

# Purifan Independent Business Owner Program

Purifan's Independent Business Owner Program is a Great Home-Based Business Opportunity to Earn Income By Selling A Great Product and Recruiting Your Own Downline Sales Organization.

Purifan, Inc. • 625 N. Carriage Parkway #105, Wichita, KS 67208 • July 1, 2009 800-553-1964



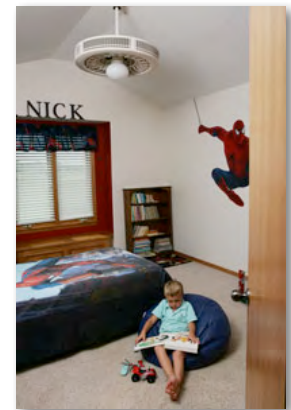
Schools



Salons



Fitness Clubs



Homes

## The Rapidly Growing Indoor Air Quality Markets Offer You An Exciting and Rewarding Business Opportunity

Top Reasons Purifan's Independent Business Opportunity is a Great Program for Anyone Wanting to Build a Home-based Business with Residual Income

- 1) Great product, huge market, customers love the product and make a lot of sales referrals.
- 2) Excellent free training and low-cost quality sales materials to help you succeed.
- 3) Low start-up costs, only have to buy the Purifan Sales Kit (\$50) and we strongly recommend they purchase a Purifan for their home, but it is not required.
- 4) No product inventory purchases required. Great for anyone, full-time or part-time.
- 5) Make money on products you sell directly, without owning any inventory.
- 6) Recruit others into your own downline to build a much larger income potential.
- 7) Unique patented product that can be sold to homeowners, businesses, schools and many other types of customers who want healthier indoor air quality.

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# Why You Should Sell Purifans

Purifan Independent Business Owners(PIBOs) Can Earn Extra Income Each Month Working Full or Part-time. Build Your Own Sponsored PIBO Network Downline and Earn Even More.

## CHAPTER 1 - WHY JOIN THE PURIFAN INDEPENDENT BUSINESS OWNER PROGRAM

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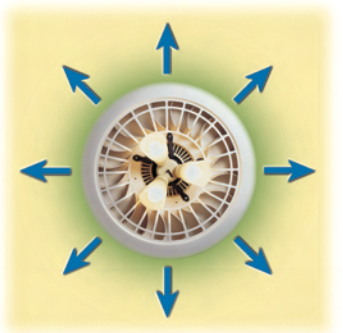
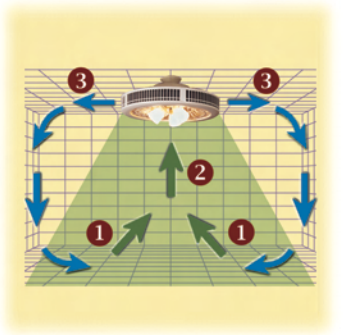
*Purifan's Unique Design, Quiet Operation and Powerful Performance is Why it Sells!*

The patented Purifan is unique, quiet and a revolutionary way to solve indoor air quality problems that are common in homes, offices, businesses and schools. Anyone with a ladder and a few simple tools can install a Purifan in any room or location. The installation is exactly the same as installing a ceiling fan. By filtering the air in the room as much as 40 times per hour, airborne particulates and odors are reduced substantially. Every year there are more health studies that relate breathing high levels of airborne particulates, toxins and Volatile Organic Compounds (VOCs) to serious health problems including Asthma, allergies, heart disease, respiratory infections and even sick building symptoms. By reducing these problems the health care and absentee savings can produce as much as a 2,000% financial return on the cost of installing Purifans. More people recognize the health benefits of filtering the air in their home, office, school, day-care or anyplace multiple people share the same air. Not filtering the air in a room is sort of like drinking out of the same bottle of dirty, unfiltered water.

