

REFER AND RIDE RAINBOW EQUITY PROGRAM

Get Your Money Back on Your Rainbow!

HOW IT WORKS

PART 1

Ride along and complete **12 qualified demos** including at least **2 net sales** in **180 days** of your Rainbow purchase and you will receive a

\$1794.50 Commission Check!

PART 2

If **IN ADDITION** to completing **PART 1** above you also complete the first **6** of your **12 qualified demos** within **45 days** of your Rainbow purchase you will receive an additional **BONUS \$1794.50 Commission Check!**

Totaling \$3589.00!

TOTAL COMMISSIONS NOT TO EXCEED THE COST OF YOUR RAINBOW. 2 SALES MUST BOTH NET 84% OR HIGHER. RIDERS WILL BE ISSUED A 10-99 FOR ALL COMMISSIONS EARNED.

WELCOME

Thank you for your recent purchase of the AMAZING Rainbow SRX and welcome to the refer and ride program! We look forward to partnering with you to get your money back on your Rainbow purchase! We are here to help in any way we can but the best recipe for success is simply using the attached script when reaching out to family and friends and ask them for a favor!! By now you should have access to the website and mobile app so you can start scheduling your appointments but if you don't please email us and let us know ASAP so we can get you set up. Inside you will find the refer and ride program and gift program details.

QUALIFICATIONS AND GUIDELINES

The Rainbow is an incredible cleaning system and we would love everyone to experience it! However, the Rainbow is a premium product and ultimately, we want to show people that if they loved it and wanted it they could financially afford it and physically use it. Out of respect for your friends and family, we are not in the business of dangling our product in front of someone that we know will fall in love with it but there is nothing we can do to get it in their home. For that reason, below are the qualifications for a Demo.

IMPORTANT NOTE: If a demo is run for someone that does not meet all of the qualifications it can count towards your program if they purchase and keep the Rainbow!

Qualifications

1. **HOMEOWNERS:** Referred Participants must be over 18. All Demos must be performed in the Referred Participants' home (no group showings). No land contracts or mobile home parks. The Company does check public records for proof of home ownership.
2. **COUPLES:** Referred Participants must be two people that are married or living together and romantically involved. At least one person must be gainfully employed or comfortably retired with verifiable income. At least one person must be physically capable of using the Rainbow.
3. **CREDIT WORTHY:** Referred Participants must have demonstrable credit-worthiness.
4. **COMMUNICATION:** Referred Participants must be able to fully communicate in English. Referred Participants must be legal U.S. Citizens.
5. **QUALITY HOMES WITHIN MARKETING TERRITORY:** Referred Participants must live in quality home (not dilapidated or neglected) that is within the Marketing Territory. The Marketing Territory may be found on the Company's website.
6. **PERSONAL REFERRALS:** Referred Participants must be persons whom you personally know (i.e. family and personal friends)
7. **PARTICIPATION ON DEMOS:** The Referrer and BOTH Referred Participants of the household must be present at the scheduled Demo for the entirety of the presentation. Referrer and Referred Participants must politely participate in the Demo.
8. **SCHEDULING:** Referred Participant must schedule through the Company's website at www.EarnYourRainbow.com or on our mobile app. Demos must follow calendar availability. If Referred Participants have questions or concerns on scheduling, please contact the Marketing Coordinator at 315-472-0103.
9. **RESCHEDULING:** The Company reserves the right to refuse or reschedule any Demo within 2 hours of Demo's scheduled time if a scheduled demo is to take place prior to 12pm, or within 4 hours if a scheduled Demo is to take place after 12pm.
10. **TURNDOWN SALES:** Turndown sales will not be counted towards any rewards.
11. **NONSTANDARD REFERRALS:** If a Referred Participant does not meet the criteria above, the Referred must notify the Company. If the Referred Participant does not meet the above listed criteria, the Demo will only be given credit if and only if the Referred Participant purchases and retains a Rainbow.
12. **VERIFICATION:** Upon completion of the 12 Demos and 2 Sales, the Company's Verification Team will ensure the Referred Participants qualify as Valid Referrals. The verification process does not take place until 12 Demos have run.

The Why

There are always exceptions to the rule but, in general, homeowners are in a more long-term situation and are more inclined to protect their own home. In regard to land contracts and mobile homes parks, they are not considered home ownership in the eyes of our finance company.

The Rainbow Is an investment and having 2 household incomes makes it easier to fit into a family's budget. Having 2 people can also make it easier to do the Refer and Ride program because the couple can split who meets at the demos. Also, we never know between them who's going to be more excited to take part in this program!

For most of our customers, financing the Rainbow is the most affordable way to get it and we want to make sure we can get them approved!

We need to be able to clearly relay to the customer all of the benefits of using the Rainbow in their home!

