

BUSINESS OPPORTUNITY CRITERIA

If you're seriously considering owning your own business, our team of business professionals has taken the guess work out of it for you, by conducting a study to compare MWR Financial with several of the most successful network marketing, franchise and conventional business opportunities available today. Out of all the companies reviewed **MWR Financial (MWR) was the only company that met ALL of the criteria listed below!** For this reason, our team concluded that **MWR Financial Provides the Highest Probability Of Success** for anyone looking to own their own business.

STARTUP COSTS:

- Network Marketing - Recommended being less than the average American's expendable monthly income. (Preferably less than \$500, this provides the best chance for duplication, even in a down economy).
- Franchise and Conventional Businesses- In order to determine a reasonable startup cost for these types of businesses, you must weigh risk vs. reward. For this reason, Our team recommends steering away from these types of opportunities and has chosen to focus more on Network Marketing to eliminate unnecessary risk while gaining access to an unlimited income potential, instead of a capped income which is typical with most conventional and franchise businesses, unless you intend to own multiple franchises that are ran by someone else. However, you can create this same scenario of leverage in Network Marketing, with little to no risk.

COMPENSATION:

- Immediate income (People are always looking for instant gratification.)
- Coding income (The ability to create leverage and compensation through unlimited depth.)
- Residual income (Money that comes in month after month for something you or your team sells one time.)
- Advancement bonuses (car bonuses, leadership pools, profit sharing, etc.)
- Percentage of reps earning more than their business fees/expenses in residual monthly income.
- Retention: Are reps staying active because they're making and/or saving money quickly or do you have to replace them constantly. Example: if you put 4 reps/customers in your business this week and you have to replace 3 of them the next week, you may want to find another company. This scenario is typical with the majority of network marketing programs. If you are involved in network marketing to create a walk-away Residual Income, retention is the Key. Otherwise you've bought a job, instead of a business opportunity and have limited your ability to create leverage or residual income.
- Qualifications, simplicity and fastest times people have achieved top level positions.
- Incentives: Promotions & Recognition (pins, rings, plaques, stage time, money, etc.)
- Compliant, Non-Gifting and ABSOUTELY No Binaries

PRODUCTS & SERVICES:

- Customer retention (Are the products/services making or saving people more money each month than what they cost?)
- No Contracts (Customers cannot be locked in for any specific period of time, the services must be good enough to retain customers without having to legally bind them)
- Supply and demand (Must be marketable to everyone not just a specific demographic.)
- Pricing/Value (Compared to cost charged to the general public.)
- Preferably Service related in order to avoid product pile up caused by standing orders.
- Should not require: Stocking of Inventory, Deliveries or Collections
- No restrictions on where you can market the services or opportunity in the United States.
- No Employees or Licensing requirements necessary for anyone to be able to market.
- Real positive testimonies of actual results, not actors.

COMPANY & OWNERS:

- Mission Statement: Is the company's purpose/crusade noble enough to fight for and is it focused on bettering and adding more value to people's lives?
- Quality of customer / representative support.
- Length of Time Company has been in business (preferably 3-5 years or more).
- Integrity of owners.
- Track record, background and experience of corporate officers and key leaders.
- Lack of negative publicity.
- Consistent growth pattern.
- Professional endorsements (people who have put their reputation on the line by endorsing the company).
- Legal staff (who's handling compliance and making sure the company is protecting the rep's opportunity?)
- Vision and long term goals for expansion.
- Has the company added value and increased income for its rep base to produce new growth and excitement or are they constantly trying to make more money off of their existing rep base, without adding more value?
- Is company publically traded or privately owned? (Privately held companies are preferred to avoid stock holders requesting changes/cuts to increase their stock prices which can potentially take profits away from the Rep base.)

REP OWNERSHIP & CONTROL:

- In order for you to truly own your own business, your position or distributorship needs to be willable, sellable and transferable.

TRAINING TOOLS, MATERIALS & SUPPORT:

- A proven system (The Company needs to have a simple duplicatable system to market its services and opportunity and examples of success using this system!).
- Websites & online back offices (websites and company back offices for reps need to be professional, informative and effective for marketing and managing your business).
- Corporate training & presentations (The Company needs to have sufficient training & presentations via web, conference calls and regional events to assist the rep base in growing their business).
- Flyers, brochures, business cards and other materials that have a clear message and a call to action.
- Support: Are the company's leaders properly supporting their reps/teams and developing other leaders?

NOTE: This study was not conducted to deter anyone from pursuing any specific opportunities or companies. It was designed to educate you on how to choose the right opportunity for you, as well as, what to look for in order to increase your odds of success. Even though, many of the companies our team reviewed were able to meet several of these criteria listed above, our team's mission was to determine which opportunity is the Best! In our professional opinion, that opportunity is MWR Financial! However, you don't have to take our word for it! You can use the above criteria to compare for yourself!