

Leveraged Wholesale Marketing (LWM) Profitability

LWM Foundational Philosophy

A Foundational Philosophy of Leveraged Wholesale Marketing is to provide multiple streams of income within one program. These streams of income are all interconnected and yet independent of each other at the same time. When these income streams are combined, RTPR provides the highest payout in the history of the home business industry. The LWM Income Streams are:

1. **Active Income** -100% Mark-up on Product vendors purchase at Wholesale and sell at Retail
2. **Semi-Passive Income** - Commissions
3. **Semi-Passive Income** - Bonuses
4. **Passive Income** - Bonuses
5. **Team Building** - Commissions
6. **Team Success** - Bonuses
7. **Equity** – Vendor-Owner Program

Partnership Compensation Plan Philosophy

The reason the overall payout is so high is that RTPR has a completely different philosophy from other home businesses. Simply put, from Day 1 of the RTPR Vendor Program, RTPR has been committed to treating vendors like business partners. This is not just a way to make money, but a way to build a billion dollar company in where our partners (vendors) are treated with respect and compensated in a way that creates an equal opportunity for all vendors to control their own destiny. Evidence of this fact is RTPR's commitment that the proceeds of standard wholesale sales are divided as follows:

- 40% - Goes to Vendors
- 40% - Business Operations
- 20% - Profit and Funding RTPR's Growth

Dividing the Vendors 40% Share

- 31% - **Direct Commissions and Bonuses** paid above and beyond the 100% mark-up
- 4.5% - **Incentives** – Incentive items designed to help vendors increase their sales and earnings in the marketplace are given to vendors through the Incentive Program
- 4.5% - **Free Product** given to vendors through various Corporate Sponsored Programs to help vendors increase their profitability.

Leverage

Leverage is the powerful concept that separates the Home Business Industry from Traditional Business. Unfortunately, many companies use leverage as a gimmick to create high earning projections as part of a “get rich quick scheme.” However, let's not throw the baby out with the bath water because leveraged income, in the right setting, with the right philosophy, can create life-changing income. RTPR uses Leveraged Income within a true Team Building philosophy to create significant, sustainable, life-changing income for Vendors. One of our core principles is that you have to “give leverage to get leverage” (see below). For more Information on Team Building, check out our Team Building Guide, [Click Here](#)

Vendor Status

- ✓ **Vendor Status** – is a Vendor who has met the annual \$250 MSP requirement to be a vendor but does not have 50 MSP during the calendar month (Current or Previous).
- ✓ **Gold Status** – is a Vendor that has 50 or more MSP during a calendar month (current or previous) and a total of at least 250 MSP in the previous 12 months. .
- ✓ **Active Vendor** – is a vendor with at least 250 MSP during a calendar month (current or previous).
- ✓ **Platinum Status** – is a vendor that has achieved the Winners' Circle Ranking during a calendar month (current or previous).

Active Income

All Vendors have the opportunity to buy Real Time Products and sell them at a 100% Mark-Up - "Buy at Wholesale, Sell at Retail, Keep the Profits." For more Information on Active Income, check out our Active Income Guide, [Click Here](#).

Semi-Passive Income

Semi-Passive income is derived from seven levels of wholesale sales. Gold and Platinum Vendors' commissions are paid through commission checks issued once a month. Inactive Vendors may use commissions for the purchase of product to reactivate their account. For more Information on Passive Income, check out our Passive Income Guide, [Click Here](#).

Team Building Commissions

Gold Status Vendors earn 10% Commissions on all of his/her Frontline* Standard Wholesale Sales Volume. **Platinum Status Vendors** earn 10% Commissions on all of his/her Frontline* Standard Wholesale Sales Volume plus 2% on sales volume from tiers 2-7 wholesale sales.

* Frontline is Personally Sponsored Vendors

Semi-Passive Income Bonuses

Platinum Status Vendors are eligible to receive Director Status Bonuses. Additionally, they are eligible for three Director's Positions: State, Regional and National. Each of these positions has four stages that vendors will progress through that determine the ADDITIONAL Passive Income bonuses from the Company Funded Bonus Program they will receive.

