

# aptive

2023 Recruiting Presentation

# Principles

## Exceed

We always go the extra mile and anticipate our customer's needs to make every interaction extraordinary.

## Commit

What we do, we do wholeheartedly by always keeping our commitments. We are passionate about excellence and precision.

## Hone

We take time to better ourselves and continually look for opportunities to improve as individuals and as a company each day.

## Elevate

Our actions are focused on lifting up others and ourselves, as we create a positive culture and find ways to give back.

## Publications

**Forbes**

THE WALL STREET JOURNAL.

**yahoo!**

**PCT**

**Entrepreneur.**

**FORTY  
UNDER40**

**Inc.  
5000**

**FORTUNE**

**BYU**

Entrepreneur of the Year

**DO IT  
YOURSELF**

**sammy awards**

**WORLDWIDE BUSINESS**  
*with kathy ireland®*



**EY Entrepreneur  
Of The Year™**

**CXO  
OF THE  
YEAR**

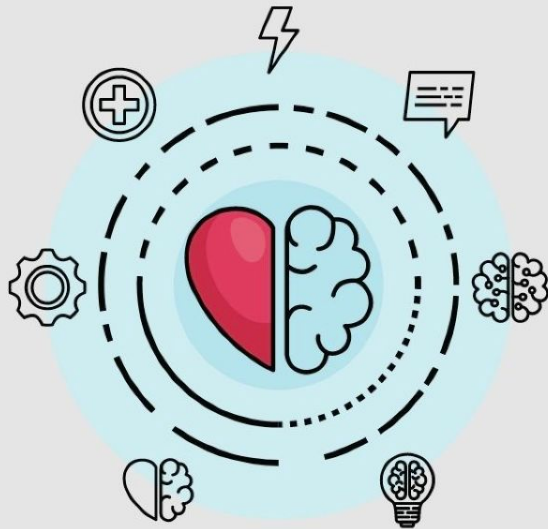


**THE AMERICAN  
BUSINESS AWARDS™**



**revgen partners**

# Carnegie Institute of Technology Research



*The Carnegie Institute of Technology carried out research that showed that ...*

**85% of our financial success was due to skills in “human engineering”, personality, and ability to communicate, negotiate, and lead.**

They found that only 15% was due to technical ability. In other words people skills or skills highly related to emotional intelligence were crucial skills. Nobel Prize winning Israeli-American psychologist Daniel Kahneman found that people would rather do business with a person they like and trust rather than someone they don't, even if that that person is offering a better product at a lower price.

<https://www.fastcompany.com/3047455/why-emotionally-intelligent-people-are-more-successful>

# Build your resume

Receive the hands-on experience that can build your resume and shape your character for years to come. The confidence and skills you obtain at Aptive are guaranteed to help your resume stand out from the crowd, including

