

Purifan Independent Business Owner Commission Plan



THE EASY PLAN

PURCHASE SALES KIT

New PIBOs must purchase a Sales Training Kit to understand the product benefits, and how it installs. Buying a Purifan is strongly encouraged.

EARN COMMISSIONS

When you sell someone a Purifan, you get paid a commission of 15% or about \$60. Some customers buy 2 or 3 Purifans. Commercial customers may buy 5, 10 or 20 Purifans, or even 60 Purifans to a school.

NO FORCED INVENTORY

Purifan PIBOs are not forced to purchase any inventory. You make money selling to real customers.

BUILD A DOWNLINE

Add your own Sponsored PIBOs to your Downline. You get paid a commission on every Purifan they sell. This continues three more levels building a solid stream of monthly revenues from your Downline Team. You grow, train and motivate your own downline for more sales.

The Main Question You Ask About Any Network Marketing Plan

How Much Money Can I Make?

The Purifan Independent Business Owner (PIBO) Commission Plan (PIBOCP) is designed to reward PIBOs for selling Purifan to homeowners, businesses and commercial accounts through their own efforts and the success of their recruited downline of other PIBOs. The product is unique and focused on filtering indoor air to remove harmful particles and odors. The buyers of a Purifan are trying to improve one of these issues:

- ◆ Reduce Allergy Triggers
- ◆ Reduce Asthma Attacks
- ◆ Reduce Respiratory Infections
- ◆ Reduce Sick Days
- ◆ Reduce Dust
- ◆ Reduce Airborne Toxins
- ◆ Reduce Odors
- ◆ Reduce Smoking Odors
- ◆ Lower Health Care Costs
- ◆ Reduce Spread of Colds & Flu

Purifan owners are typically very satisfied and tell other people how well the Purifan works. This referral selling is the key to selling more Purifans. If you sell someone a Purifan, and they send you 2, 5 even 10 more customers, you make a commission on each new purchase.

The Downline Grows Your Income Recruiting a Downline

Many people are looking for ways to generate extra monthly income. Selling Purifans is an ideal home based business for many people who can make sales calls by phone or in person on a part time basis. This could be a mom with children in school, or someone who sells Purifans evenings and weekends. The key to any

Network Marketing sales success is a passion for the product and the benefits the product provides or the need it fulfills.

The keys to growing your monthly commission income include:

- ◆ Study your training material
- ◆ Contact friends and relatives
- ◆ Ask friends for leads and help you get key sales appointments
- ◆ Work on selling every week
- ◆ Work the telephone
- ◆ Recruit quality PIBOs to your own downline organization
- ◆ Train, motivate and help your downline team
- ◆ Work both residential and commercial sales opportunities

IAQ Impacts Everyone's Health A Growing Market

There is a growing list of medical research studies that link poor indoor air quality to a long list of health problems. Poor IAQ is reported to increase allergy symptoms, Asthma problems, heart disease, repeat respiratory infections, lung damage and many expensive health problems.

This motivates people to improve their indoor air quality by installing Purifans in their bedroom, children's rooms, TV room and basement. Customers may help get Purifans installed at their workplace, in their day-care, doctor's waiting room or public school classroom. The market opportunity is huge and growing larger every year as medical expenses rise.



LOCAL DEALERS CAN HELP SELL COMMERCIAL DEALS

There are many opportunities that require installation work, filter service and cleaning services. A PIBO can work with a local Purifan Installer or Dealer who is trained and equipped to supply installation and filter change services.

The PIBO may share part of the commission on these larger opportunities with an installer or dealer. The installer also gets paid any installation fees. These orders can add substantially to commissions. Local Installers and Dealers expand the earnings potential of all PIBOs in the local area.

The Commission Plan How You Earn Income

The commission plan is structured to pay a PIBO on their direct sales, and on three levels of Downline sales. The commission percentages paid are shown here:

Commission Paid	%
Direct Sales	15.00%
Sponsored PIBO2	5.00%
Sponsored PIBO3	2.50%
Sponsored PIBO4	1.25%

The commission amounts paid on Purifans sold are shown here:

Commission Amount	\$
Purifan (no motor) MSRP	\$390
Direct Sales	\$58.50
Sponsored PIBO2	\$19.50
Sponsored PIBO3	\$9.75
Sponsored PIBO4	\$4.88

Some customers purchase 2 or 3 Purifans for their home. Commercial sales to offices, day-cares and schools can be for 5, 10 or even 20 Purifans at a time.

