

# aptive

2024 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.

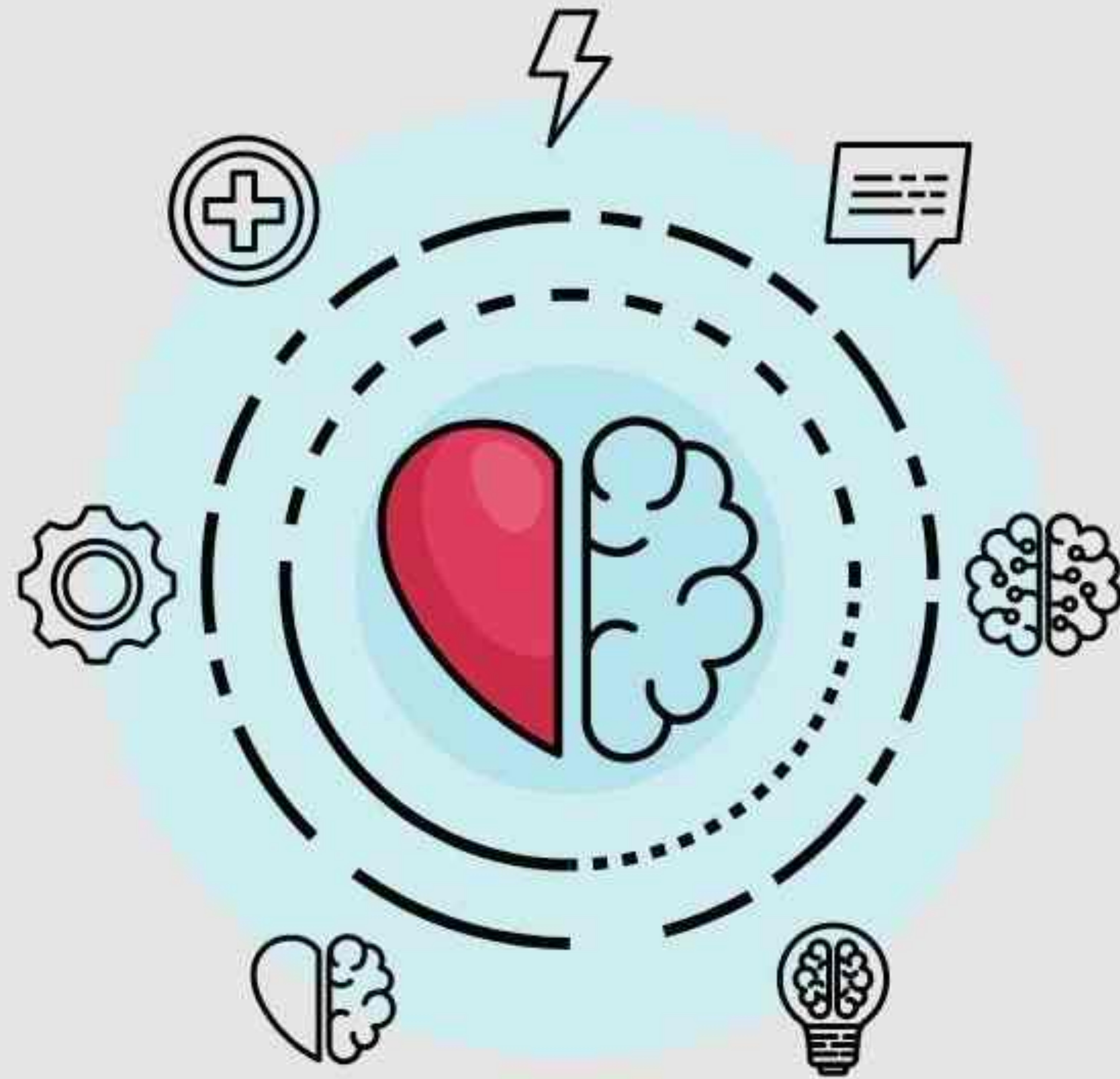
## Elevate

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

Publications

|   |                          |  |  |
|---|--------------------------|--|--|
| <b>Forbes</b>   | THE WALL STREET JOURNAL. | <b>yahoo!</b>  | <b>PCT</b>   |
| <b>Entrepreneur</b>   | FORTY<br>UNDER40         | <b>Inc.<br/>5000</b>   | <b>FORTUNE</b>   |
| <b>BYU</b><br>Entrepreneur of the Year  | DO IT<br>YOURSELF        | <b>sammy awards</b>  | <b>WORLDWIDE BUSINESS</b><br><i>with kathy ireland®</i>  |
|  <b>EY Entrepreneur<br/>Of The Year™</b> | CXO<br>OF THE<br>YEAR    |  <b>THE AMERICAN<br/>BUSINESS AWARDS™</b> |  <b>revgen</b> 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

