



PETCLUB 247 REWARDS

9 WAYS TO EARN

Updated 4/1/2021





PETCLUB 247 REWARDS

At PetClub 247, we have based our rewards on one primary principle. Keep it simple. It is all about people sharing great products with others. Becoming a Brand Advocate and referring our products to others can result in referral rewards when they and others purchase our products from your company provided website.



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There are 9 Types of Rewards:

- Personal Commissions
- Offline Retail Sales
- Overriding Commissions
- NVP Override Commissions
- Business Builder Bonuses
- Alpha Pack Bonuses
- Revenue Share Bonuses
- Leadership Bonuses
- Pack Leader Retreats



Enroll in the Rewards Program

We provide two enrollment options, so you can choose what works best for YOU.

Brand Advocate

Enter your enrollment information and pay a \$9.99 Monthly Platform Services Fee- which takes care of your website, shopping cart, marketing resources, commission tracking and additional tools you will need to manage your business.

- Personal Commissions
- Offline Retail Sales
- Overriding Commissions (Tiers 1-2)

Brand Influencer

Become a Brand Advocate and purchase one of our Business Builder Packs to help kickstart your new business. You will receive all of the business and marketing tools, incredible products to share or resell, and be eligible to earn additional types of rewards.

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Rewards Program

You must become a Brand Advocate (BA) in order to start earning Referral Commissions. To become a BA you need only to enroll as a BA and pay the \$9.99 monthly services fee for your personalized website and services provided by the company.

Brand Advocate [BA]

When you personally refer any of our products, you will earn a 15% referral commission on everything they purchase from your personalized PetClub 247 website. There is no limit to how many customers you can refer our products to and no limit to the earning potential here.



* To keep prices down for our customers, our Sequoia dry and canned food is 50% commissionable.

Brand Advocate [BA]

When you personally refer any of our products, you will earn a 15% referral commission on everything they purchase from your personalized PetClub 247 website. There is no limit to how many customers you can refer our products to and no limit to the earning potential here.



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Brand Advocate Plus [BA+]

Some of your customers may want to join your team as a Brand Advocate and start earning referral commissions themselves. They will become your personally enrolled BAs. As they refer the products to others, you can also earn referral commissions on their customer purchases. To earn multiple tiers of referral commissions, you must become a Brand Advocate Plus (BA+). To become a BA+, simply remain current on your Monthly Services Fee and maintain two personally referred customers who purchase a minimum combined volume of \$99 per month. Becoming a BA+ allows you to earn a 5% referral commission on your second tier from the purchases of customers that were referred by your personally enrolled BAs.



To keep prices down for our customers, our Sequoia dry and canned food is 50% commissionable.
Note: All positions must maintain their BA+ status to stay qualified in their respective positions.

Regional Manager [RM]

Maintain BA+ status and maintain at least 2 separate teams with at least one Brand Advocate Plus (BA+) in each of the qualifying teams.



Tier	Payout
1	15%
2	5%
3	1/4%
4	1/4%
5	5%

To keep prices down for our customers, our Sequoia dry and canned food is 50% commissionable.
Note: All positions must maintain their BA+ status to stay qualified in their respective positions.

Regional Director [RD]

Maintain BA+ and have a total volume of \$12,000 cumulative customer sales per month. *(Maximum volume a team can contribute is \$8,000)*



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Note: All positions must maintain their BA+ status to stay qualified in their respective positions.

Regional Vice President [RVP]

Maintain BA+ and have a total volume of \$60,000 cumulative customer sales per month. *(Maximum volume a team can contribute is \$28,000)*



You [RVP]



Customers
(Max \$28K)



Customers
(Max \$28K)



Customers
(Max \$28K)

\$60,000 Cumulative Retail Sales Volume

Tier	Payout
1	15%
2	5%
3	1/4%
4	1/4%
5	5%
6	1/2%
7	6%
8	1/2%
9	7%

To keep prices down for our customers, our Sequoia dry and canned food is 50% commissionable.
Note: All positions must maintain their BA+ status to stay qualified in their respective positions.