### How Much Money Can You Make?

Purifan is a product that sells to hundreds of different applications in homes, offices, businesses, medical facilities, waiting areas, day-cares, nursing homes, bars, casinos, bingo halls, hotel rooms and schools. The initial price the customer typically pays can be from about \$450 installed, in a home on the customer's existing ceiling fan motor. Customers typically pay \$525 to \$700 each for a Purifan, motor, light-kit and installation. Commercial installations for a school, office or business cost \$625 to \$750 per Purifan. A typical school will need about 40 to 60 units for a total of \$24,000 to \$36,000 for the initial sale and about \$100 per year per Purifan in ongoing filter service revenue. A school with 40 Purifans generates about \$4,000 per year for filter service.

A typical homeowner starts with one Purifan in their bedroom, but many wind up buying 2 to 5 units in their home. The filters for a typical, non-smoking home last 9 to 12 months and the PA-1 Filter has an MSRP of \$42.50 and most homeowners replace their own. Commercial customers will pay for their Purifans to be installed and maintained with clean filters. This can generate extra income for a PIBO, or this filter and cleaning business can be turned over to area Purifan Dealers.





In offices, schools and businesses the number of Purifans needed is based on the size of the application. One Purifan covers about 400 square feet, or 300 square feet for heavy smoking applications. That is typically one for every 5 or 6 employees in the office area. Filters in allergy, dust or most odor applications have an MSRP of \$42.50 and need to be changed 3 or 4 times per year in most applications. Commercial filter change and cleaning service is typically turned over to a Purifan Dealer who services Purifans in the

area.

In bars, restaurants, clubs and smoking applications, filters are \$52.50 MSRP and need to be changed every 4 to 12 weeks depending on the level of smoke, busy hours per day and number of units installed. In smoking sections in typical restaurants with 2 or 3 busy nights per week and a Purifan every 300 to 400 square feet the filters last 8 to 12 weeks. Even in non-smoking bars and restaurants Purifans reduce dust on bar bottles, odors from spills or cooking and make the food taste better and the restaurant stays cleaner, the staff healthier and the customers happier.

The Purifan Network Marketing commission income is based on revenues from selling products either directly or through your downline PIBOs. PIBO income is not based on sign-up bonuses for signing up additional Sponsored PIBOs (SPIBO). The Purifan program is a network marketing sales distribution strategy for a very unique, high-performance product that requires a knowledgeable sales presentation. Our goal is to find quality PIBOs who want to sell a quality product to their friends and family, and when it makes good sense, sign up Sponsored PIBO to expand their own downline Purifan sales effort. Purifan is an easy product to present to a buyer, but not everyone will have an interest in buying one. The chance of selling one or more Purifans goes up if the PIBO can evangelize the benefits of filtered indoor air. Once a customer has a Purifan they typically generate additional sales by referring friends, neighbors, relatives and other people they talk to about how well the Purifan works in their home, office or school. Training your customers to generate sales referrals is critical to creating a solid stream of Purifan orders and income for the PIBO. More about customer referrals later in this document.

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# The PIBO Compensation Plan

You Earn Money For Each Purifan You Sell, and For Purifans Sold By Your PIBO Downline to 3 Additional Levels. Your Success is Based On the Size and Quality of Your Downline Network



## CHAPTER 2 - DOWNLINE COMPENSATION PLAN

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There are 5 ways a PIBO makes money. These are:

You convince a customer they should own a Purifan, and the customer orders the model they want online at [www.purifan.com](http://www.purifan.com). You get paid a commission of 15% or \$58.50 on the sale. Any referrals from these direct customers that generate orders will generate a \$58.50 for each Purifan sold. Some PIBOs will also offer to provide installation, and scheduled filter change services for an additional charge to create additional income.

Some of the customers who purchase a Purifan are impressed by the product and they want to become a Sponsored PIBO to be able to sell Purifans to earn extra income for their family. As part of your Sponsored Downline, you earn \$19.50 for each Purifan the PIBO sells. This is called a PIBO2 commission. You can have as many PIBO2s as you can recruit.

Some of the people contacted by your PIBO2s also want to become a Sponsored PIBO or your PIBO3, and sell Purifans. You earn \$9.75 for each Purifan your PIBO3 sells.