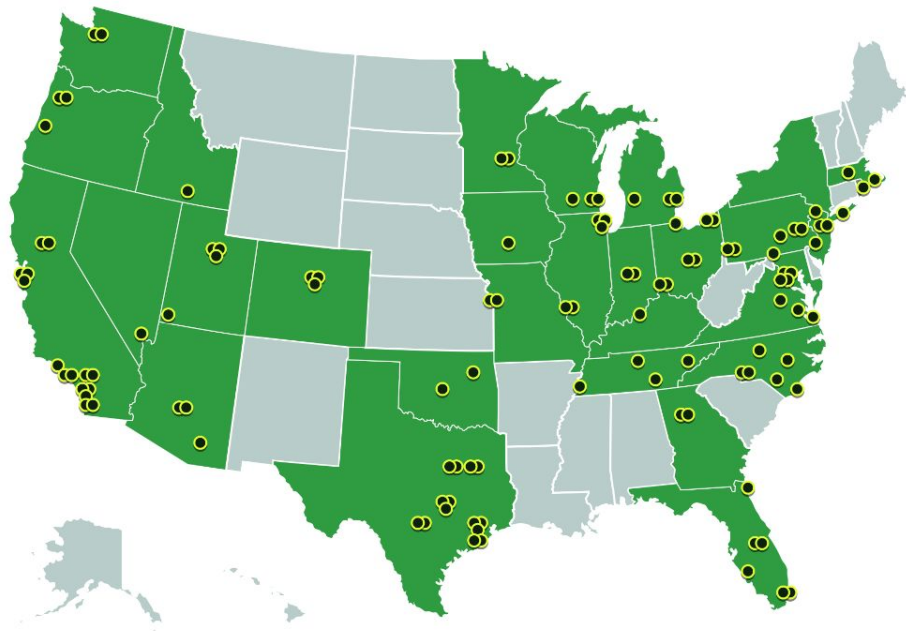
People Skills

Work Ethic

Integrity

Leadership

# Locations



30  
states

Arizona	Indiana	Missouri	Ohio	Texas
California	Iowa	Nebraska	Oklahoma	Utah
Colorado	Maryland	Nevada	Oregon	Virginia
Florida	Massachusetts	New Jersey	Pennsylvania	Washington
Georgia	Michigan	New York	Rhode Island	Washington DC
Illinois	Minnesota	North Carolina	Tennessee	Wisconsin

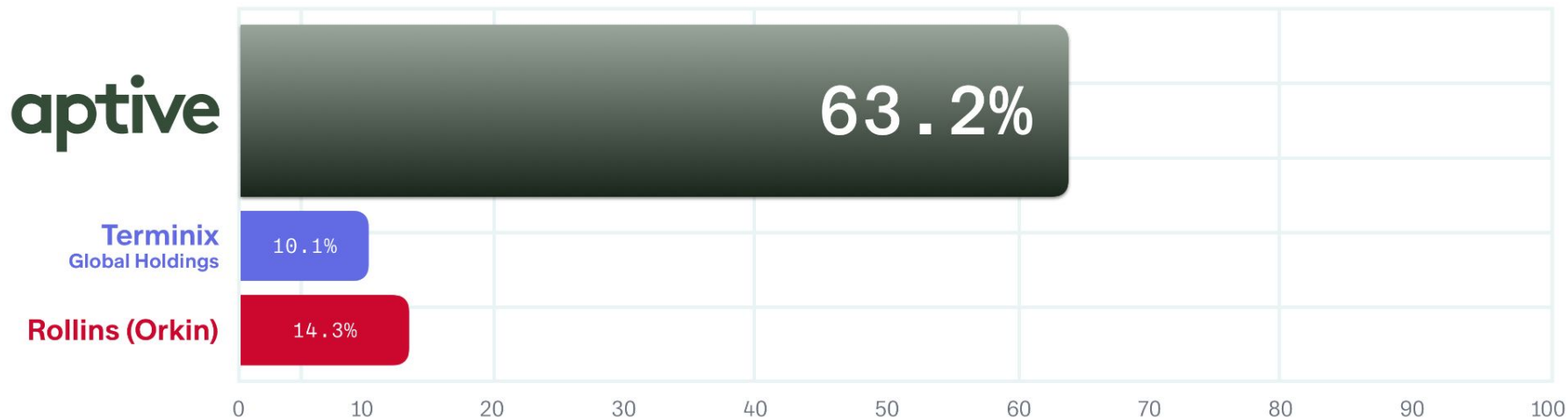
115  
areas

Allentown North	DC North	Knoxville	Raleigh
Allentown South	DC South	Las Vegas	Richmond
Atlanta Northeast	Denver Central	Long Island	Sacramento East
Atlanta Southwest	Denver North	Los Angeles East	Sacramento West
Austin Central	Denver South	Los Angeles West	Saint George
Austin North	Des Moines	Louisville	San Antonio East
Austin South	Detroit North	Madison	San Antonio West
Baltimore East	Detroit South	Memphis	San Diego North
Baltimore West	Eugene   Bend	Milwaukee North	San Diego South
Bay Area East	Fayetteville	Milwaukee South	Seattle North
Bay Area North	Ft Lauderdale North	Minneapolis North	Seattle South
Bay Area South	Ft Lauderdale South	Minneapolis South	SLC Central
Bay Area West	Ft Worth South	Nashville	SLC North
Central Jersey	Ft Worth West	Newport News	SLC South
Charlotte East	Grand Rapids	North Jersey	South Jersey
Charlotte West	Greensboro	Oklahoma City	St. Louis East
Chattanooga	Hanover MA	Omaha	St. Louis West
Chicago Central	Hanover PA	Orange County Central	Tampa
Chicago North	Harrisburg	Orange County East	Toledo
Chicago South	Houston East	Orange County West	Tucson
Cincinnati North	Houston North	Orlando North	Tulsa
Cincinnati South	Houston Southeast	Orlando South	Virginia Beach
Cleveland East	Houston Southwest	Philadelphia East	White Plains
Cleveland West	Houston West	Phoenix North	Wilmington
Columbus East	Idaho Falls	Phoenix South	Worcester
Columbus West	Indianapolis North	Pittsburgh North	
Corona North	Indianapolis South	Pittsburgh South	
Corona South	Jacksonville	Portland North	
Dallas North	Kansas City East	Portland South	
Dallas South	Kansas City West	Providence	

## Average Revenue Growth, 2018-2022

"There's only one growth strategy: work hard."