If a home is in a condition that needs major work, then owning a Rainbow may not be a priority for them at the time. The Marketing Territory keeps dealers close to home and other demos scheduled for the day.

This Program rewards our riders for their influence by sharing their love of the Rainbow with the people that we are showing! That influence can only be felt if the rider and customer know each other well.

Maintaining the health and cleanliness of the household by investing in a Rainbow is a family decision. The only way the family can make an intelligent decision is if they both know all of the facts by watching the full presentation. We ask that they be respectful throughout the demo.

Dealers do not have the ability to put rider's appointments into the calendar so the only way to get appointments on our books is through the website. This way we can easily keep track of your bookings. The Marketing Coordinator is more than happy to help navigate the website if needed!

Although it's rare, things out of our control can happen where we are unable to make it to a booked appointment. We will let the rider and the customers know in advance that we were not able to make the appointment. We would love to reschedule with them ASAP!

See above, Credit Worthiness.

If you know someone that does not meet all of the qualifications but would love the Rainbow and could financially afford one, then that would be a great demo! If they purchase and keep the Rainbow, then it can go towards your program!

Demos will be verified by the verification department at the conclusion of 12 demos ran and will contact the rider after the verification is complete.

HOW TO GET STARTED

STEP 1 Review the Qualifications and Guidelines of a Demo on the next page then make a list of friends and family to contact.

STEP 2 Go to www.Earnyourrainbow.com and check the calendar for available demo dates and times. Next, call the people on your list using our script below and book your appointments with them to watch a demo for a time that works for both you and them! (Please book at least 24 hours in advance)

STEP 3 Enter your appointment information in the demo calendar on the website. A dealer will call and confirm with you the day your appointment. Finally, meet us at the demo!

WHAT TO SAY

Hey guys, I need a favor! (wait for response)

I got this new air purifier for the house and if you just let me show you the purifier, then I can get mine for FREE! You don't have to buy anything and you get a FREE \$200 air cleaner. Could you help me out?

Booking Times

Tuesday – Sunday: 10am 2pm 6pm

The **Standby** Time Slot is reserved for any appointment that does not meet the exact time windows listed above **OR** if the time and date you want to book for is full **OR** if you are booking an appointment with less than 24 hours notice of it running. Although we'll do our best, we cannot guarantee that any appointment put into the **Standby** Time Slot will run. If you have any questions or need to reschedule any appointments, please contact our Marketing Director at 315-472-0103, as dealers cannot change appointments.

THE DO'S AND DON'T'S

We want to help you get more YES's from your friends and family to watch a demo! By following the recommendations below you will greatly increase your chances of booking a demo with your people and completing your program!

DO start with a **LIST**.

DO ask them just to **LISTEN & LOOK**. We'll do the rest.

DO tell them that they receive the **FREE** air cleaner just for watching

DO explain that they are really helping you and that **YOU WILL BE THERE TOO!**

DON'T try to sell your friends a Rainbow over the phone or tell them it can take 2 hours.

DON'T contact your friends via text, email, or Facebook when scheduling. Call them on the phone.

DON'T explain the program (in too much detail) before we do the demo. **DO** that once we get there!

DON'T tell them the price. (if they ask, just tell them they don't have to buy anything)

DON'T say Vacuum or Rainbow. (We want to keep a little bit of an element of surprise for their demo)

EARN FREE ATTACHMENTS!

Step 1: Call friends and family and book **SIX** qualified demonstrations

Step 2: Submit your scheduled demos at www.Earnyourrainbow.com or on our mobile app

Step 3: Once the date of your sixth submitted demo passes, submit a gift request by emailing our office at getmygifts@earnyourrainbow.com. After we receive your request, we will confirm that the six demonstrations ran and then contact you to make arrangements to receive your attachments! You can choose to either schedule an appointment to pick them up from our office or have them shipped to your home. Should you choose to have the attachments shipped, there's a flat shipping and handling fee. (Dealers are not responsible for bringing earned attachments)

Rainbowmate



\$199 Value!

Aquamate



\$499 Value!

Rainjet



\$499 Value!

Minijet



\$399 Value!

Bonus Gifts!

BOOKING BONUS!

Book and submit **3** demonstrations on our website within **72** hours of your presentation that run within **7** days and earn a 4 pack of scents, large Fresh Air, and Car Rainmate!



SALES BONUSES!

If within your first **6** demonstrations you have **3** or more net sales, the shipping of your earned attachments to your home is on us!



If you complete the program and net **6-8** sales, you earn **2** Free Rainmates! If you complete the program and net **9** or more sales, you earn **3** Rainmates and a 14' hose for your Rainbow!



Program must be completed and verified with the Verification Department to earn the Rainmates and 14' hose

** Please request all gifts by emailing getmygifts@earnyourrainbow.com **