Altogether there are twelve (12) Stages within the Director Positions:

- ✓ State Directors – S-1, S-2, S-3, S-4 aka Full State Director
- ✓ Regional Directors – R-1, R-2, R-3, R-4 aka Full Regional Director
- ✓ National Directors – N-1, N-2, N-3, N-4 aka Full National Director.

– For Details, check out the "Vendor Commissions / Vendor Terms" area of the Vendor backoffice

The Company Funded Bonuses are based on:

- ✓ Vendor's Status and Director's Stage
- ✓ Vendor's Base Commissions (Standard Wholesale Base Commission)

Semi-Passive Income Bonus – The Recurring Referral Bonuses (RRB) – This bonus is paid to qualified vendors for every Active Frontline Vendor (AFV) they have each month. An AFV is a vendor or business that purchases \$200 in wholesale product for resale in a calendar month. The Bonus amount received varies based on Status and Stage. For a Platinum Status Vendor (State Director Level), the RRB is \$20 Each Month for each AFV. For Platinum Status Vendors (Regional Director Level), the RRB is \$30 each month for each AFV. For Platinum Status Vendors (National Director Level), the RRB is \$40 each month for each AFV.

– For Details ([Click Here](#))

Passive-Income Bonuses

Passive-Income Bonuses are paid exclusively to PSV for their overall achievement and the amount of the bonus is not directly connected to their own personal efforts.

Passive-Income Bonus #1 – Full State Director Bonus (S-4). This bonus is paid each month to all Full State Directors. The bonus is funded by RTPR and includes a percentage of every sale in their state for the month. The money is divided equally among the qualified Full State Directors in that State.

Passive-Income Bonus #2 – Full Regional Director Bonus (R-4). This bonus is paid each month to all Full Regional Directors. The bonus is funded by RTPR and includes a percentage of every sale in their Region for the month. The money is divided equally among the qualified Full Regional Directors in that Region. To learn which States are in each Region, [Click Here to access the Vendor Terms](#).

Passive-Income Bonus #3 – Full National Bonus Director Bonus (N-4). – This bonus is paid each month to all Full National Directors. The bonus is funded by RTPR and includes a percentage of every sale in the US for the month. The money is divided equally among the qualified Full National Directors in USA.

Full Directors can participate in multiple pools at the same time. For example a Full National Director will receive a bonus from the National Pool, but also receive a Bonus from their Regional and State Pools.

- ✓ Full State Directors are paid a bonus (up to \$825) each month as an override on company-wide sales that originate in the State that the Vendor resides in.
- ✓ Full Regional Directors are paid a bonus (up to \$2,100) each month as an override on company-wide sales that originate in the Region that the Vendor resides in. Plus, Full Regional Directors qualify for the Full State Director Bonus
- ✓ Full National Director Bonuses are paid a bonus (up to \$4,250) each month as an override on company-wide sales throughout the entire United States. Full National Directors also qualify for the Full Regional and Full State Bonuses.

Note: The listing for which States Fall into which Regions can be found by [Clicking Here](#)



Equity

RTPR offers all vendors the opportunity to receive Equity in RTPR through the Equity Builder Program. To qualify for Equity Builder Points in a Month a vendor must be a PSV. To learn about the Equity Builder Program, [Click here to access the Equity Builder Program Guide](#).

Explanations

Real Time Forward Commissions – When a vendor reaches Platinum or Gold Status, they receive commission they are qualified for on wholesale transactions from that point forward until the end of the next calendar month. For example, if a vendor reaches Platinum Status on January 5th then they are qualified as Platinum Status until the end of February and would receive credit for all wholesale and retail transactions within all 7 generations of team volume.

Real Time Retroactive Bonuses – Bonuses are paid on the position and stage a vendor reaches in the current month. For example, if a vendor reaches Platinum Status S-2 on January 25th, that vendor will receive Platinum Status S-2 Bonuses for the entire month of January.

