

TRADES *of* HOPE

PARTNER *Compensation Plan*

YOUR SUCCESS IS *her* SUCCESS





EVERY WOMAN DESERVES A MEANINGFUL, PURPOSEFUL LIFE.

We believe every woman deserves the opportunity to discover her unique gifts and abilities - and empower herself to pursue her dreams.

Every woman includes YOU! Whether you chose to become a part of our Trades of Hope family for the purpose of helping others, for the sisterhood, to put food on your family's table, or all of the above, we want your missional business to bless you.

You deserve the opportunity to discover your unique gifts and abilities - and empower yourself to pursue your hopes and dreams, too. This plan will celebrate and reward you, as a Trades of Hope Partner, as you help support your Artisan partners by sharing opportunities with like-minded friends and family to party, shop, and empower themselves by becoming a Trades of Hope Partner, too.

There are women around the world who need an opportunity to work and feed their children, to leave terrible situations, and to rise out of desperation.

Thank you for your heart to EMPOWER WOMEN and their families OUT OF POVERTY and HUMAN TRAFFICKING! We pray that through dignified partnerships, you and your Artisan partners will empower each other to discover your full potential and pursue your dreams!

Gretchen and Elisabeth

Founders

PARTNER

Compensation Plan

Choose to build your business and rise in rank your way! Choose Option 1 if you love building teams to help your Artisan partners enjoy sustainable success! Choose Option 2 if your prefer to rise in rank exclusively through your personal sales! Rising in rank is a win-win that benefits both you and your Artisan partners!

*Option 1:
With a Team!*

OR

*Option 2:
Personal Sales!*

Compensation Percentages:

RANK	QV	GQV	Qualified Branches at 300+ QV	QV	Paid up to % on Personal Sales	1st Level	2nd Level	3rd Level	Team Bonus	Generation Bonus
Partner	0				25%					
Qualified	1,000 lifetime				25%					
Lead	300	1,500	1	1,500	25%	4%				
Advanced	300	2,000	2	2,000	28%	4%	2%			
Master	500	5,000	4	5,000	29%	4%	2%	1%		
Manager	750	10,000	6	7,500	30%	5%	3%	1%		
Senior	750	25,000	8	10,000	31%	6%	4%	2%		
Director	1,000	45,000	10		32%	7%	5%	3%	1%	**
Executive Director	1,000	95,000	12 *		34%	8%	6%	4%	1%	***
National Executive Director	1,000	150,000	14 *		35%	9%	7%	5%	1%	****

Note: Personal Sales are paid at 25% commission on all items, except 20% on apparel and 15% on consumables. Instant commissions on all sale items (all products with a price ending in .99) will be reduced by 5% from original commission percentage.

*The Single (Max) Branch Contribution towards Executive Director and National Executive Director cannot exceed 60% of the minimum requirement through 12/31/2021. (Effective 1/1/22 it cannot exceed 50% of the minimum requirement.)

**For Paid-As Directors or above, when you have a Partner in your Success Line who is Paid-As Director, you receive a \$350 bonus.

***For Paid-As Executive Directors or above, when you have a Partner in your Success Line who is Paid-As Executive Director, you receive a \$650 bonus.

****For Paid-As National Executive Directors or above, when you have a Partner in your Success Line who is Paid-As National Executive Director, you receive a \$950 bonus.

NOTE: Generation Bonuses are paid up to the Partner Paid-As rank. For example, if a Partner is Paid-As a Director and a Partner in her Success Line is Paid-As an Executive Director or above, the maximum bonus she can receive is \$350 per Director or above.

Compensation:

Percentages Paid on Your Personal Sales

- Get paid up to 25% on all commissionable sales, right off the bat! (15% on consumables, and 20% on apparel. All On Sale items (all products ending in .99) will be reduced by 5%.
- Commissions are typically deposited into your Sky Wallet within twenty-four hours.
- Additional percentages on Personal Sales are determined by Paid-As rank at the end of the month with Success Line pay.
- At the end of each month, the Partner's activity is evaluated to determine their Paid-As rank for that month.
- The additional percentages are deposited into the Sky Wallet within the first week of the calendar month for the previous month's activities.

RANK ROUTE 1:

Paid As Rank

This is the rank that a Partner qualified for during one calendar month and is compensated at that rank for that particular month.

Recognized Rank

This is the highest rank that a Partner has qualified for since becoming a Partner. The Partner is recognized at this rank within the company.

