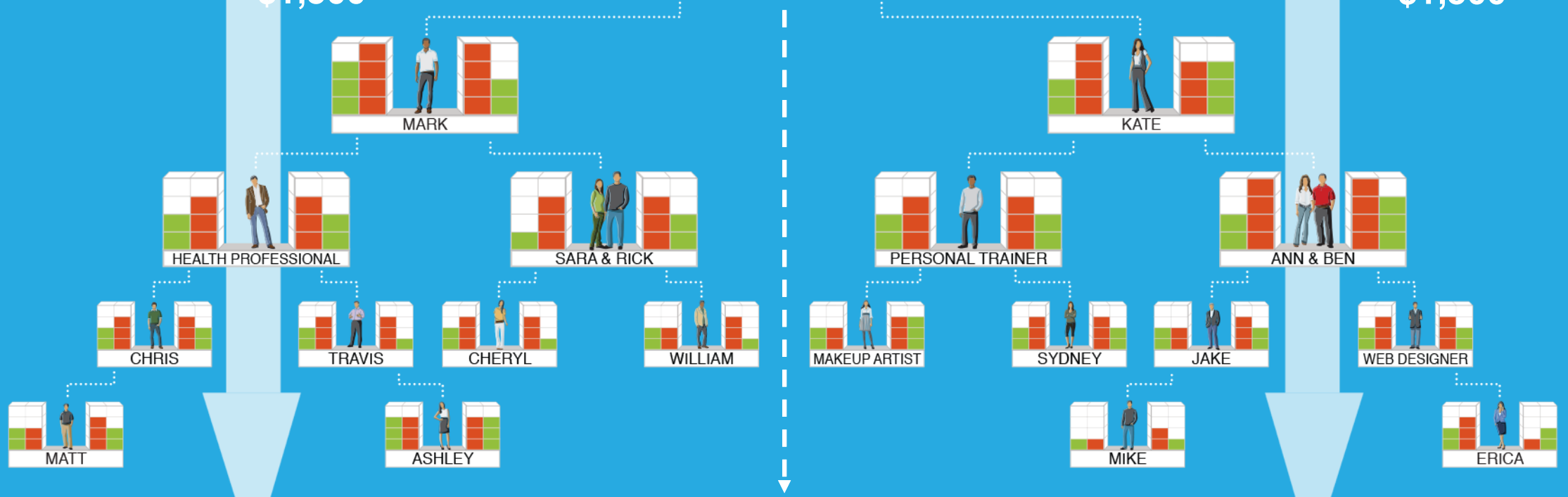
$$5000 / 5000 = \$600$$

$$3600 / 3600 = \$300$$

$$2400 / 2400 = \$300$$

$$1200 / 1200 = \$300$$

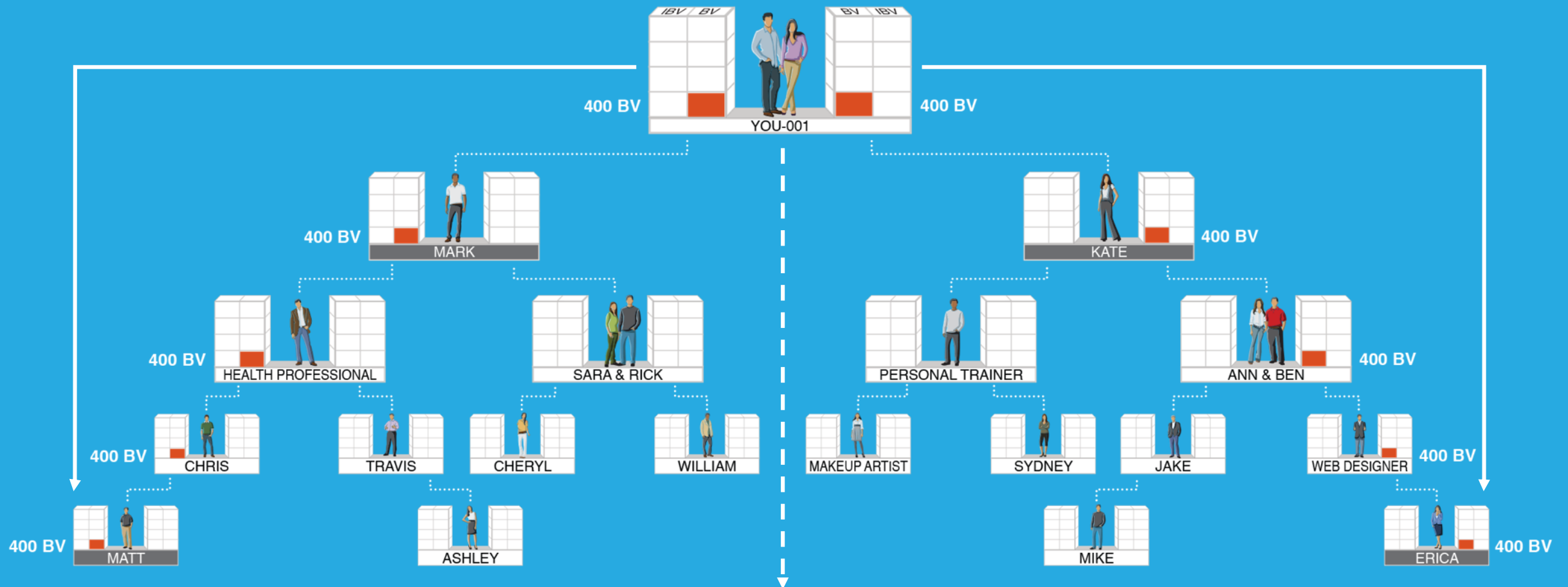
\$1,500



TOTAL WEEKLY POTENTIAL \$3,000 PER BDC