Some of the people contacted by your PIBO3 PIBOs also want to become a Sponsored PIBO or your PIBO4, and sell Purifans. You earn \$4.88 for each Purifan your PIBO4 sells.

Customers with Purifans will also purchase replacement filters, motors and light kits, which also generate commissions.

It is easy to become a Purifan PIBO. All PIBOs have to mail in an executed Purifan Independent PIBO Agreement, and order one Purifan Sales Starter Kit at a cost of \$50. They receive the package of sales

training material, brochures, DVD's and read and study the training materials. The applicant then has to pass the Purifan Network Marketing Knowledge Written Test and send it in to be scored. These applicants should be provided training, support, direction and motivation from their Purifan Network Sponsor.

Good PIBOs build an active sales funnel of Purifan prospects. PIBOs work with each customer they sell to create a customer referral program that creates more orders. They also work to recruit and add more Sponsored PIBOs to their own downline to help their monthly income grow. The larger your Downline Sales Organization, the more potential you have to make money. Many existing customers will order additional Purifans, or give you customer referrals in the future adding to your monthly income. As a PIBO sells installation services, and cleaning services the income potential will grow. Here is a table on how much money a PIBO is paid on each order.

		DIRECT	PIBO2	PIBO3	PIBO4
ITEM SOLD	MSRP	15.00%	5.00%	2.50%	1.25%
PURIFAN UNITS PA1	\$390.00	\$58.50	\$19.50	\$9.75	\$4.88
PURIFAN UNITS PA2	\$400.00	\$60.00	\$20.00	\$10.00	\$5.00
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
HEALTHWAYS 10600	\$499.00	\$74.85	\$24.95	\$12.48	\$6.24
HEALTHWAYS 20600-2	\$599.00	\$89.85	\$29.95	\$14.98	\$7.49
HEATHWAYS 20600-3	\$799.00	\$119.85	\$39.95	\$19.98	\$9.99
HEATHWAYS DEODORIZER	\$329.00	\$49.35	\$16.45	\$8.23	\$4.11
MAIN FILTER 20600-2&3	\$119.00	\$17.85	\$5.95	\$2.98	\$1.49
MAIN FILTER 10600	\$100.00	\$15.00	\$5.00	\$2.50	\$1.25
CARBON FILTER 20600-3	\$80.00	\$12.00	\$4.00	\$2.00	\$1.00

That means on a 3 unit home sale, your commission would be \$175. If these units were sold by one of your PIBO2 Sponsored PIBOs, you would get a \$58.50 commission. On a 10 unit sale to an office, bar, nursing home, hotel or business your commission should be \$585. If one of your PIBO's made this 10 unit sale, you would still get a \$195 commission.

So how much money can a PIBO make? The answer is based on many variables, but the key items that determine the financial success of the PIBO are willingness to work hard, willingness to work smart, believe in the product need, believe in the product performance and a willingness to learn what it takes to sell the

product. Here are four example worksheets of the potential commission income a PIBO can make based on four different monthly sales success examples. Two are part-time and two are full time PIBOs.

Note 1 - Important Disclaimer: These examples assume the downline took 12 months to build, and all the recruited PIBOs who became inactive are not included in these examples. The reality is that the typical commission paid to all of the active PIBOs in these examples produced an average monthly income of only about \$200 to \$300 per person. Those PIBOs with the largest and deepest downlines and average unit sales received a lot more money than those who had slow unit sales and a weak downline performance.