National Vice President [NVP]

Maintain BA+ and have a total volume of \$250,000 cumulative customer sales per month. *(Maximum volume a team can contribute is \$100,000)*



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Rewards Program

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NVP Override

Once you've earned National Vice President (NVP) status you will be eligible for additional overriding commissions. The NVP overriding commissions will be paid as certain percentage amount of the overall sales volume in each of your teams. Each team will be treated differently based upon its sales volume and the amount of NVPs that may appear in that team.

GENERATIONS

CHART

GENERATIONS

Here is how it works. Each team allows you to receive a maximum 2% (.02) override commission on all sales in that team. The commission percentage will change when someone in that team reaches the status of NVP themselves.

When that happens, you will continue to receive the 2% NVP override commission on the overall sales volume between you and your first generation NVP in that team. However, the amount of the override commission you are earning on the sales volume beneath your newly introduced NVP will start to change.

When this first generation NVP appears in your team as described above, your override commission for the sales volume below your first generation NVP in that team will change to 1% (.01) on everything below the first generation NVP.

And when the second generation NVP appears, you will receive a .5% (.005) override commission on the sales volume below the second generation NVP.

When the third generation NVP appears, the override commission on the sales volume will remain at .5% (.005) until a 4th generation NVP is promoted in that team.

When your 4th generation NVP appears, the override commission on the sales volume of that team below the 4th generation NVP will stop completely. Conversely, each of your teams will operate independently of each other. So if one of your teams promotes 4 NVPs, you still have other teams to continue growing and earning maximum NVP override commissions.

