

# Red Aspen® | COMPENSATION PLAN

## SALES TRACK

	BRAND AMBASSADOR	SALES AMBASSADOR	SALES LEADER	SALES MANAGER	SALES EXECUTIVE
Sales (PV)	0 PV	120 PV	1,000 PV	2,000 PV	4,000+ PV
Personal Commission	25%	27%	30%	33%	35%

## AFFILIATE COMMISSIONS

SALES (PV)	0-499 PV	500-999 PV	1,000+ PV
Personal Commission	10%	10%	15%
Product		\$40 Product Pack	\$100 Product Pack

## DASHING START

TIER	ACTIVITY	GOAL TITLE	REWARD	SPONSOR REWARD
Tier 1	500 PV	Sales Ambassador	\$25 Dash Box	
Tier 2	1 Sales Active Enrollments + 500 PV OR 1,000 PV	Brand Leader or Sales Leader	\$50 Dash Box	
Tier 3	2 Sales Active Enrollments + 1,000 PV OR 2,000 PV	Brand Manager or Sales Manager	\$100 Dash Box AND \$150 Cash Bonus	\$25 Dash Box AND \$25 Cash Bonus
Tier 4	3 Sales Active Enrollments + 1,500 PV OR 4,000 PV	Senior Brand Manager or Sales Executive	\$200 Dash Box AND \$250 Cash Bonus	\$50 Dash Box AND \$50 Cash Bonus

## TEAM TRACK

	BRAND AMBASSADOR	BRAND LEADER	SENIOR BRAND LEADER	BRAND MANAGER	SENIOR BRAND MANAGER	ASSOCIATE BRAND DIRECTOR	BRAND DIRECTOR	SENIOR BRAND DIRECTOR	EXECUTIVE BRAND DIRECTOR
<b>PV</b> Personal Volume		120	200	300	400	600	600	600	600
<b>DSPV</b> Dashing Start PV						Personal Volume+ DSPVL1	Personal Volume+ DSPVL1	Personal Volume+ DSPVL1	Personal Volume+ DSPVL1
<b>GV</b> Group Volume			1,000	2,000	4,000	10,000	10,000	10,000	10,000
<b>AL</b> Active Legs:		1 AL	1 AL	2 AL	3 AL	4 AL:	4 AL:	5 AL:	5 AL:
<b>TL</b> Tilted Legs						1 BM	2 BM	1 SBM	1 ABD
<b>DV</b> Downline Volume						10,000	30,000	60,000	120,000
<b>LEVEL COMMISSION</b>	Level 1	3%	8%	9%	10%	10%	10%	10%	10%
	Level 2			3%	5%	5%	5%	5%	5%
	Level 3				1%	1%	1%	1%	1%
<b>GENERATION COMMISSION</b>	Generation 0					1%	2%	2%	2%
	Generation 1						2%	3%	3%
	Generation 2							2%	3%
	Generation 3								2%
<b>BONUS</b>	Leadership						\$500	\$850	\$1,000
<b>PROFIT SHARES</b>									1

# COMPENSATION PLAN

## QUALIFICATION KEY TERMS

**Personal Volume (PV):** Monthly total personal sales, excludes tax, shipping & discounts. 1 PV = 1 USD in most cases.

**Dashing Start Personal Volume (DSPV):** Total PV of a Brand Ambassador in her Dashing Start where she is eligible for product & cash bonuses.

**Dashing Start Personal Volume Level 1 (DSPVL1):** Total PV of all your Level 1 Brand Ambassadors in their Dashing Start period. Associate Directors and above may meet PV qualification requirements through combined PV and DSPVL1 (up to 300 DSPVL1).

**Group Volume (GV):** Your PV + Level 1 PV + Level 2 PV + Level 3 PV. Minimum of 50% of GV must come from sales to non-Red Aspen Brand Ambassadors.

**Leg:** Begins with a Level 1 Brand Ambassador and includes her entire downline.

**Active Leg:** A leg where there is at least 1 Brand Ambassador who has sold 120 PV, or achieved an active status, by the end of the month.

**Titled Leg:** A leg that meets certain paid as title requirements.

**Downline Volume (DV):** Your PV + entire downline PV. Maximum of 50% of DV may come from one Leg.

**Qualifying Volume (QV):** Volume allocated towards paid as title requirements.

## COMMISSION KEY TERMS

**Affiliate:** An independent brand partner that promotes Red Aspen beauty products.

**Brand Ambassador (BA):** An independent Red Aspen business owner.

**Personal Commission:** Brand Ambassadors earn a 25-35% bonus on personal volume (PV). Affiliates earn 10-15% on PV.

**Dashing Start:** Incentive period where a Brand Ambassador can earn additional product and/or cash bonuses by meeting sales and/or sponsoring goals. Includes month new Brand Ambassador enrolls plus their first two full commission periods thereafter.

**Dashing Start Bonus:** Dash Box product and cash bonus earned by Brand Ambassadors and their sponsors during enrollee's Dashing Start period.

**Commissionable Volume (CV):** 70% x PV. Used to calculate level and generation commission.

**Level:** Brand Ambassadors in your downline. Brand Ambassadors you personally sponsor are your Level 1, Brand Ambassadors sponsored by your Level 1 are your Level 2, and so on.

**Level Commission:** Bonus earned on sales of Brand Ambassadors in your downline. May earn on up to 3 levels.

**Generation:** Associate Brand Director or above and her downline, down to but not including next Associate Brand Director or above.

**Personal Generation (Gen 0):** Your personal team. Includes you and your downline, down to but not including the next Associate Director or above.

**Generation Commission:** Bonus earned on generations in your downline. May earn on up to 4 generations.

**Leadership Bonus:** Monthly recurring bonus earned by Associate Brand Director and above by qualifying for paid as title.

**Profit Shares:** Profits paid to Executive Brand Directors based on Red Aspen profit sharing plan.  $(\text{Total CV} \times \text{Profit \%}) / \text{total \# of shares} = \text{value per share}$ .

**Executive Brand Director:** Top of the Compensation Plan that includes further leadership titles and bonuses.