Referral Fee	MSRP	Direct	PIBO2s	PIBO3s	PIBO4s				
Purifan Units	\$390	\$58.50	\$19.50	\$9.75	\$4.88				
Average Number of Downline PIBOs	Direct Sales	Avg	Avg	Avg	Dir. Sales	PIBO2	PIBO3	PIBO4	Total
	Sales	PIBO2	PIBO3	PIBO4	Units	Units	Units	Units	PIBOs
PIBO - Example A	1	5	3	2	3	2	2	2	51
PIBO - Example B	1	10	5	3	5	4	3	2	211
PIBO - Example C	1	30	6	3	8	5	3	2	751
PIBO - Example D	1	50	8	4	30	5	3	2	2051
Commissions	Direct	PIBO2	PIBO3	PIBO4	Total				
	Sales	Comm	Comm	Comm	Mo. Inc.				
PIBO - Example A	\$176	\$195	\$293	\$293	\$956				
PIBO - Example B	\$293	\$780	\$1,463	\$1,463	\$3,998				
PIBO - Example C	\$468	\$2,925	\$5,265	\$5,265	\$13,923				
PIBO - Example D	\$1,755	\$4,875	\$11,700	\$15,600	\$33,930				

**Example A** - A teacher, Julie, wants a home business to add to her family's income. She works on her Purifan business a few nights each week, some weekends and little harder during the summer school break to build her sales network. She wanted to earn extra money selling a quality product to people she knew. She started selling Purifans to people she knew and family members. She then set up a downline of 5 PIBO2s, who each set up an average of 3 PIBO3s in Julie's downline network. These PIBO3s set up an average of 2 PIBO4s. For this sample month Julie sells 3 units directly, including one to a new PIBO she signs up. Her 5 PIBO2s sell an average of 2 Purifans, and the 15 PIBO3s sell an average of 2 Purifans. The 30 PIBO4s sell an average of 2 Purifans. Julie's monthly income is \$956 from Purifan sales alone for this month. She would earn additional income from installation charges, filters, motors and light kits. \*See Note 1

**Example B** - A life insurance sales person, Robert, loved the Purifan product, and was able to build a larger downline network using his many contacts and past college friends. He recruited 10 direct PIBO2s who this month sell an average of 4 Purifans each. These 10 PIBO2s recruited an average of 5 PIBO3s who sold an average of 3 Purifans each this month. These PIBO3s recruited an average of 2 PIBO4s who sold an average of 2 Purifans. Robert's income for this month will be \$3,988. \*See Note 1

**Example C** - This Purifan PIBO, started out part-time, but soon realized he could make more money from his downline than his full time job. He advertised for potential recruits, held regular recruiting and training meetings and he recruited a total of 30 PIBO2s including small groups in other cities close to his local area. He recruited high performing PIBOs who then worked hard to build a stronger, larger downline of 6 average PIBO3s in their own downline sales network. His total direct PIBO2 team is 30 people, who sold an average of 5 Purifans each this month. The PIBO3s sold an average of 3 Purifans each. The PIBO4s sold an average of 2 Purifans each. This Example C PIBO will earn \$13,923 this month, and he is having fun supporting, training, motivating and growing his downline. \*See Note 1

**Example D** - This is a former Purifan Distributor, who knew the Purifan product, and had a lot of existing customers they could turn into referral sales people quickly. He signed up 50 PIBO2s and these PIBO2s quickly added an average of 8 PIBO3s to the downline team. The PIBO3s have recruited an average of 4 PIBO4s to the team. This PIBO closed a Purifan order for a school this month for 20 Purifans and this helped sell a total of 30 direct sales Purifans this month. The PIBO2 team averaged 5 Purifans each, and the PIBO3s sold 3 Purifans on average. The PIBO4s managed to sell an average of 2 Purifans. The Example D PIBO's income for the month will be \$33,930. \*See Note 1

## How PIBOs Sell Purifans

Purifans are sold to residential and commercial customers. Many come from customer referrals. The larger orders for Purifans come from schools, day-cares, nursing homes, offices, government agencies, hotels, larger bars, bingo halls and retail chains. PIBOs use their personal contacts in these organizations to get to decision makers. They focus on the issue of employee health care costs, absenteeism and wellness programs that work for everyone. They use government reports and studies that tie high levels of airborne particulates to a wide variety of proven health problems. But most of all, they use the Trial Program to allow customers to evaluate the Purifan at no risk. The best way to sell Purifans is to get them installed and then it is very hard for the prospective customer to take them down when employees and interested parties like parents understand the health benefits of filtering the air. Most Purifan trials end in a sale, and many include an order for additional Purifans.