— William Hague



\* <https://www.pctonline.com/page/top-100-companies/>

Why are we growing? What do you think?



Why Aptive?

# Empowered Training

Proven Training  
Manual

Video Critique  
Analysis

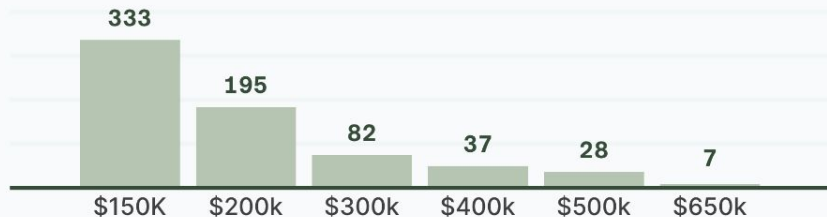
“On-the-Door”  
Training

StreetSmarts™  
App

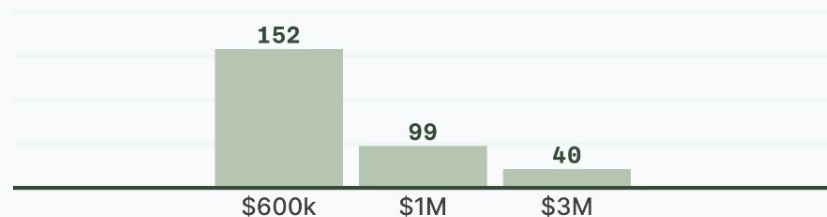
Hours of Training  
Videos

Avg Team Leader  
Services<sup>365</sup>

Top Reps



Downline Value (Reps in their downline)



% multi-year accounts



64.30%

Premium Average Contract Value

\$1,428.00

Contract Value



Residual Commissions

\$4,177,722.00

ETLB Commissions

\$3,744,068.00

Total Passive Income

\$7,921,790.00

Compensation 2024 Season

1st Year  
earned by first-year reps

Revenue	Percentage	Earnings	Multi-Year Upfront Bonus	Incentives	Residual	ETLB	Total Earnings	Effective Commission
\$49,999.00	20%	\$9,999.80	\$733.32	\$1,499.97	\$1,333.31	---	\$13,566.40	27%
\$50,000.00	25%	\$12,500.00	\$733.33	\$1,500.00	\$1,333.33	---	\$16,066.67	32%
\$75,000.00	29%	\$21,750.00	\$1,100.00	\$2,250.00	\$2,000.00	---	\$27,100.00	36%
\$100,000.00	31%	\$31,000.00	\$1,466.67	\$3,000.00	\$2,666.67	---	\$38,133.33	38%
\$125,000.00	33%	\$41,250.00	\$1,833.33	\$3,750.00	\$3,333.33	---	\$50,166.67	40%
\$150,000.00	36%	\$54,000.00	\$2,200.00	\$4,500.00	\$4,000.00	\$12,000.00	\$76,700.00	51%
\$175,000.00	38%	\$66,500.00	\$2,566.67	\$5,250.00	\$4,666.67	\$12,000.00	\$90,983.33	52%
\$200,000.00	41%	\$82,000.00	\$2,933.33	\$6,000.00	\$5,333.33	\$15,900.00	\$112,166.67	56%
\$225,000.00	43%	\$96,750.00	\$3,300.00	\$6,750.00	\$6,000.00	\$15,900.00	\$128,700.00	57%
\$250,000.00	45%	\$112,500.00	\$3,666.67	\$7,500.00	\$6,666.67	\$19,800.00	\$150,133.33	60%
\$275,000.00	47%	\$129,250.00	\$4,033.33	\$8,250.00	\$7,333.33	\$19,800.00	\$168,666.67	61%
\$300,000.00	52%	\$156,000.00	\$4,400.00	\$9,000.00	\$8,000.00	\$23,700.00	\$201,100.00	67%
\$350,000.00	54%	\$189,000.00	\$5,133.33	\$10,500.00	\$9,333.33	\$27,600.00	\$241,566.67	69%
\$400,000.00	56%	\$224,000.00	\$5,866.67	\$12,000.00	\$10,666.67	\$31,500.00	\$284,033.33	71%
\$450,000.00	58%	\$261,000.00	\$6,600.00	\$13,500.00	\$12,000.00	\$35,400.00	\$328,500.00	73%
\$500,000.00	60%	\$300,000.00	\$7,333.33	\$15,000.00	\$13,333.33	\$39,312.00	\$374,978.67	75%