# PLACEMENT OF BUSINESS VOLUME\*

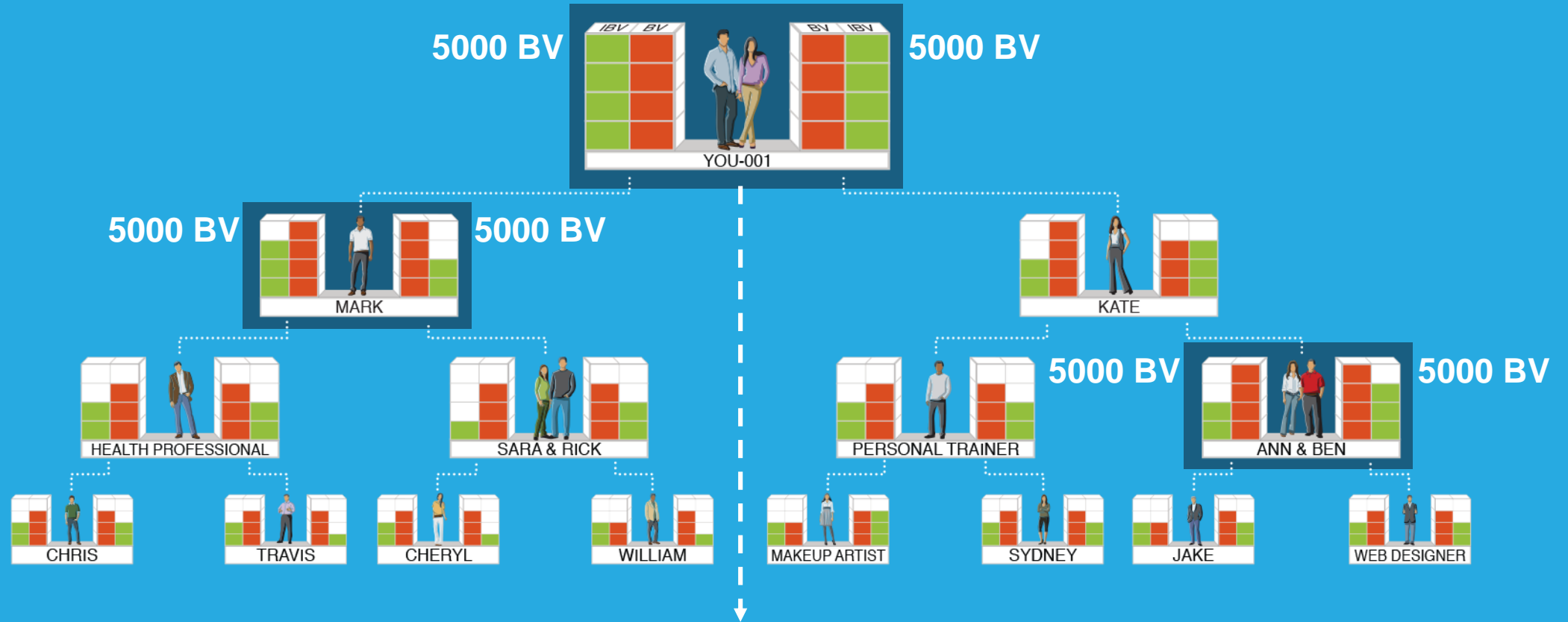
EXAMPLE: YOU HAVE AN ORDER OF 400 BV TO PLACE



\*BV CAN BE PLACED IN A BDC OF INDIVIDUALS THAT YOU HAVE PERSONALLY SPONSORED