QV

Qualified Volume is the rank qualifying value assigned to various products and business supplies. QV can be equal to or greater than a products PRV and is considered toward Rank Qualification.

PRV / Personal Sales

Your personal and commissionable product sales are considered toward your daily and monthly compensation.

Business supplies, Hostess Dollars, half off hostess items and any discounts given on coupons are non-commissionable. Therefore, they aren't added to your Personal Sales.

You can see a running total of your monthly Personal Sales on the dashboard in your backoffice.



Meet Alice

Every sale of our Kenyan pieces helps her proudly provide for her family.

Personal Sales Rank Requirements

To ensure that Partners continue to build strong teams and maintain Paid-As rank for their own personal income, the Personal Sales requirements do vary depending on the rank level. To receive commissions each month from your Success Line, there is a Personal Sales monthly requirement. We want to encourage leaders to be active in their own businesses.

It's important to the culture of Trades of Hope that our Leaders lead by example. This creates momentum and long term stability that will benefit your business, your team, but most of all, your Artisan partner's well-being!

Group Qualified Volume Requirements

GQV (Group Qualified Volume) is the sum of Qualified Volume within a Group. Your personal GQV includes you and everyone within your Success Line. GQV is considered toward qualification.



End Slavery

Every sale of our designs from Bangladesh frees more women from bond slavery and oppression.

Qualified Branches (Branch Retail Volume)

What is a branch? A branch is any Partner that you have personally sponsored and anyone that she sponsored, adding to your Success Line. The Branch Retail Volume (BRV) is a qualifier for promotion to move into the higher ranks of the organization within Trades of Hope. It is a great indicator of how you are building your business. This serves as a great foundation for long-term sustainability.

*The qualified branch (BRV) amount is only \$300.
That's less than one average party a month!*

Three hundred dollars is the qualified branch amount because it's important to Trades of Hope's founders that whether a Partner sells a lot or a little, she is celebrated!

Please see the chart for the minimum number of qualified branches for each rank.

Your Personal Sales are NOT included in any of your BRV.

RANK ROUTE 2:

The Personal Sales Opportunity

Selling is the most important element of Trades of Hope. When you sell products, Artisans have the work that they need.

If you don't want to have a team, or it just hasn't taken off yet, don't worry! You can use your Personal Sales alone to promote up to the level of Senior.

- The QV amounts mean you don't need the BRV or GQV requirements.
- The QV column shows the 1,500 - 10,000 requirements for Paid-As ranks.
- When you reach ranks due to your Qualified Volume, you will benefit from the additional percentages on your Success Line regardless of your branch volumes.

Success Line Level Pay

- Your Success Line is anyone who has signed up within your organization.
- Level pay is based on the first three levels of your Success Line.
- Level pay and any Bonus pay are based on 70% wholesale because approximately 30% of the retail value has already been paid out in commissions.

Team Bonuses for Directors

- This is to reward the support that Directors give to those on their team.
- Team Bonus is 1% for all Paid-As Directors.
- Team Bonuses now include a Director's own Personal Sales in the bonus pay.
- Team Bonuses include her team members up until her next Paid-As Director.



Meet Maya!

***Every sale of our clothing from Nepal
provides trafficking survivors with
dignified job opportunities.***

Generation Bonus

Generation Bonuses will be paid for the first 3 levels of Director generations.

For Paid-As Directors or above, when you have a Partner in your Success Line who is Paid-As a Director, you receive a \$350 bonus.

For Paid-As Executive Directors or above, when you have a Partner in your Success Line who is Paid-As an Executive Director, you receive a \$650 bonus.

For Paid-As National Executive Directors or above, when you have a Partner in your Success Line who is Paid-As a National Executive Director, you receive a \$950 bonus.

*Generation Bonuses are paid up to the Partner's Paid-As rank.

For example, if a Partner is Paid-As a Director and a Partner in her Success Line is Paid-As an Executive Director or above, the maximum bonus she can receive is \$350 per Director or above. (i.e. If a Director has an Executive Director on her team, she receives \$350 for that Executive Director, not 650.)



Meet Aisha!

*Every sale of our designs from India,
helps women support their families.*

Roll-Ups

When a Partner who has sponsored others is deactivated or does not have at least one month of \$300 in Personal Sales in a 6-month period, all of the Partners in the Success Line will permanently roll up one level to the next Partner who has had a least one month of \$300 in Personal Sales in the past 6-month rolling period.