Compensation 2024 Season

Experienced - earned by servicing less than \$100,000 in your previous summer or by first year reps recruiting 5+ reps that finish the summer

Revenue	Percentage	Earnings	Multi-Year Upfront Bonus	Incentives	Residual	ETLB	Total Earnings	Effective Commission
\$49,999.00	20%	\$9,999.80	\$733.32	\$1,499.97	\$1,333.31	---	\$13,566.40	27%
\$50,000.00	25%	\$12,500.00	\$733.33	\$1,500.00	\$1,333.33	---	\$16,066.67	32%
\$75,000.00	32%	\$24,000.00	\$1,100.00	\$2,250.00	\$2,000.00	---	\$29,350.00	39%
\$100,000.00	35%	\$35,000.00	\$1,466.67	\$3,000.00	\$2,666.67	---	\$42,133.33	42%
\$125,000.00	37%	\$46,250.00	\$1,833.33	\$3,750.00	\$3,333.33	---	\$55,166.67	44%
\$150,000.00	40%	\$60,000.00	\$2,200.00	\$4,500.00	\$4,000.00	\$12,000.00	\$82,700.00	55%
\$175,000.00	42%	\$73,500.00	\$2,566.67	\$5,250.00	\$4,666.67	\$12,000.00	\$97,983.33	56%
\$200,000.00	45%	\$90,000.00	\$2,933.33	\$6,000.00	\$5,333.33	\$15,900.00	\$120,166.67	60%
\$225,000.00	47%	\$105,750.00	\$3,300.00	\$6,750.00	\$6,000.00	\$15,900.00	\$137,700.00	61%
\$250,000.00	50%	\$125,000.00	\$3,666.67	\$7,500.00	\$6,666.67	\$19,800.00	\$162,633.33	65%
\$275,000.00	52%	\$143,000.00	\$4,033.33	\$8,250.00	\$7,333.33	\$19,800.00	\$182,416.67	66%
\$300,000.00	55%	\$165,000.00	\$4,400.00	\$9,000.00	\$8,000.00	\$23,700.00	\$210,100.00	70%
\$350,000.00	57%	\$199,500.00	\$5,133.33	\$10,500.00	\$9,333.33	\$27,600.00	\$252,066.67	72%
\$400,000.00	60%	\$240,000.00	\$5,866.67	\$12,000.00	\$10,666.67	\$31,500.00	\$300,033.33	75%
\$450,000.00	61%	\$274,500.00	\$6,600.00	\$13,500.00	\$12,000.00	\$35,400.00	\$342,000.00	76%
\$500,000.00	62%	\$310,000.00	\$7,333.33	\$15,000.00	\$13,333.33	\$39,312.00	\$384,978.67	77%

# Compensation 2024 Season

Pillar Rep - earned by servicing \$100,000 in your previous summer as a rookie, \$125,000 as an experienced rep, or recruiting \$300,000 serviced revenue in your current summer as a second year rep or older