# HOW MANAGEMENT BONUSES ARE EARNED

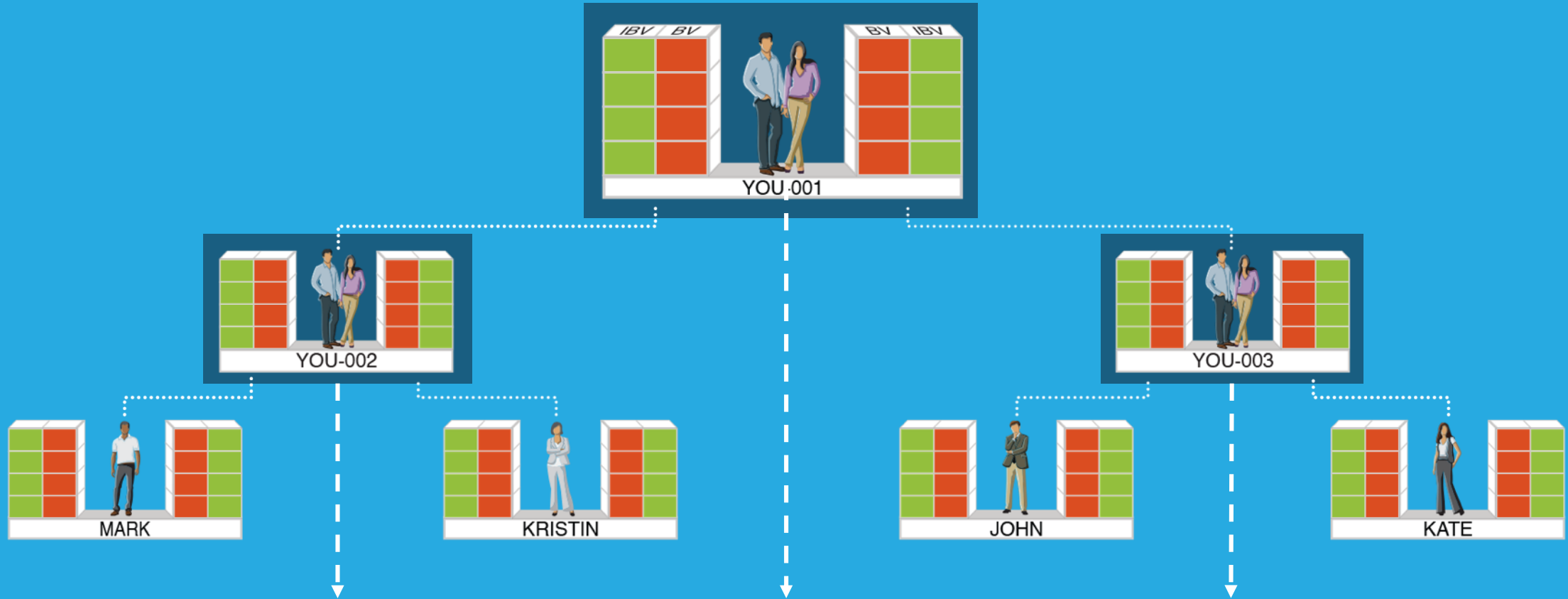
EACH TIME YOU AND ANY BDC IN YOUR LEFT AND RIGHT SALES ORGANIZATION COMPLETES THE BV COMMISSION CYCLE IN THE SAME WEEK, YOU RECEIVE A MANAGEMENT BONUS OF \$600