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# Secrets to Your Own Success

Purifans are Very Visible and Will Create Interest from Other Potential Buyers

## HOW TO GROW YOUR PURIFAN SUCCESS

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*Purifans are Highly Visible and Generate Interest from Other Buyers*

### Secrets to Your Success

Your success depends on a lot of factors. Your existing reputation in the local market area, the size of your local market area, quality of your recruited PIBO team, commitment to quality and customer service, ability to make a quality sales presentation and responsiveness to referral leads and opportunities will all impact your level of success in a market. There are fundamental facts that are key to your success with Purifans. Some of these are obvious, but they are relevant to why Purifans can be sold into these markets.

Most customers love their Purifans and become strong referral sales sources for the PIBO, even when the PIBO does not pay for the referral. The PIBO should ask all customers for referral sales help and reward them with some basic incentives like thank you letters, gift cards or cash. We recommend the PIBO offer their current Purifan customers as much as \$20-\$30 per Purifan they help sell to friends, relatives, neighbors or coworkers. They will produce orders the PIBO would not have sold.

Good PIBOs purchase a few additional Purifans and offer potential customers a No-Risk Trial period of 7 to 10 days in their home, business or office. The product's benefits will be immediately apparent to employees or family members. If you can get the FREE TRIAL, you make the sale 98% of the time. We recommend qualifying the customer so they agree on the price if they like the benefits. Many customers call within a few days and order additional units. Once you have a lot of local referrals and visible success stories in the market you won't need to push Free Trials as much.

Most Purifans are installed in highly visible locations, and they will attract attention and questions from potential customers who see the Purifans. The customer should have product literature and the PIBO's business card to give the interested prospect.

The Purifan installation must be hassle-free for the customers, and good PIBOs are able to offer customer installations for an additional fee. These installers have to be trained to be able to get the Purifan running smooth and quiet with minimum wobble or balance problems. This skill takes a little practice and patience,



but the best PIBOs take a lot of pride in how their Purifans run. Sloppy installations will ruin your referral business.

PIBOs have to convince customers to change their filters. The Purifan works great with good filters and won't work well at all if the filters are worn out. A PIBO has to focus on getting all customers on a filter service schedule, or make sure they are changing their own filters on the right schedule. If they don't change the filters then they won't generate referral sales. If filters are changed on schedule, customers love how well their Purifans work.

Your success will come faster and grow larger if you do a mailing to target customers, or make a list and start contacting potential customers in the Purifan target markets like schools, day-cares, office wellness or pet stores and make it known in the community that you have a new Air Filtration Solution for homes, offices, businesses and schools. You can also promote the Purifan by exhibiting at home shows, in advertising stick-on signs on the side of your vehicle, with yard or street signs when you do an installation, in yellow pages ads, and by making public presentations at associations or club meetings like Rotary Club, Chamber Meetings, PTA Meetings, Wellness Programs and anywhere you can tell the story about the benefits cleaner air will have on people's health.

Things will grow faster if you are good at getting Purifans installed in highly visible locations like Pharmacies, Physician Waiting Rooms, Auto Dealer Customer Waiting Rooms, Stores, Businesses, Offices, Day-Cares and Schools because these installations will build more customer interest.

#### There Are Many Other Business Building Ideas

Our initial goal is to train PIBOs on what to say and what not to say. The secret for most successful PIBOs is to sell the trial correctly, and let the product sell itself. There are many other opportunities to present the product if you have someone who is a good sales presenter. The Purifan website does a good job, and you will be listed in the Find A Local Dealer section of the website.

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# How to Proceed

## Request a PIBO Application Package

### SIGN-UP AND GIVE IT A TRY - FIND OUT IF YOU LIKE THE PRODUCT

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With the rising consumer interest in Indoor Air Quality, and the growing testimonial list of Purifans' impact on reducing employee sick days and health care costs, more and more customers are ready, willing and able to justify the purchase of Purifans. The unique design, quiet operation, ideal location and powerful coverage give you a great product to solve a common problem. Please visit [www.purifan.com](http://www.purifan.com) for more information about the product and vertical markets.