Revenue	Percentage	Earnings	Multi-Year Upfront Bonus	Incentives	Residual	ETLB	Total Earnings	Effective Commission
\$75,000.00	32%	\$24,000.00	\$1,100.00	\$2,250.00	\$2,000.00	---	\$29,350.00	39%
\$100,000.00	40%	\$40,000.00	\$1,466.67	\$3,000.00	\$2,666.67	---	\$47,133.33	47%
\$125,000.00	42%	\$52,500.00	\$1,833.33	\$3,750.00	\$3,333.33	---	\$61,416.67	49%
\$150,000.00	45%	\$67,500.00	\$2,200.00	\$4,500.00	\$4,000.00	\$12,000.00	\$90,200.00	60%
\$175,000.00	47%	\$82,250.00	\$2,566.67	\$5,250.00	\$4,666.67	\$12,000.00	\$106,733.33	61%
\$200,000.00	50%	\$100,000.00	\$2,933.33	\$6,000.00	\$5,333.33	\$15,900.00	\$130,166.67	65%
\$225,000.00	54%	\$121,500.00	\$3,300.00	\$6,750.00	\$6,000.00	\$15,900.00	\$153,450.00	68%
\$250,000.00	56%	\$140,000.00	\$3,666.67	\$7,500.00	\$6,666.67	\$19,800.00	\$177,633.33	71%
\$275,000.00	58%	\$159,500.00	\$4,033.33	\$8,250.00	\$7,333.33	\$19,800.00	\$198,916.67	72%
\$300,000.00	62%	\$186,000.00	\$4,400.00	\$9,000.00	\$8,000.00	\$23,700.00	\$231,100.00	77%
\$350,000.00	64%	\$224,000.00	\$5,133.33	\$10,500.00	\$9,333.33	\$27,600.00	\$276,566.67	79%
\$400,000.00	66%	\$264,000.00	\$5,866.67	\$12,000.00	\$10,666.67	\$31,500.00	\$324,033.33	81%
\$450,000.00	68%	\$306,000.00	\$6,600.00	\$13,500.00	\$12,000.00	\$35,400.00	\$373,500.00	83%
\$500,000.00	70%	\$350,000.00	\$7,333.33	\$15,000.00	\$13,333.33	\$39,312.00	\$424,978.67	85%

Compensation 2024 Season

Team Leader - earned by servicing \$125,000 in your previous summer as rookie, or \$150,000 as experienced rep, AND must have three recruits get a service in 2024 season.

Revenue	Percentage	Earnings	Multi-Year Upfront Bonus	Incentives	Residual	ETLB	Total Earnings	Effective Commission
\$75,000.00	32%	\$24,000.00	\$1,100.00	\$2,250.00	\$2,000.00	---	\$29,350.00	39%
\$100,000.00	45%	\$45,000.00	\$1,466.67	\$3,000.00	\$2,666.67	---	\$52,133.33	52%
\$125,000.00	47%	\$58,750.00	\$1,833.33	\$3,750.00	\$3,333.33	---	\$67,666.67	54%
\$150,000.00	50%	\$75,000.00	\$2,200.00	\$4,500.00	\$4,000.00	\$12,000.00	\$97,700.00	65%
\$175,000.00	52%	\$91,000.00	\$2,566.67	\$5,250.00	\$4,666.67	\$12,000.00	\$115,483.33	66%
\$200,000.00	54%	\$108,000.00	\$2,933.33	\$6,000.00	\$5,333.33	\$15,900.00	\$138,166.67	69%
\$225,000.00	56%	\$126,000.00	\$3,300.00	\$6,750.00	\$6,000.00	\$15,900.00	\$157,950.00	70%
\$250,000.00	58%	\$145,000.00	\$3,666.67	\$7,500.00	\$6,666.67	\$19,800.00	\$182,633.33	73%
\$275,000.00	60%	\$165,000.00	\$4,033.33	\$8,250.00	\$7,333.33	\$19,800.00	\$204,416.67	74%
\$300,000.00	62%	\$186,000.00	\$4,400.00	\$9,000.00	\$8,000.00	\$19,800.00	\$227,200.00	76%
\$350,000.00	64%	\$224,000.00	\$5,133.33	\$10,500.00	\$9,333.33	\$27,600.00	\$276,566.67	79%
\$400,000.00	66%	\$264,000.00	\$5,866.67	\$12,000.00	\$10,666.67	\$31,500.00	\$324,033.33	81%
\$450,000.00	68%	\$306,000.00	\$6,600.00	\$13,500.00	\$12,000.00	\$35,400.00	\$373,500.00	83%
\$500,000.00	70%	\$350,000.00	\$7,333.33	\$15,000.00	\$13,333.33	\$39,312.00	\$424,978.67	85%

# Non-Aptive

hourly rate

**\$10**

hours a week

**40**

weeks worked

**12**

total earned

**\$4,800.00**

hourly rate

**\$15**

hours a week

**40**

weeks worked

**12**

total earned

**\$7,800.00**



# Financial Stability

## College -

Earn money for your college tuition so you can focus on your studies during the school year.