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NVP Override

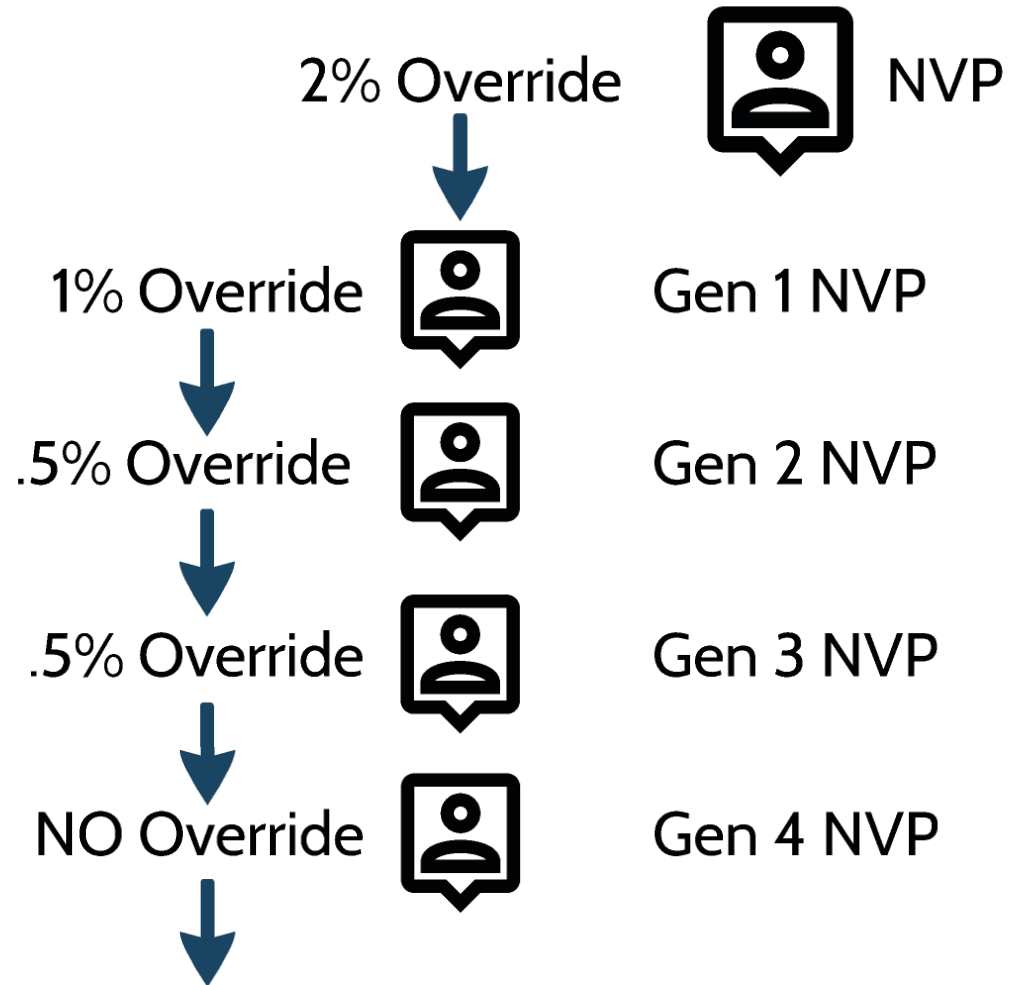
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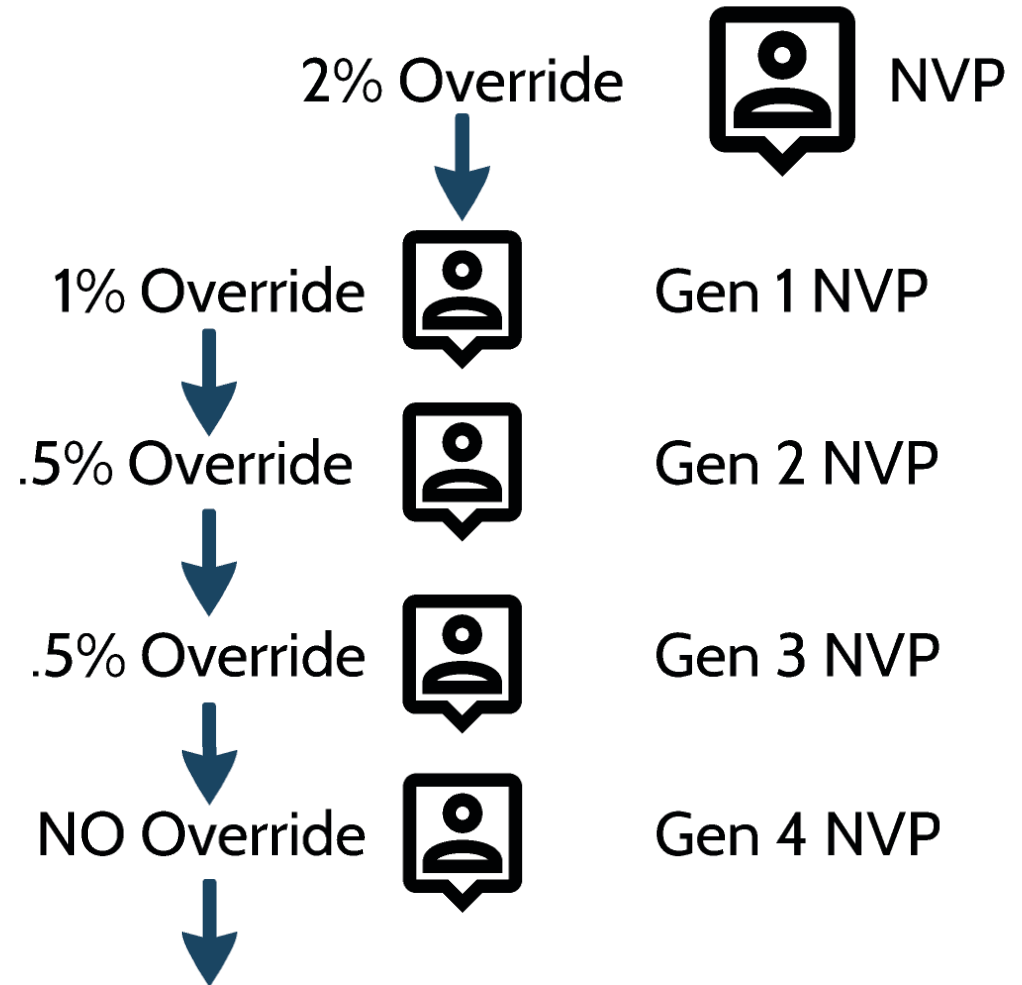
NVP OVERRIDE CHART

This chart describes the NVP override residual commissions as it relates to any given team in an NVPs unilevel downline. Each team will operate independently of each other. So if one of your teams promotes 4 NVPs, you still have other teams to continue growing and earning maximum NVP override residual commissions.