Step 1 - Request the PIBO Information Packet and Application



Step 2 - Purifan will review PIBO applications and offer an initial web-based training program for prospective PIBOs. We recommend anyone considering this PIBO program purchase a Purifan, install it in their bedroom and become familiar with the product benefits and potential markets. Once the PIBO decides to proceed, they send in a signed PIBO Agreement and work on their training. They purchase the Purifan IBO Starter Kit for \$50. They study the material, then fill-out and send in a Product Education Test to show they understand the product benefits and markets. They also send in a signed copy of "What You Can and Cannot Say" to make sure they understand the legal issues with product and health claims. The PIBO Starter Kit includes an initial quantity of product literature and demonstration DVDs to use in marketing, recruiting and selling activities.

Step 3 - You study the sales materials, website, videos and sales training materials to learn how to answer customer questions about the Purifan. You can ask questions to gather additional experience and information. We also offer FREE web-based training sessions over the internet, DVD, audio training or CDs, IPOD downloads or cassette tapes and online video training. We use Go-To-Meeting to provide free web-based training on any computer with a high-speed internet connection. Your goal should be to get immediate Purifan orders from friends and relatives as quickly as possible to see if you have the sales skills to properly sell the product. You should also ask your customers for testimonial letters to use in your local market.

Step 4 - You should practice how to install by installing a Purifan in your own office or home and solve the typical installation issues customers will experience.

Step 5 - Develop a plan to spread the word that you've become a Purifan PIBO by contacting people you know, doing a mailing to potential customers, attending area tradeshow, home shows or marketing opportunities. Notify the area county health department, builders, realtors, allergy physicians, school principals, PTA groups and others that you are a Purifan PIBO. Tell them what the product benefits are, and ask them to help you spread the word.

Step 6 - Work hard to get Purifans installed in prominent visible locations in restaurants, fitness clubs, physician waiting rooms, pharmacies, nail salons, hair salons, auto service waiting areas, day-cares and schools. Ask these locations to distribute literature and your business cards.

Step 7 - Work on Free Trials to get people to try a Purifan. Create your own free trial offer letter.

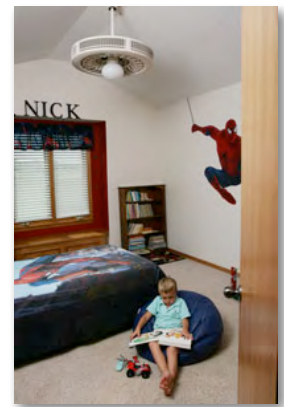
Step 8 - Work your leads, do a good job of following up and asking for the order. Do the best job possible of helping customers with any installation issues.

Step 9 - Set up all customers on a reminder calendar to make sure you are contacting them to schedule filter changes on a proper schedule.

Step 10 - Work the referral sales by making it easy for existing customers to get more literature, or turn in leads from friends that showed interest in the Purifan.

Step 11 - Work on free publicity. Ask happy customers to turn in story ideas to the newspaper or radio stations that show they care enough about their customers' or employees' health that they've installed an air quality solution in their business or waiting area. If you are successful in schools, day-cares or nursing homes, provide digital photos and the story to local reporters looking for a new story idea.

Step 12 - Work on recruiting and building your own downline sales organization to grow your opportunities. Look for people who want to earn extra income part-time, or have a large contact list they can approach about buying a Purifan. Hold recruiting meetings in homes, restaurants, or hotel meeting rooms. Advertise the opportunity online at sites like Craig's List or in the local classifieds. Be honest with potential PIBOs about the work required and skills needed to become successful in selling Purifans.