### College

(avg 2022-2023 4 year dgre)

**\$41,962.00**

# Financial Stability

House -

Whether it's a down payment on your first home or an investment property, this is a great way to increase your buying power.



**College**  
(avg 2022-2023 4 year dgre)

**\$41,962.00**



**House**  
(median price)

**\$428,700.00**



# Financial Stability

Car -  
Purchase a vehicle that you can rely on and brings a smile to your face.



## College

(avg 2022-2023 4 year dgre)

**\$41,962.00**

## House

(median price)

**\$428,700.00**

## Car

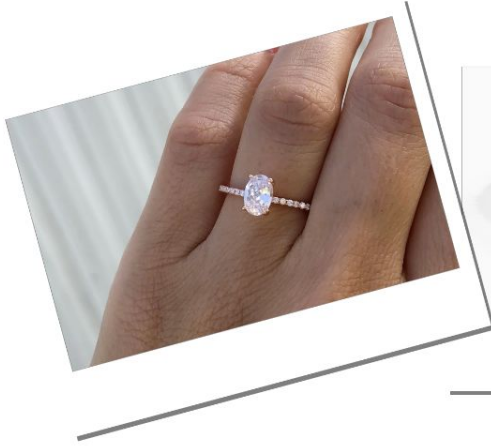
(2023 Honda Civic Type R)

**\$39,000.00+**



# Financial Stability

Engagement Ring -  
Make it a great one!



## College

(avg 2022-2023 4 year dgre)

**\$41,962.00**

## House

(median price)

**\$428,700.00**

## Car

(2023 Honda Civic Type R)

**\$39,000.00+**

## Engagement Ring

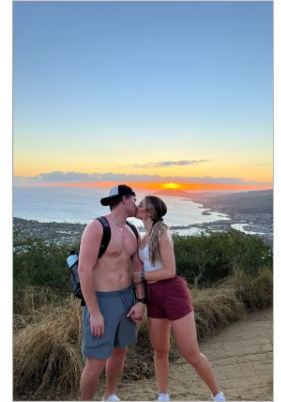
(make it a great one)

**\$6,000.00**

# Financial Stability

## Wedding -

Marriage is an exciting step but can be coupled with stress of making the one you love feel special.



### College

(avg 2022-2023 4 year dgre)

**\$41,962.00**

### House

(median price)

**\$428,700.00**

### Car

(2023 Honda Civic Type R)

**\$39,000.00+**

### Engagement Ring

(make it a great one)

**\$6,000.00**

### Wedding

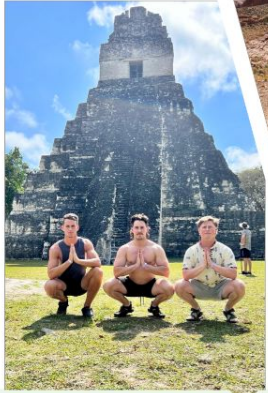
(avg price)

**\$27,300.00**

# Financial Stability

## Travel -

The freedom to travel and see the world is a benefit few have. At Aptive, hard work makes this a possibility.



**College**  
(avg 2022-2023 4 year dgre)

**\$41,962.00**



**House**  
(median price)

**\$428,700.00**



**Car**  
(2023 Honda Civic Type R)

**\$39,000.00+**



**Engagement Ring**  
(make it a great one)

**\$6,000.00**



**Wedding**  
(avg price)

**\$27,300.00**



**Travel**  
(Machu Picchu, 2 people)

**\$4,182.00**



# Financial Stability

Find a financial stability that can enable the opportunity to make investments with your time, family and loved ones.