The commission amounts paid on replacement PA1 Filters are shown here:

Commission Amount	\$
Purifan PA1 Filter Set	\$42.50
Direct Sales	\$6.38
Sponsored PIBO2	\$2.13
Sponsored PIBO3	\$1.06
Sponsored PIBO4	\$0.53

Filters are replaced once per year in most homes, three or four times per year in a smoking home. In offices, day-cares and schools, filters are replaced two to four times each year in most applications.

Downline Is a Key to Your Income Value of Network Marketing Plans

Since everyone knows people on a personal first name basis, they can offer referrals for something they like. People recommend movies, books, products, businesses and even a Purifan. A PIBO is typically trying to earn extra income for

their family from a respectable home based business.

Purifans are a great product that can make a significant difference for many adults and children. People will want to join your Downline and refer the Purifan to their friends, family and co-workers. This increases your commission checks.

Each PIBO is Unique Typical Income

The examples of monthly income potential on the next page are based on achievable assumptions regarding:

- ♦ Sales You Make Directly
- ♦ Sales Made by Your PIBO2s
- ♦ Sales Made by the PIBO3s
- ♦ Sales Made by the PIBO4s

The projected recruiting levels are shown and these numbers assume some level of inactive or ineffective PIBOs. Every PIBO's situation will be different, and every month will tell a different story based on sales volume and downline sales activities.

Purifan IBO Sales Income Examples

These are just examples of the earnings potential a PIBO can achieve if they sell a few Purifans and build a strong downline team.

% Referral Fee Paid	MSRP	PIBO1	PIBO2	PIBO3	PIBO4	
Commission %		15.00%	5.00%	2.50%	1.25%	
Purifan Allergy Comm	\$390	\$58.50	\$19.50	\$9.75	\$4.88	
Size of Downline by		Direct	Avg	Avg	Total	
Average PIBOs in a Layer		PIBO1	PIBO2s	PIBO3s	PIBO4s	PIBOs
PIBO Example A		1	5	3	2	51
PIBO Example B		1	10	5	2	161
PIBO Example C		1	20	6	3	501
PIBO Example D		1	30	8	3	991
Average Purifans Sold By Each PIBO		PIBO1	PIBO2	PIBO3	PIBO4	Total
		Units	Units	Units	Units	Units
PIBO Example A		3	2	2	1	73
PIBO Example B		5	4	3	2	395
PIBO Example C		8	3	2	2	1028
PIBO Example D		25	4	3	2	2305
How Each Layer Add To		Direct				Total
Commissions Paid \$		PIBO1	PIBO2	PIBO3	PIBO4	Mo. Inc.
PIBO Example A		\$176	\$195	\$293	\$146	\$809
PIBO Example B		\$293	\$780	\$1,463	\$975	\$3,510
PIBO Example C		\$468	\$1,170	\$2,340	\$3,510	\$7,488
PIBO Example D		\$1,463	\$2,340	\$7,020	\$7,020	\$17,843
Commission Earned On Other Items Sold		MSRP	PIBO1	PIBO2	PIBO3	PIBO4
Commission Rate			15.00%	5.00%	2.50%	1.25%
Purifan w Smoking Filters	\$400.00	\$60.00	\$20.00	\$10.00	\$5.00	
Purifan w Allergy Filters	\$390.00	\$58.50	\$19.50	\$9.75	\$4.88	
Purifan Motors	\$70.00	\$10.50	\$3.50	\$1.75	\$0.88	
Purifan PA 1 Filters	\$42.50	\$6.38	\$2.13	\$1.06	\$0.53	
Purifan PA 1 Case (12)	\$450.00	\$67.50	\$22.50	\$11.25	\$5.63	
Purifan PA 2 Filters	\$52.50	\$7.88	\$2.63	\$1.31	\$0.66	
Purifan P 2 Case (12)	\$510.00	\$76.50	\$25.50	\$12.75	\$6.38	
Light Kit	\$30.00	\$4.50	\$1.50	\$0.75	\$0.38	