The Partner is still considered active and will continue to earn commissions on any Personal Sales.

Deactivation

Trades of Hope requires any amount of Personal Sales within a 12-month period to stay active.

HOW CAN YOU DO REALLY WELL ON YOUR PLAN?

1.

Ask others to join to empower more out of poverty!

2.

Have fun, hope-filled parties!

3.

Sell beautiful, ethically-made products!



DOING DIRECT SELLING DIFFERENTLY

No Sensationalized Language

Historically, sensationalized language is a direct selling tactic we are committed to changing. This is not our culture. We lead with transparency and the belief that healthy progress is always more beneficial and realistic than unsustainable “skyrocket success.”

Trades of Hope makes no guarantee of any level of success or income as a Partner. Some Partners enjoy a little extra cash for bills. Some Partners have replaced teacher salaries. Every Partner’s income will vary based on her or his own efforts, diligence, and skill.

You Define Success: From Discounted Product to Extra Cash in Your Pocket

The beauty of being a Partner is that you can work as much or as little as you would like and fit it into your lifestyle and schedule. With the flexible opportunity to work from home or on the go, you can define what success means to you.

We acknowledge that every Trades of Hope Partner’s journey is as wonderfully unique as she is. She has her own needs, goals, and vision for the future. Some women join us simply to receive discounted products. Other women choose to help us create more jobs for women around the world by wearing and sharing our fair trade line and earning some extra cash.

No Inventory or Mandatory Expenses

Please note that Trades of Hope does not require Partners to purchase or maintain inventory of product. In fact, our Partner policies prohibit this practice. There is no requirement to purchase inventory in order to sell and earn an income. We believe it’s not sustainable or in your best interest.

Transparency with you is always our goal. While there is no requirement to invest in the following expenses, some of the expenses Partners voluntarily choose to elect are: a Technology Suite, product samples for themselves, outside training (in addition to our free tools), travel, telephone, internet, and miscellaneous expenses.

Why does Trades of Hope use the direct selling business model?

We use the direct selling business model because we want to help as many women around the world out of poverty as possible. Our community of Trades of Hope Partners advocate and sell for our Artisans far more than we could alone. They create a higher demand for our Artisans’ fair trade fashion accessories, which increases our Artisans’ income exponentially. Our Artisans are aware of our direct selling business model and often send [messages of thanks](#) to our Partners.

Every company pays for marketing: advertising, PR, promoted posts, commercials, influencers, etc. Our marketing budget goes toward paying our partners 15% - 35% of every sale they make. We would rather pay a woman who wants to earn some extra cash and who loves our mission than pour into corporate advertising. This is how we choose to market, which has led to exponential growth and wider advocacy for our Artisans.

What is the difference between a “pyramid scheme” and a legal direct selling company?

- A pyramid scheme is a business model that recruits members via a promise of payments or services for enrolling others into the scheme, rather than supplying investments or sale of products.
- Pyramid schemes are illegal.
- As a member of the Direct Selling Association (DSA), Trades of Hope financially contributes to eradicating pyramid schemes in the US through legislation and enthusiastically abides by direct selling laws.
- Trades of Hope’s exclusive line of ethically made fair trade fashion and home accessories is priced according to market value and could exist outside of a direct selling model due to desirability and demand. (There is no pseudo-science or hyperbolic claim in relation to our product, which is prevalent in other direct selling companies.)
- Trades of Hope compensates individuals for bringing more people to the company, but that compensation is based on SALES. A business transaction must be made in order for anyone to receive compensation. The individual is paid for the sales they make and business they brought in by inviting another person who also sells. This means product of value is getting to paying customers, and the people who shared products are getting paid for their sales.

According to Forbes, who credits the DSA, “...Pyramid schemes are illegal and the vast majority of their participants lose money. They rely on recruiting new representatives to profit (not product sales), charge reps large upfront fees and convince them to buy large amounts of inventory that is not returnable. Their products generally have little or no actual value.”

Trades of Hope uses the direct selling business model because we want to help as many women around the world as possible. Our community of Trades of Hope Partners advocate and sell for our Artisans far more than we could alone. We strive to always put people first and lift each other up, causing no harm along the way. Trades of Hope uses this business model and fashion as a force for good.

TRADES *of* HOPE