

# Pay Plan

## Acronyms

**IBO** – Independent Business Owner.

**QV** – Qualification Volume. Number of points a specific product will credit for qualification purposes.

**CV** – Commissionable Volume. The value that the product will contribute toward commission calculations.

**GQV** – Group Qualification Volume. Total QV from purchases in an IBO's downline to infinite depth. This value includes the IBO's own personal purchases.

**CGQV** – Capped Group Qualification Volume. Total GQV capped at a particular value per leg. This includes PV. However, no more than 200 PV can be used for this calculation.

**PV** – Personal Volume. Qualification volume from personal orders and order of personally enrolled retail and preferred customers.

**PAV** – Personal Volume Autoship. Qualification volume from personal recurring orders only. Customer orders are NOT included in this value.

**QV** – Qualification Volume. Number of points a specific product will credit for qualification purposes.

## **Retail / Preferred Customers**

**Q** Can retail customers order bulk packs?

**A** No

**Q** If a preferred customer cancels their Autoship do they become a Retail customer?

**A** Yes, they will then pay retail price, unless they set up an Autoship again.

**Q** If a preferred customer places a quick order what price do they pay?

**A** Retail price for quick orders and Preferred price on an Autoship.

**Q** Do orders from the IBOs Retail and Preferred Customers count towards Personal Volume?

**A** Yes, Preferred Customer and Retail customer orders count towards your PV

## **Independent Business Owners**

**Q** Does an IBO have to renew their membership?

**A** Yes, renewal is \$20 USD annually. Unless the IBO has had 12 consecutive autoship orders in the previous 12 months, then their renewal fee is waived.

**Q** Is there a website maintenance fee?

**A** No

**Q** What is an Active IBO?

**A** To be Active, you have at least 50PV or 50PAV and 50GQV in the current period

**Q** What is In-Active status?

**A** Not eligible for commissions or for bonuses. IBO becomes In-Active if they do not meet the above criteria

**Q** How can I change my enroller/sponsor?

**A** You would need 7 Upline approval. If your 7 Uplines do not approve the change you will need to terminate your account, stand down for 6 months and create a new account. Any Downline you had cannot be moved to your new account.

## Commissions

**Q** Is PV & PAV the same?

**A** No. PV is Personal Volume. PAV is Personal Autoship Volume

**Q** When are commissions paid?

**A** Enroller and Upline Enroller bonuses are paid weekly, two weeks following the enrollment. All others are paid monthly on the 15th day of the month.

**Q** When is the cut-off for commissions calculations?

**A** Midnight on the last day of each calendar month, Central Time, USA.

**Q** What is Full Dynamic Compression/Dynamic Compression?

**A** Dynamic compression “skips” any level that does not meet the qualification criteria to earn the commission. The system will try to payout all levels, continuing up the tree until it can find someone who is qualified for the bonus.

**Q** How many levels can I earn commissions on?

**A** Seven, but due to compression it is possible to earn commission from additional levels. Bonus pools also payout on total company-wide volume.

**Q** How many levels count towards my GQV?

**A** All levels.

**Q** What is the GQV leg cap?

**A** No more than the specified GQV can come from one leg. E.g. if you need 25,000 no more than 15,000 can be taken from a single leg. Refer to the Pay Plan Chart.

**Q** What is a Matching Pay Bonus?

**A** Matching bonus is paid from rank 25K and up. It is a percentage on the first three levels (by enroller) total monthly commissions (excluding enroller, pool shares or car bonuses). E.g. it is a percentage of the total commission amount earned by all IBOs you have recruited, and their recruits (2nd level), and their recruits (3rd level).

**Q** What is the 100K Pool and when is it paid?

**A** Once you reach the rank of 100K you are entitled to a share of the global CV in the month that you reach this rank and every month on maintaining this rank or above. The 100K Pool is paid monthly.

**Q** What is the President's Pool and when is it paid?

**A** Once you reach the rank of President you are entitled to a share of the global CV in the month that you reach this rank and every month on maintaining this rank or above. Presidents Pool checks will be presented annually at convention.

## **Autoships**

**Q** Do I need to have an Autoship in the month I sign up to be a qualified IBO?

**A** No, you are automatically qualified your first month.

**Q** What frequency can my Autoship be?

**A** Monthly

**Q** If an IBO cancels their autoship will they earn commissions?

**A** Yes, as long as you have the required PV/PAV and remain Active.

**Q** If I postpone my Autoship am I still eligible for commissions?

**A** Yes, as long as you have the required PV/PAV and remain Active.

## **Shipping**

**Q** Can Shipping be waived when more than 1 order is being sent to the same address?

**A** No, orders cannot be sent together to avoid shipping charges.

**Q** Can I get free shipping?

**A** Yes, if you buy 4 or more bottles or a Wellness pack on autoship.

## **Award Trips / Convention**

**Q** When and where is the 50K trip?

**A** The date and venue will be announced in January 2017

**Q** How many times can I attend the 50K trip?

**A** When you reach the rank of 50K or higher and maintain for 4 consecutive months you will be eligible to attend the given years trip once only.

**Q** When and where is the President's trip?

**A** The date and venue will be announced in January 2017

**Q** How many times can I attend the President's trip?

**A** When you reach the rank of President or higher and maintain for 8 out of 12 months you and your guest will be eligible to attend the given years trip and subsequent trips every time requirements are met.

**Q** When and where is convention?

**A** It will be in the summer of 2017 in the USA.

## **Suspensions / Terminations**

**Q** If my account has been terminated by Cerule can I order again?

**A** At the discretion of Cerule, the decision would be based on the reason for the termination.

**Q** Why would my account be suspended?

**A** If the Compliance department is notified that a member is selling product in breach of the P&P's or any other breach of the P & P's. Commissions will accumulate but will not be paid.

**Q** If my account has been suspended can I order again?

**A** At the discretion of Cerule, the decision would be based on the reason for the suspension.

**Q** Compliance Department email.

**A** [compliance@cerule.com](mailto:compliance@cerule.com)