DEFINITIONS

PIBO1 - Direct Sales by You

PIBO2 - Sponsored PIBOs You Recruited

PIBO3 - PIBOs your PIBO2's recruited

PIBO4 - PIBOs the PIBO3's recruited

INCOME EXAMPLES

These four commission examples are based only on the commission from Purifan unit sales. The actual commissions should be larger because of sales of motors, light kits, and filter sets. The PIBOs added create the PIBO's downline network. The units sold on average, by each downline PIBO create the unit totals. The Commissions Paid are shown for the various examples of PIBO success.

PIBO A - This is a typical part time PIBO, trying to earn income from home, without taking on the responsibilities and time constraints of a full time job.

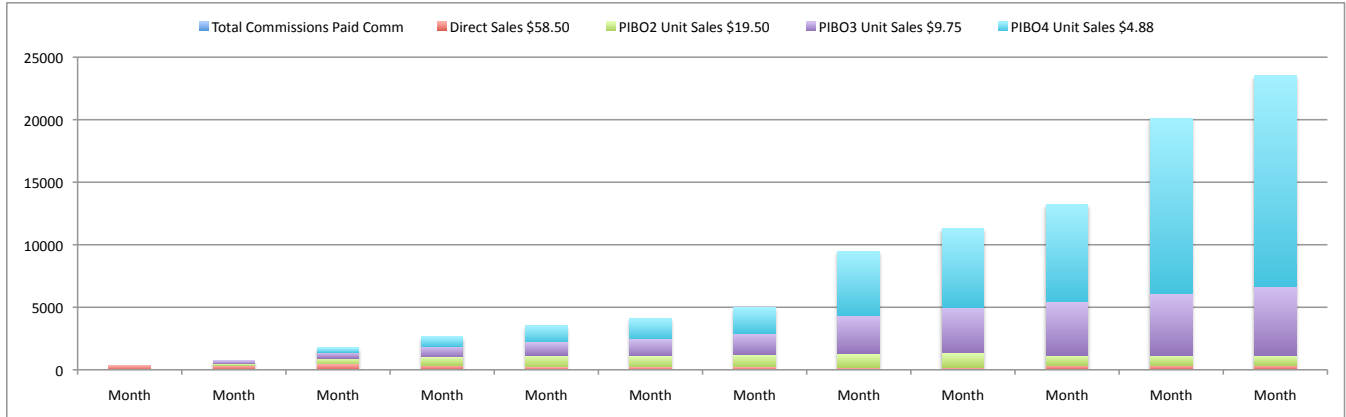
PIBO B - Rep B is a more active part time PIBO, who builds a larger downline. He works harder to train and motivate his PIBOs to sell more. The Rep purchased 2 Trial Purifans they install in customer homes. If they buy a Purifan they replace the trial and use the trial at another customer location.

PIBO C - Rep C is a part time rep that decided to go full time and build a larger Downline and concentrate on increasing unit sales. This Rep teaches downline Reps to "Sell the Trial" to win more business.

PIBO D - A serious Network Marketing player with a large contact list of other network marketing people. They added PIBOs quickly and these PIBOs knew making sales calls and recruiting are keys to network marketing success. Customer trials are used extensively by the downline team to help customers try the Purifan in their own home or business. The 25 units sold directly included a school sale for 20 units this month, and 5 other Purifans.

First Year Income Example E

Monthly \$ Earned	\$351	\$741	\$1,755	\$2,633	\$3,510	\$4,080	\$4,948	\$9,467	\$11,330	\$13,192	\$20,124	\$23,488
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Income and Recruiting - This example E the PIBO's monthly income grows to \$20,000+ per month based on selling Purifans and downline growth. The PIBO works to sell Purifans to friends, family and other local contacts. The chart below shows the month by month recruiting of additional Sponsored PIBOs to the downline. Those PIBOs he directly recruits grows to a total of 21 people or PIBO2 Reps. Some Sponsored PIBOs will be local, others in other near-by cities and markets. These PIBO2 Reps recruit more PIBO3s through their personal contacts. In this example the total PIBO3 level grows to 188 PIBOs, about 9 each. These PIBO3s recruit a total of 1150 PIBO4s, about 6 each. You can see above how the downline commissions contribute to monthly income for this Example PIBO.