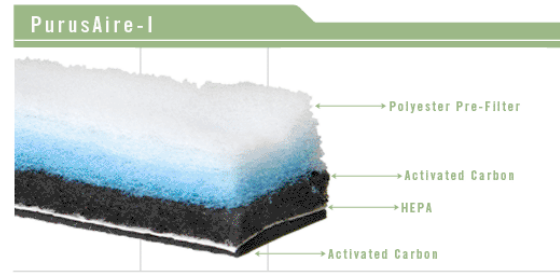


## FREQUENTLY ASKED QUESTIONS

### Q - What am I required to purchase to join?

A - All Network Marketing Program success stories are built on a strong sense of pride in the product and the benefits it offers to customers. If you don't believe in the product you can't really sell it or recruit others to your downline sales network. This is why we strongly encourage every PIBO to purchase at least one Purifan to evaluate the product in their own home or office, but this is not a mandatory requirement to join the Purifan Network Marketing Plan. You do have to purchase the Sales Starter kit which includes sales brochures, sales aids and training materials. The cost is \$50 and it is sold at

approximately our cost to produce, and no commissions are paid for the purchase of the Sales Starter Kit.



### Q - How is Training Provided?

A - Most new PIBOs are provided training by the Sponsor. Periodically installation training will be offered in local markets and at company meetings. A significant amount of sales and marketing training material is provided in print, DVD and on the website. Videos are available, online web-training is offered, and regularly scheduled company live training programs are offered by the Company or local PIBOs. Between the information on the web and printed materials, most PIBOs can get trained quickly. The product is very easy to understand and most sales people will be able to make good product presentations after they have studied the training materials and videos.

### Q - How do I report this income?

A - At the end of a calendar year, Purifan will issue each PIBO a 1099 Income Statement that will also be sent to the government. This will tell you how much income you generated, and you can use this to prepare and pay your own income and employment taxes. As a PIBO you may want to create a corporation or LLC to help you track expenses and charges related to your selling efforts. The net income for most sales operations will be the base on income minus legitimate expenses. You should work directly with your own tax accountant to set up the best situation for your personal tax situation.

### Q - What happens if the customer returns the Purifan during the 30 day return period?

A - The credit card charges are reversed and the sale is cancelled. PIBOs are not paid until the Satisfaction Guarantee has passed, or the customer has waived their return privileges which finalizes the sale. If the purchase is from a Sponsored PIBO, they can volunteer to sign a release that cancels the return policy and this finalizes the sale so the commission can be paid.

### Q - What are the most important elements to increase sales revenues?

A - Quality installations, good filter service, distributing a lot of literature and building a strong referral business. Our best PIBOs make a lot of sales presentations, because sales success is always based on generating a high number of sales presentations. PIBOs advertise the Purifan using MSRP prices in any advertising, direct mail or internet information. All customer orders must be placed directly on the Purifan website using a credit card. PIBOs working with larger commercial or government orders can work with Purifan to accept Purchase Orders and bill directly to these accounts, since most schools or government agencies don't use a credit card to place orders. There are growing trends to implement Wellness Programs in companies, schools and day-cares to reduce illness, absenteeism and health care insurance costs. As more of these Wellness Programs are implemented, the desire for indoor air filtration systems will continue to grow.

### Q - What is the delay between a customer sale and a PIBO receiving a Sales Referral Fee?

A - Purifans are sold with a 30 day Satisfaction Guarantee, so when this has expired, the order is considered real, and the PIBO will receive a check within 10 days. Funds can be issued electronically to deposit directly into PIBO checking accounts. If a PIBO can get the customer to initial the product acceptance form that says they don't plan to return the Purifan, and the Sales Referral Fee can be paid. This commission is then paid within 10 days.



**Q - Who pays for the cost of literature?**

A - The start-up PIBO Training Package comes with \$50 worth of available literature pieces, training materials and DVDs. The PIBO can purchase additional literature. Many PIBOs get the sales prospect to download the product information from the Purifan website.

**Q - Do you ever cancel PIBOs?**

A - Yes we cancel a PIBO if we find they are making claims to customers or potential PIBOs that are against Purifan company policy. PIBOs are also cancelled if they are selling a directly competitive air purifier or knock-off Purifan filters to existing Purifan customers. The

Sponsored PIBOs in good standing continue to be part of the Purifan Sales Network.