**College**  
(avg 2022-2023 4 year dgre)

**\$41,962.00**

**House**  
(median price)

**\$428,700.00**

**Car**  
(2023 Honda Civic Type R)

**\$39,000.00+**

**Engagement Ring**  
(make it a great one)

**\$6,000.00**

**Wedding**  
(avg price)

**\$27,300.00**

**Travel**  
(Machu Picchu, 2 people)

**\$4,182.00**

**Approximate  
Total**

**\$547,444.00**

# Advanced Mobile Applications

**Brochure** Salt Lake City Central **active direct**

pests Plans Comparison Why Competitors

**General Pests**

ants: Argentine, fire, odorous, pavement, pharaoh, thief, carpenter

spiders: house, brown recluse, black widow, brown recluse, wolf, tarantula, garden

cockroaches: smoky brown, brown banded, smoky brown, brown banded, brown banded, brown banded

other pests: paper wasp, mud dauber, yellow jacket, wasp, cricket, scorpion, termite, red bat, jay bug, earwig, Indian meal moth, granary weevil, tick & flea

**Specialty Pests**

beet: carpet, dog, German cockroach, jewelry beetle, snail, roach, spider

**Additional Services**

termite, attic, perimeter fence, aluminum building, playground, wood shed, 2nd in garage

Brochure Agreement My Customers Route Sheet Settings

**Brochure** Salt Lake City Central **active direct**

pests Plans Comparison Why Competitors

\*Price Comparison

competitor	quarterly	bi-monthly	monthly	monthly breakdown
ABC Pest Control	\$96.99	\$72.00		\$32.33
Ardent Pest Control	*\$99.00			\$52.50
Barnett Pest Control		\$69.00	*\$38.00	
Bug State Pest	*\$125.00	\$69.00	\$38.00	\$41.67
Bulwork Pest Control	\$106.00	*\$79.00		\$39.50
Homestead Pest Defense	\$99.00			\$33.00
Pioneer Pest Control		*\$92.01	\$32.48	\$30.67
Orkin	\$134.22	*\$105.00	\$58.00	\$52.50

Preventive Pest Control  
Romney Pest Control

**Terminex**

Treatment  
Flea & tick indoor  
rat & mouse outdoor bait boxes  
fire ant  
flea & tick outdoor

Brochure Agreement

**Agreement** Salt Lake City Central **active direct**

☐ I agree to the Consent for Electronic Communications and to receive account and service-related information electronically from Active.

pests

ants: Argentine, fire, odorous, pavement, pharaoh, thief, carpenter

centipedes: house, brown recluse, black widow, brown recluse, wolf, tarantula, garden

cockroaches: smoky brown, brown banded, smoky brown, brown banded, brown banded, brown banded

crickets: paper wasp, mud dauber, yellow jacket, wasp, cricket, scorpion, termite, red bat, jay bug, earwig, Indian meal moth, granary weevil, tick & flea

\*includes german cockroaches

**activeplans**

pro+ pro

Standard Treatment Plan & Specialty Pests Initial Monthly

**Personal Stats** **activestreetsmarts**

Toby Holverson  
Owner/Rep

yesterday today week month season custom

week 2 - Sunday, Jan 3 - Saturday Jan 9, 2021

sold	21	serviced	43	rev	\$25,521.23
lev	\$1,201.53	\$320,502	\$225.30	avg initial service price	\$225.30
pro %	21.20%	pro %	64.46%	premium %	14.34%
ach%	7%	ep%	28	my%	12%
avg demomile	8.7	knocks	569	decision makers	421
cancelled pre-init service	2	cancelled post-init service but prior to first quarterly	3	cancelled post-init service	5
not serviced - welcome survey not completed	6	60+ days post due	1	non-blue pin serviced	0

sort by: 0=1 1=2 A=2 Z=A

gold/decision makers	11	gold/knocks	10	not home	15.79%	not interested	12.28%	renter	7.02%	gated home	4
come back later	7.02%	4	7.02%	4	5.46%	3	3.51%	2	3.51%	2	2
no english	3.51%	2	3.51%	2	3.51%	2	1.75%	1	1.75%	1	1
price concern	1.75%	1	0%	0	0%	0	0%	0	0%	0	0