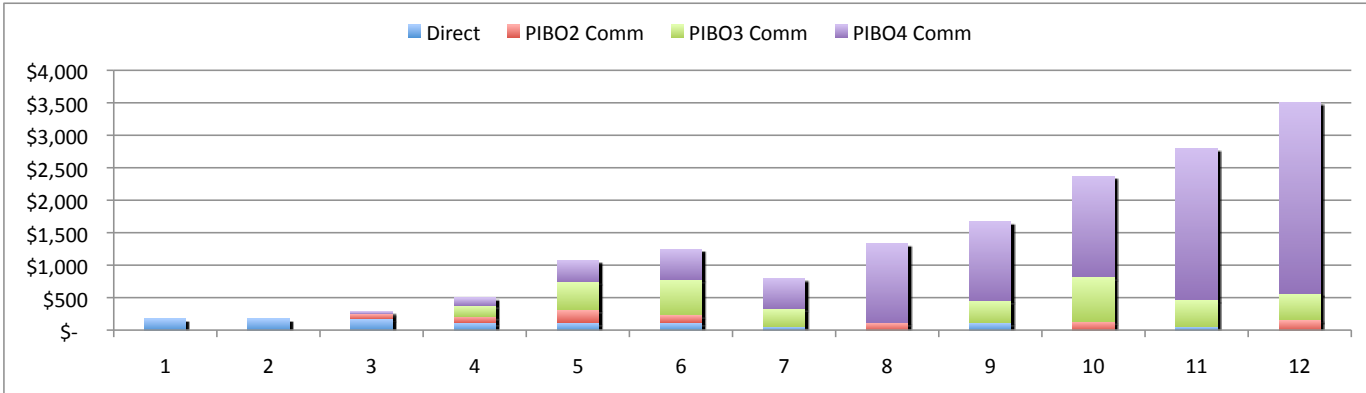
Recruits per Mo.	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo. 5	Mo. 6	Mo. 7	Mo. 8	Mo. 9	Mo. 10	Mo. 11	Mo. 12
New PIBO2s	2	2	2	3	3	3	2	2	1	1	0	0
New PIBO3s	2	2	2	2	1	1	1	1	1	1	1	1
New PIBO4s	0	2	2	2	2	1	1	1	1	1	1	1
Total PIBOs	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo. 5	Mo. 6	Mo. 7	Mo. 8	Mo. 9	Mo. 10	Mo. 11	Mo. 12
Total PIBO2s	2	4	6	9	12	15	17	19	20	21	21	21
Total PIBO3s	4	12	24	42	54	69	86	105	125	146	167	188
Total PIBO4s		24	72	156	264	333	419	524	649	795	962	1150
Total PIBOs	6	40	102	207	330	417	522	648	794	962	1150	1359

Average Purifan Sales Per Rep - The table below shows how many Purifans these PIBOs sell to their contacts, friends, relatives and co-workers. Each new PIBO is encouraged to buy a Purifan for their home, and should be able to sell additional Purifans each month to others. The projected average month to month Purifan unit sales are shown in the chart below. These monthly sales are reasonable if the right types of PIBOs are recruited to the team and they are properly trained and motivated to make sales calls.