TOTAL WEEKLY POTENTIAL \$3,600 PER BDC

# EARN MORE INCOME

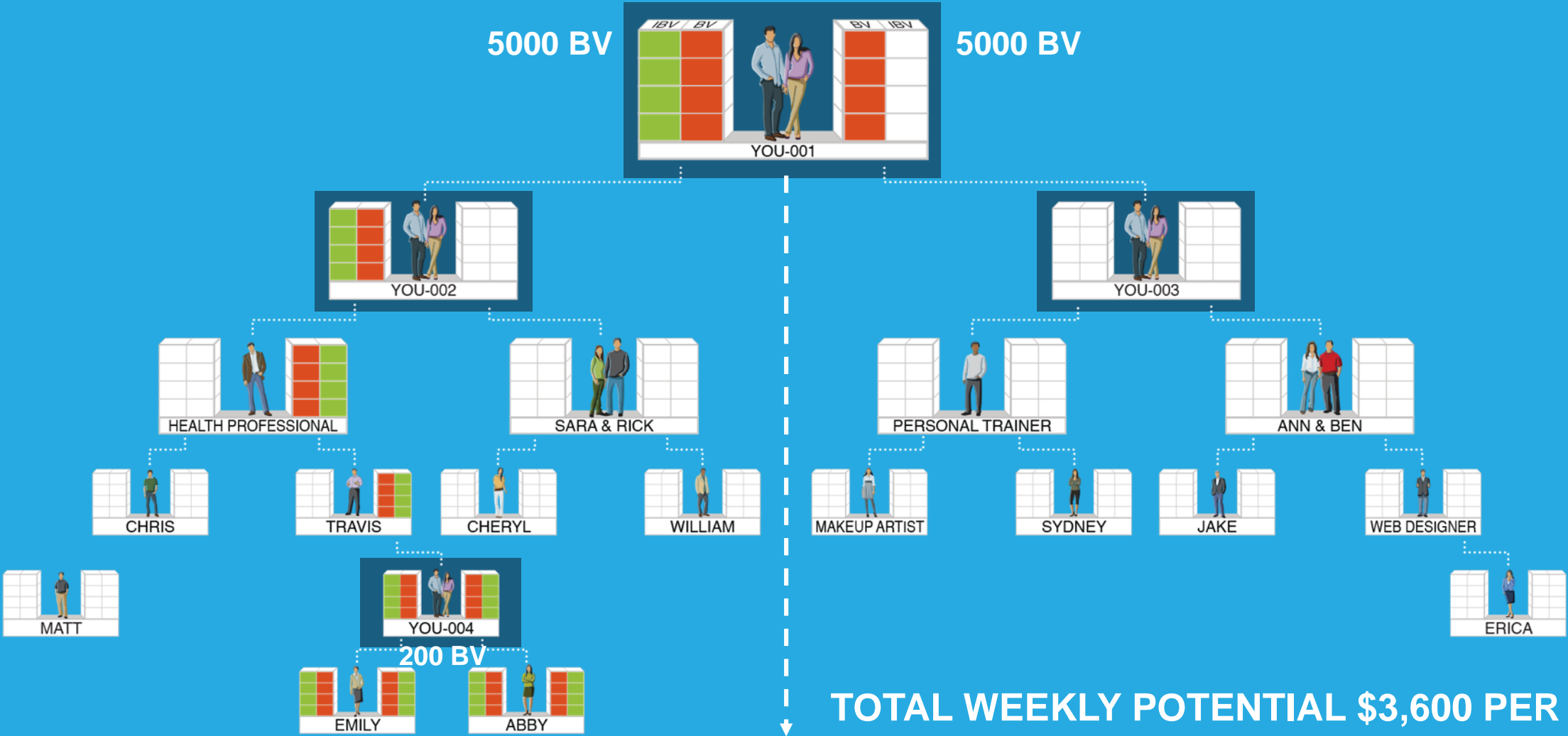
EACH UNFRANCHISE® OWNER STARTS WITH THREE BUSINESS DEVELOPMENT CENTERS  
EACH BUSINESS DEVELOPMENT CENTER HAS A WEEKLY EARNING POTENTIAL OF \$3,600



**TOTAL WEEKLY EARNING POTENTIAL: \$10,800**

# EARN MORE INCOME

OPEN ADDITIONAL BUSINESS DEVELOPMENT CENTERS TO INCREASE YOUR COMMISSIONS



TOTAL WEEKLY POTENTIAL \$3,600 PER BDC





# THE UNFRANCHISE® BUSINESS HIGHLIGHTS

1

**CONVERT SPENDING INTO EARNING  
WITH THE SHOPPING ANNUITY**

2

**EARN IMMEDIATE RETAIL  
PROFITS AND CASHBACK**

3

**MONTH TO MONTH ACCRUAL OF  
GROUP VOLUME – 365 DAYS**

4

**100% CREDIT FOR ALL VOLUME**

5

**VOLUME AND PEOPLE PLACEMENT**

6

**UNLIMITED INCOME POTENTIAL  
THROUGH ADDITIONAL BDCS**



WHAT IS YOUR  
NEXT STEP?