**Top 50 Teams** **activestreetsmarts**

Your team - Orange County East

yesterday today week month season custom

pro volume

Sunday, Jan 3

BAS Buy into team by 40, 1999.00

HC Houston Central 16 40, 1999.00

WS Winston/Salem 68 40, 1999.00

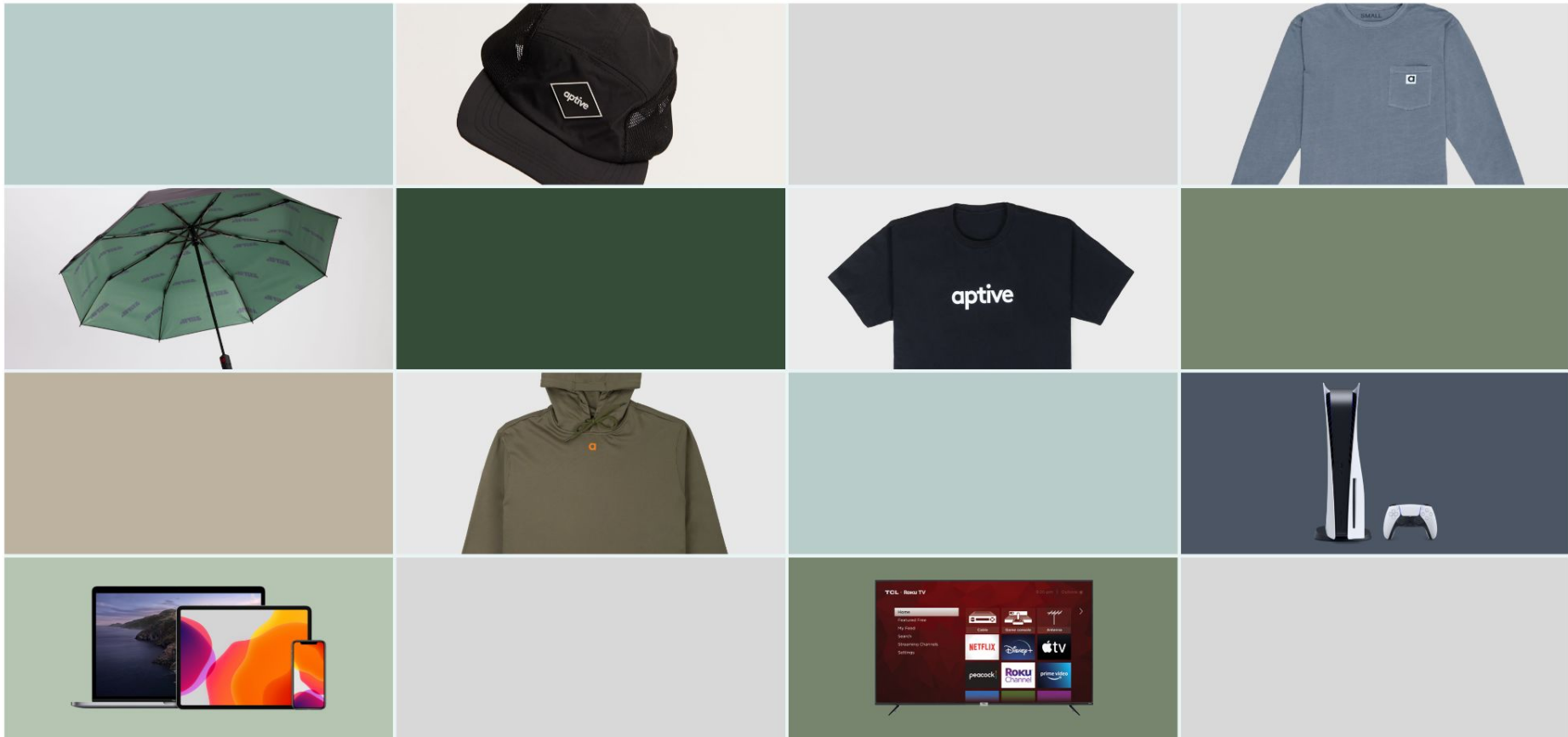
RANK	TEAM	SOLD	SERVICED	REV
1	Houston Central	98	96	\$994.09
2	Buy Area South	91	46	\$988.96
3	Winston/Salem	88	48	\$998.88
4	Dallas North	82	97	\$970.00
5	Tampa South	69	38	\$955.81
6	Carroll West	68	65	\$898.46
7	Tampa North	67	41	\$887.65
8	Orange County East	65	65	\$826.76
9	FL Lauderdale South	65	10	\$786.07
10	Las Vegas	62	26	\$771.91
11	Atlanta Southwest	62	28	\$730.26
12	Houston South	60	24	\$703.33
13	South-Houston Central	29	11	\$699.96
14	Orlando South	19	17	\$672.26

**Map** **activestreetsmarts**

Map view showing locations of teams and customers. Green 'a' icons indicate active locations. Blue location pins are scattered across the map area.



# Incentives



aptive