Average Unit Sales	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo. 5	Mo. 6	Mo. 7	Mo. 8	Mo. 9	Mo. 10	Mo. 11	Mo. 12
Direct Sales	6	6	8	6	4	4	4	5	5	6	6	6
PIBO2 Unit Sales	0	2	4	4	4	3	3	3	3	2	2	2
PIBO3 Unit Sales	0	2	2	2	2	2	2	3	3	3	3	3
PIBO4 Unit Sales	0	0	1	1	1	1	1	2	2	2	3	3
Total Purifans Sold	6	38	152	282	424	520	646	1425	1738	2076	3435	4062

Example F - Income for Year 1

Monthly \$ Earned	\$176	\$176	\$288	\$497	\$1,073	\$1,248	\$800	\$1,326	\$1,667	\$2,369	\$2,384	\$3,505
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Income and Recruiting - This Example F's PIBO's monthly income grows to \$3,000+ per month by month 12 based on direct selling and downline growth. The PIBO works to sell Purifans to friends, family and local commercial accounts. The chart below shows the month by month recruiting of Sponsored PIBOs to the downline. He directly recruits a total of only 8 people or PIBO2s. These PIBO2s recruit more PIBO3s nationwide through their personal contacts. The total PIBO3 level grows to 42, about 8 for each PIBO2. These PIBO3s recruit a total of 201 PIBO4s, about 5 each. You can see above how the downline commissions contribute significantly to this Example F's PIBO's monthly income by month 12. The key is recruiting PIBOs who want to recruit their own downline.

Recruits per Mo.	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo. 5	Mo. 6	Mo. 7	Mo. 8	Mo. 9	Mo. 10	Mo. 11	Mo. 12
New PIBO2s	2	1	1	1	0	1	0	0	1	0	0	1
New PIBO3s	0	1	1	2	1	1	0	0	1	0	1	0
New PIBO4s	0	0	1	1	2	1	0	1	0	1	0	1
Total PIBOs	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo. 5	Mo. 6	Mo. 7	Mo. 8	Mo. 9	Mo. 10	Mo. 11	Mo. 12
Total PIBO2s	2	3	4	5	5	6	6	6	7	7	7	8
Total PIBO3s	0	3	7	17	22	28	28	28	35	35	42	42
Total PIBO4s		0	7	24	68	96	96	124	124	159	159	201
Total PIBOs	2	6	18	46	95	130	130	158	166	201	208	251

Example of Purifan Sales per PIBO - The table below is an example of Purifans sold by these PIBOs to their contacts, friends, relatives and co-workers. Each new PIBO may elect to purchase one or more Purifans when they sign up, and should be able to sell a few additional Purifans each month to others they know or contact. Potential average monthly Purifan unit sales are shown in the chart below. These monthly sales estimates are reasonable if the right PIBOs are recruited and they are properly trained and motivated to make sales calls.

Average Units Sold	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo. 5	Mo. 6	Mo. 7	Mo. 8	Mo. 9	Mo. 10	Mo. 11	Mo. 12
Direct Sales	3	3	3	2	2	2	1	0	2	0	1	0
PIBO2 Unit Sales	0	0	1	1	2	1	0	1	0	1	0	1
PIBO3 Unit Sales	0	0	0	1	2	2	1	0	1	2	0	1
PIBO4 Unit Sales	0	0	1	1	1	1	1	2	2	2	3	3
Total Purifans Sold	3	3	14	48	124	160	125	254	285	395	478	653

Q&A

The More You Know About the Plan The More You Will Like It!

Why did you create a Network Marketing Organization to Sell Purifans instead of going to Lowes, Home Depot or some other sales plan?

Purifan is a great product with 11 patents that was introduced in May of 2000. Over 43,000 have been sold and many of these sales came from referrals from happy customers who loved their Purifan. Purifan is a product that requires an enthusiastic sales person to explain how it works, why it works so well, and highlight the many important benefits such as quiet operation, air changes per hour, ideal location, low filter costs, low energy cost and energy savings of ceiling fan air flow. Customers who own a Purifan can easily explain the same benefits to other people when they are recommending the Purifan. It is also important to help people understand the many benefits of filtering indoor air. Other distribution methods like retail stores, catalogs, TV don't provide the trusted product believability that happens when a PIBO is selling a Purifan to someone they know. This is a key reason we chose Network Marketing.

How hard is it to sell Purifans?

The entire sales presentation about the benefits of a Purifan take about 3 to 5 minutes to explain to a typical prospective customer. Closing the sale with an interested customer will take 30 minutes. But that one customer may purchase 2, 5 or even 10 Purifans. The Purifan is a about \$425 delivered, so it is always hard to sell a \$400 product. You explain the benefits and potential payback. High quality air cleaners from competitors cost \$400 to \$900, produce a lot of noise, consume more energy and have higher filter costs. Free customer referral sales are the easiest type of sale to make.