NVP OVERRIDE CHART

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Revenue Share Bonus

A certain percentage of the company's revenue goes into a Bonus Pool to be split among the leaders.

One-Third (1/3) of this Bonus Pool is be shared equally by all Regional Director Premiers.

One-Third (1/3) of this Bonus Pool is be shared equally by all Regional Vice President Premiers.

One-Third (1/3) of this Bonus Pool is be shared equally by all National Vice President Premiers.

All positions sharing in the Revenue Share Bonus Pool must be active at time of payout.



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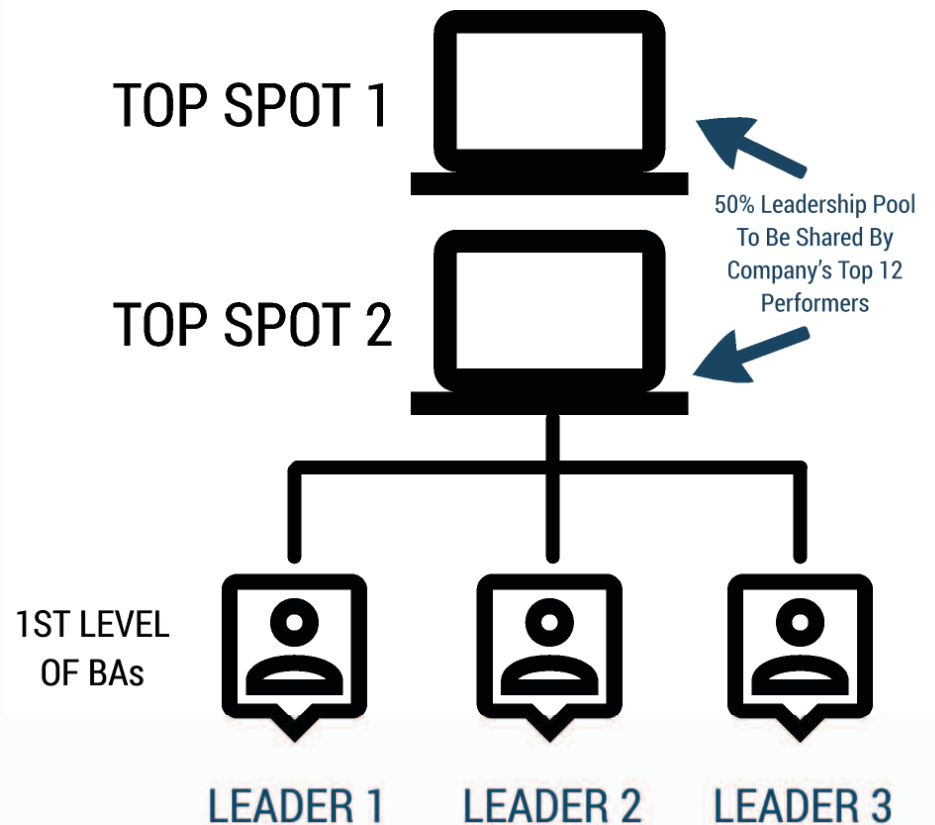
Leadership Bonus

PetClub 247 will retain the top two spots in the Unilevel Referral Commissions downline. 50% of the earnings generated by these top two spots will be used to generate bonuses for the company's top performers.

TOP 12

TOP 12

The top 12 leaders in the Unilevel Referral Commissions downline will share a portion of the revenue of the top two spots. The company will take the total earnings of these two spots and divide 50% of those earnings equally between the top 12 leaders each month. The top 12 leaders each month will be identified as those who have the largest open Unilevel downline volume in the overall company Unilevel Referral Commissions payout in any given month.



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