**Q - What claims can you make about Purifan, and why is it so much better than other air cleaners?**

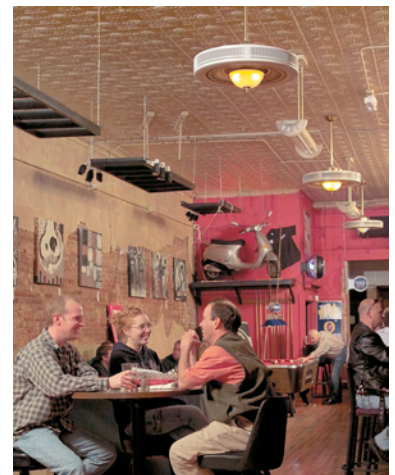
A - We have to be accurate and honest in our claims, and have to avoid making medical claims or health claims, because every building, home and person is different. All health improvement claims must be based on approved FDA studies, and very few air purifiers have ever achieved a valid proof acceptable to the FDA that filtered air provides a validated health benefit to everyone. We do use 3rd party statements and studies from the EPA, CDC, American Lung Association and other authorities who discuss the benefits of reducing fine particles in homes, schools and offices. We also use a lot of customer testimonials. We try to get the customer to do a 7-10 day trial, because only then will they know exactly what it does for them, in their classroom, office building or home. Very few Purifans ever come down, and if they do come down it is usually because they were not correctly pre-qualified regarding the price or appearance. Sometimes Purifan trials don't sell because the application needed multiple Purifans to do the job right, and the PIBO let the customer evaluate one unit in a room than needed five or six. The Purifan does a great job, and the best way to sell them is the 7-10 day trial of enough units to adequately cover the trial area.

**Q - What is included in the Product Knowledge Test?**

A - This is an "open-book" test that proves you have read the sales training material, understand the product features, performance and benefits, and understand what claims or statements you can and cannot make about the product. This is to make sure you are ready to accurately and properly represent the product to potential buyers. It keeps the PIBO and the Purifan Company from violating any state or federal Consumer Protection Laws, Securities Laws, Pyramid Laws or Marketing Laws.

**Q - What if the customer needs professional installation or cleaning services? What if the customer wants to buy, but cannot use a credit card to pay, or they ask for payment terms.**

A - PIBOs turn these leads over to the Company and we will assign these leads to a local dealer, or handle the sale directly if there is no local dealer in the customer area. If the sale is closed the PIBOs are paid a portion of a normal commission. Instead of \$60, \$20 and \$10 commissions, they receive a reduced commission on each Purifan sold. For example if a school is buying 40 Purifans and motors, the PIBO works with the Purifan Dealer and would typically get at least \$35 for each Purifan and motor orders, or about \$1,400 in commission for working the lead with the Company and local dealer who is capable of installing the Purifans and motors. Dealers are also willing to perform scheduled filter maintenance and cleaning service for the school. The dealer will bill the customer and accept their payment terms.





Purifans come in four designer colors and can be installed in place of ceiling fans in homes and businesses. Light kits are optional and can help create an attractive solution for bedrooms, family rooms, media rooms, businesses, offices and restaurants. Purifans have been sold to many types of customers including:

Homes, Schools, Offices, Nursing Homes, Bars, Restaurants, Clubs, Card Rooms, Social Clubs, Nursing Homes, Assisted Living Facilities, Apartment Complexes, Day-Cares, Hotel Rooms, Reception Halls, Bingo Halls, Casinos, Retail Stores, Manufacturing Facilities, Public Waiting Rooms, Car Dealer Showrooms, Motorcycle Showrooms, Pharmacies, Health Clinics, Medical Facilities, Fire Stations, Colleges, Funeral Homes, Pet Stores, Convenience Stores, Health Food Stores, Locker Rooms, Country Clubs, Churches, Pet Stores, Police Stations, Jails, Homeless Shelters, Hospitals, Airports and anywhere people want to breathe cleaner, healthier air.