How much product or inventory is the PIBO required to Purchase?

None. We only require the PIBO purchase a Purifan Sales Kit for \$50. If you sign up a Sponsored PIBO2, and they do elect to purchase a Purifan, you get your normal commission on the sale. No stocking inventory purchases are required. Many PIBOs do purchase additional Purifans to use for short-term customer in-home trials.

Do you pay commissions on motors and filters?

Yes, the PIBO earns a commission on customer purchases of motors, light kits and replacement filters.

How many levels do you pay in the Downline?

The plan pays a total of four levels including direct sales commissions. So Reps get paid for PIBO2, PIBO3 and PIBO4 sales activity.

Who is the Ideal PIBO? How do I get trained?

This is a sales job, so the ability to talk to people is key. You must believe in the product and the need. Purifan provides training online, in printed materials and on DVDs. You will also have the opportunity for one-on-one training from your Sponsor, who should be experienced in selling Purifans to a variety of customer types.

What is required to stay active?

We want every PIBO to sell Purifans, so if you stop your efforts to directly sell Purifans and don't generate one direct sales order for a Purifan for 60 days, you will be declared inactive and commission checks will stop. A PIBO can voluntarily purchase a Purifan to fulfill this requirement and protect their downline income stream.

Can PIBOs be cancelled?

Yes, the PIBOs have to comply with rules of selling Purifans without making unapproved health claims, or any statement that will get the company and all PIBOs in trouble with Attorney Generals, FTC, SEC or FDA. You cannot make exaggerated income claims during the recruiting process to sign up Sponsored PIBOs. To protect the company and the entire Network PIBO Organization, we will cancel any PIBO who violates their contract or any existing company policies.

Q&A

More Answers

Can a PIBO charge the customer to install the Purifan? Or can they offer to do it for free to sell more Purifans to senior citizens?

Yes, a typical installation charge to put a Purifan on an existing ceiling fan is \$30 to \$50 depending on issues like having to take off the light kit, or travel time, or need for a taller ladder. People over age 55 are a strong buying group, and offering to install the Purifan and balance it properly will sell more Purifans. It is easy to install on most 4,5 or 6 blade, 52-inch to 60-inch ceiling fans that have removable blades. These are very common ceiling fans in businesses, homes, condos and apartments. You may even charge \$15 to \$30 to install the Purifan and to avoid customer returns which void your commission. The Purifan is 30 inches in size, but looks large right out of the box. On the ceiling it is the right visual size and is replacing 52-inch blades.

What if the customer's existing ceiling fan motor is not compatible with the Purifan, or is just too small, or the customer does not even have a ceiling fan in the room they want the Purifan?

Now things get more complicated. You have to sell them a motor and possibly a light kit, and then get these items legally installed. Over 20 million ceiling fans are purchased at Home Depot, Lowes, Walmart and lighting stores each year and most have instructions for homeowners to self-install them on a legal, ceiling fan rated electrical box. City electrical codes typically do not allow YOU to install a ceiling fan in a customer's home or business without an electrician's license! The normal installation requires an electrician, Lowe's or HD, to install a ceiling fan that sells for \$50 to \$130, and typically requires about \$75 for the installation charge unless an electrical box change is required. These installation issues can cost you the entire sale.

What if it is a commercial sale to a business that wants 5, 10 or 20 Purifans installed like a school, day-care, bar, restaurant, club or office?

We recommend PIBOs consider working these orders with the Purifan Dealer. Purifan dealers are trained and equipped, complete the installation and provide regular filter changes and cleaning services to the commercial customer. You still receive a reduced commission on Purifans, motors, light kits and filters sold to that customer. These commercial orders can produce some of your largest commission checks.

What if I want to set up a retail partnership with a pharmacy, doctor's office or other retail store?