Base Commissions – Base Commissions are the commissions earned from up to seven generations of organizational sales volume. Base Commissions are divided into three categories:

1. Standard Wholesale Base Commissions – Categories 2 and 3
2. Non-Standard Base Commissions – Categories 1 and 4
3. Total Base Commissions – Categories 1-4

Giving Leverage to Get Leverage – this philosophy is a core principle of the RTPR Compensation Plan. With that in mind, we created a synergistic element of our plan that a vendor does not receive leveraged commissions and bonuses unless they are doing enough personal volume to afford their sponsor an opportunity to receive leverage from them. For example, a vendor can't receive an RRB bonus if they are not doing enough personal volume to give their sponsor an RRB Bonus. That said, RTPR's compensation plan does allow vendors to out earn their sponsor as long as they are giving the leverage opportunity.

Additional Notes

- The maximum combined total of bonuses paid to a vendor is equal to 150% of their monthly Total Base Commission.
- There is no duplication of Bonuses. A vendor can only receive one bonus on any given transaction for his or her personal organization volume. For example, when a vendor earns an RRB bonus that is deducted from his or her Base Commission before the Platinum Status Bonus is calculated. Basically, Bonuses are not paid on Bonuses.
- RTPR also funds an Incentive Program where vendors can earn Sales Aids like Tents, Flags, Banners, Tablecloths and more and/or Vacations, iPads, a Monthly Car Allowance and Special Bonuses. – *For Details, check out the "Current Vendor Promotions" in the "Specials and Promotions" area of the Vendor backoffice*
- RTPR has a variety of Corporate Sponsored Programs that provide vendors with free product to help them build their business.– *For Details, check out the "100-Day Club" area of the Vendor backoffice*

While the compensation plan is designed to pay Platinum Status Bonuses only on Standard Wholesale Base Commissions, RTPR is currently paying the Platinum Status Bonus on total base commissions. This is due to the fact that the level of breakage in the State, Regional and National Bonus Pools. That will change when the majority of the funds from those three pools combined are being paid out.

Putting RTPR's 40% Vendor Commitment into perspective

1. When you factor in that RTPR is distributing 40% on both Wholesale and Retail Sales, and you compare that with self-consumption network marketing companies that pay out 35-49% on retail sales, the RTPR equivalent to their payout is a 68% payout.
2. If you look at the large companies like Amway, Tupperware and Herbalife you will see their payouts are typically 32%-40% and that is with only giving their distributors a 50-80% profit margin on products, where RTPR offers a 100% Mark-Up. Mathematically, RTPR is offering 30-50% more overall profit realized by the field than these other companies.
3. Industry Record – Companies in the Network Marketing Industry like to talk about their percentage of payout, but they really are talking about the maximum compensation payout which is never realized due to breakage. With the Leveraged Wholesale Marketing Model and huge margins for "Buying at Wholesale, Selling at Retail and Making a Profit," the bonuses and generational payouts, the RTPR field realizes a total of \$2.40 for every \$1.00 in wholesale product purchased. The net profit is actually \$1.40 per \$1.00 in wholesale product purchased by vendors. This is by far the highest total payout REALIZED by the field in the history of the home business industry.

Summary

- A. With Modern Network Marketing Companies, for \$1.00 spent by distributors only \$.35-.40 is realized in commissions and product sale profits by the field. That is a net **NEGATIVE** \$.60-\$.65 per dollar spent by distributors.
- B. With Old School Network Marketing Companies that sell a legitimate product that is actually resold by distributors, for \$1.00 spent by distributors only \$1.50-\$1.75 is realized in commissions and product sale profits by the field. That is a net of \$.50-\$.75 per dollar spent by distributors.
- C. With RTPR's Leveraged Wholesale Marketing, for each \$1.00 spent by distributors, \$2.40 is realized in commissions and product sale profits by the field. That is a net of \$1.40 realized by distributors per dollar purchased. That is why RTPR Vendors do so well – it is a simple mathematical equation.

Is it any surprise that RTPR is one of the fastest growing home businesses, when you consider that the profits realized by RTPR Vendors are 3-5 times greater than other opportunities?

- *For Details, check out the "Vendor Commissions / Vendor Terms" area of the Vendor backoffice*