## REGISTER AS A PREFERRED CUSTOMER

REGISTER TO EARN CASHBACK AND TRY OUR  
EXCLUSIVE BRANDS

## BOOK A FOLLOW UP

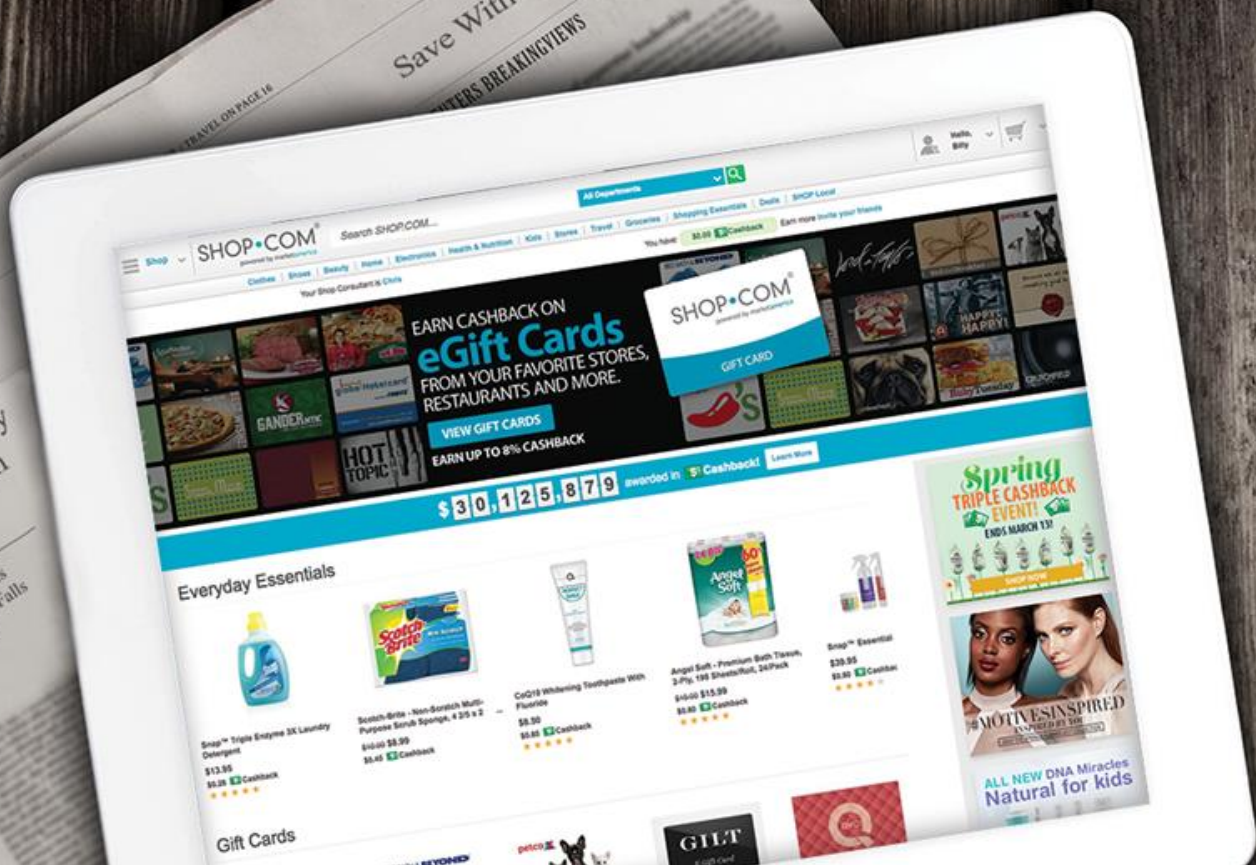
SCHEDULE AN APPOINTMENT TO GET YOUR  
QUESTIONS ANSWERED AND/OR START A TRIAL  
RUN

## ESTABLISH YOUR UNFRANCHISE® BUSINESS

CONVERT YOUR OWN SPENDING INTO  
EARNING AND BUILD YOUR SHOPPING ANNUITY



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