We have a category for Retail Partners who will install a Purifan and display it on their store ceiling with signage, and a near-by brochure holder. We assign the retailer a Sales Referral Code so the owner can get paid the Direct Sales commission on units sold. Another option is the PIBO can just negotiate a simple written agreement to handle all phone calls and questions and pay the retail partner a cut of the direct commission of about \$30 to \$50. Then the retailer offers brochures but sends callers to the PIBO for pricing and questions. Most retailer store owners typically do not want to set up a downline, so their customer referral sales are paid to the PIBO who sets up and supports the retail store account.

Can a PIBO become a stocking Purifan Dealer?

Yes, this requires a minimum purchase of 12 Purifans and a monthly autoship order of a minimum of 6 additional Purifans per month. The Sponsor still gets PIBO2 level commission overrides on Dealer orders. The dealer prices are lower than MSRP so PIBO2 commissions earned on Dealer Sales will be a smaller dollar amount per fan.

What are other marketing restrictions?

All PIBOs must agree to strong restrictions to avoid violating SPAM laws for emails and faxes, and NO CALL list rules for calling consumers at home. You must have a first name relationship with someone you call on the phone at their residence. Business sales have different rules that must be followed to avoid complaints against the company and harm the reputation for all PIBOs. There are many other ways you can generate leads for selling to homeowners and businesses in your market.

TURN YOUR CEILING FAN INTO AN AIR PURIFIER



Great Training and Literature Selling Tools

Purifan has great selling tools to help explain the benefits of the Purifan to many different types of customers. These make it easy to hit the ground running and make sales calls on residential and commercial accounts.

Initial Sales Literature Package

When a recruited PIBO signs the PIBO Agreement, we ship out the Purifan IBO Starter Kit of literature you can use to sell to both residential and commercial sales leads. You should study the training materials and pass the Open Book Knowledge Test. Training includes a growing list of videos online or DVD's to help you learn how to sell the product.

Order Additional Literature

PIBOs can order more literature, or print copies on their own home printer. You can also direct interested customers to the website to download the literature and watch sales and educational videos to help close the sale.

PIBO Recruiting Materials

We've created materials, videos and information online to help you explain the business opportunity to potential Sponsored PIBOs or Retail Partners. These materials make sure you give accurate approved information and are not exaggerating the claims and income potential.

Interactive Online Meetings

The Purifan Company holds regular online training to teach people all about the product, installation and how to overcome buyer's objections. There are also opportunities to attend regional meetings held by Purifan or PIBOs who teach you how to win sales, recruit PIBOs

and train a high performing downline. Much of this material is available online for self-paced learning.

Advertising and Direct Mail

Purifan also provides literature and postcards that are suitable for mailing campaigns to specific types of residential and commercial customers in your local markets. Some PIBOs will attend a home show to show the product, generate direct sales, and recruit interested Sponsored PIBOs to their downline.

Web Help

The Company controls what PIBOs can do on the Internet, and the goal is to create more opportunities and direct sales and recruit a stronger downline. Some rules are required to make sure the MSRP is used in all advertising. PIBOs do not have to deal with discounted pricing on Purifan products.

AutoShip Replacement Filters

PIBOs are encouraged to sign up new customers on AutoShip to receive new replacement filters without having to place the order. This can be set-up for a variety of replacement schedules depending on the type of customer and their filter needs.

Web Blog to Share Ideas

The Company has set up a web blog for PIBOs to share ideas on how to become more successful, increase unit sales, overcome buyer's objections and recruit a stronger downline.

Advertising

Purifan advertises to generate customer interest in the Purifan, making your job easier.

STEPS TO BECOME A PIBO

1. Download, review and fill out the PIBO Application & Agreement. Fax a copy to 800-553-1959. Sign 2 copies and mail them to Purifan. One copy will be signed and returned.
2. A Sales Referral Code will be assigned, and your Purifan IBO Starter Kit will be shipped.
3. Pass the Online Open Book Knowledge Test and you can start selling.

COMPANY CONTACTS at 877-789-9580

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Purifan's Network Marketing Mission

Purifan's Mission is to sell a quality product to customers through a network of Independent Business Owners and Dealers based on accurate claims and information and work hard to earn their referral business.

Web and Phone
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