Recieve 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

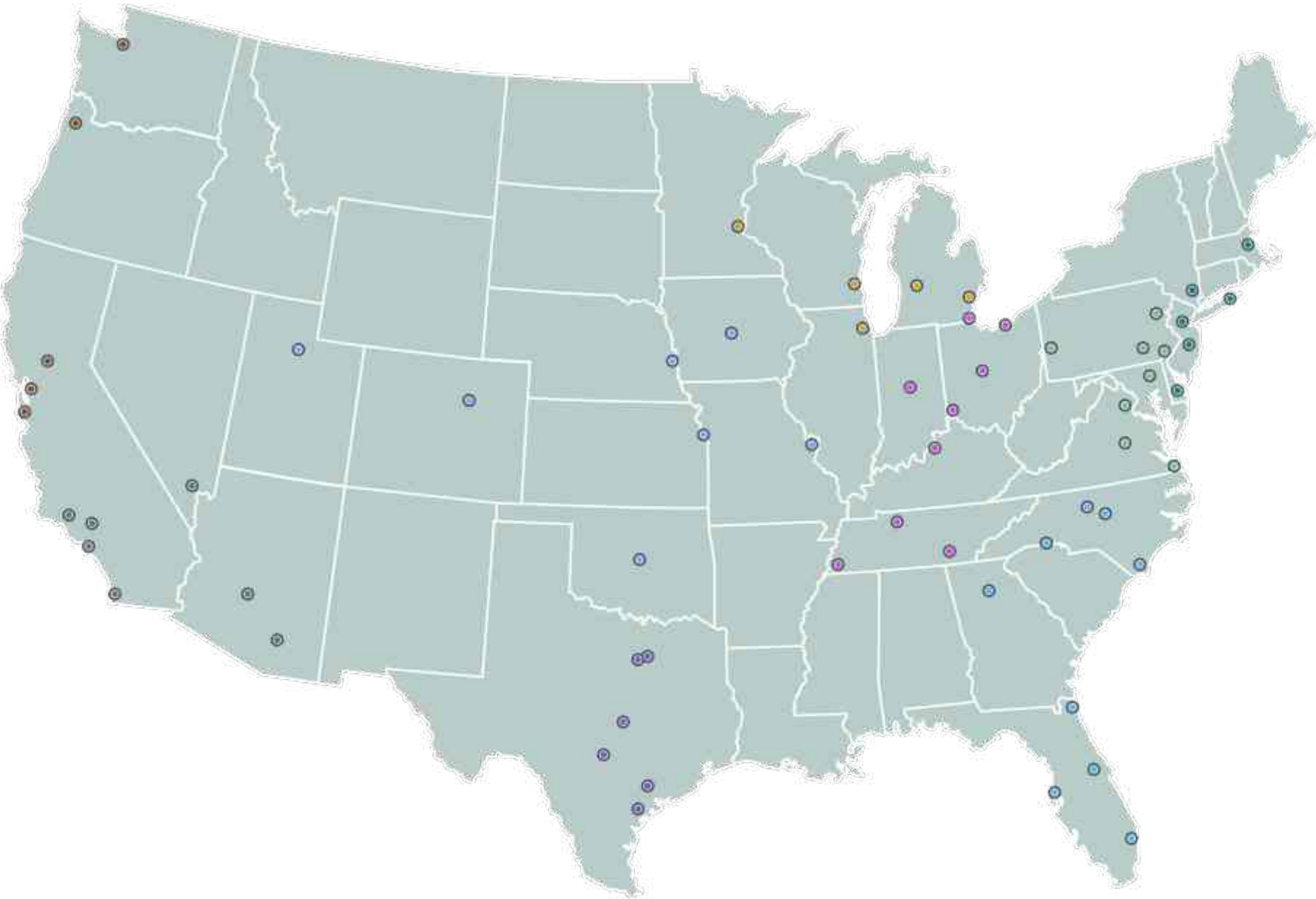
People Skills

Work Ethic

Integrity

Leadership

# Locations



## areas 63

|            |               |                |                |                 |
|------------|---------------|----------------|----------------|-----------------|
| Seattle    | Corona        | Chicago        | Chattanooga    | Atlanta         |
| Portland   | Las Vegas     | Detroit        | Cincinnati     | Wilmington      |
| Sacramento | Los Angeles   | Grand Rapids   | Cleveland      | Charlotte       |
| Bay Area   | Orange County | Milwaukee      | Columbus       | Greensboro      |
| San Jose   | Phoenix       | Minneapolis    | Indianapolis   | Raleigh         |
|            | San Diego     |                | Louisville     | Jacksonville    |
|            | Tuscon        | Denver         | Nashville      | Tampa           |
|            |               | Des Moines     | Memphis        | Orlando         |
|            | Austin        | Kansas City    | Toledo         | Fort Lauderdale |
|            | Dallas        | Oklahoma City  |                |                 |
|            | Fort Worth    | Omaha          | Alexandria     | Boston          |
|            | Houston       | Saint Louis    | Allentown      | Dover           |
|            | San Antonio   | Salt Lake City | Baltimore      | Long Island     |
|            | Sugarland     |                | Harrisburg     | Newark          |
|            |               |                | Pittsburgh     | Princeton       |
|            |               |                | Philadelphia   | Whiteplains     |
|            |               |                | Richmond       |                 |
|            |               |                | Virginia Beach |                 |

## states 30

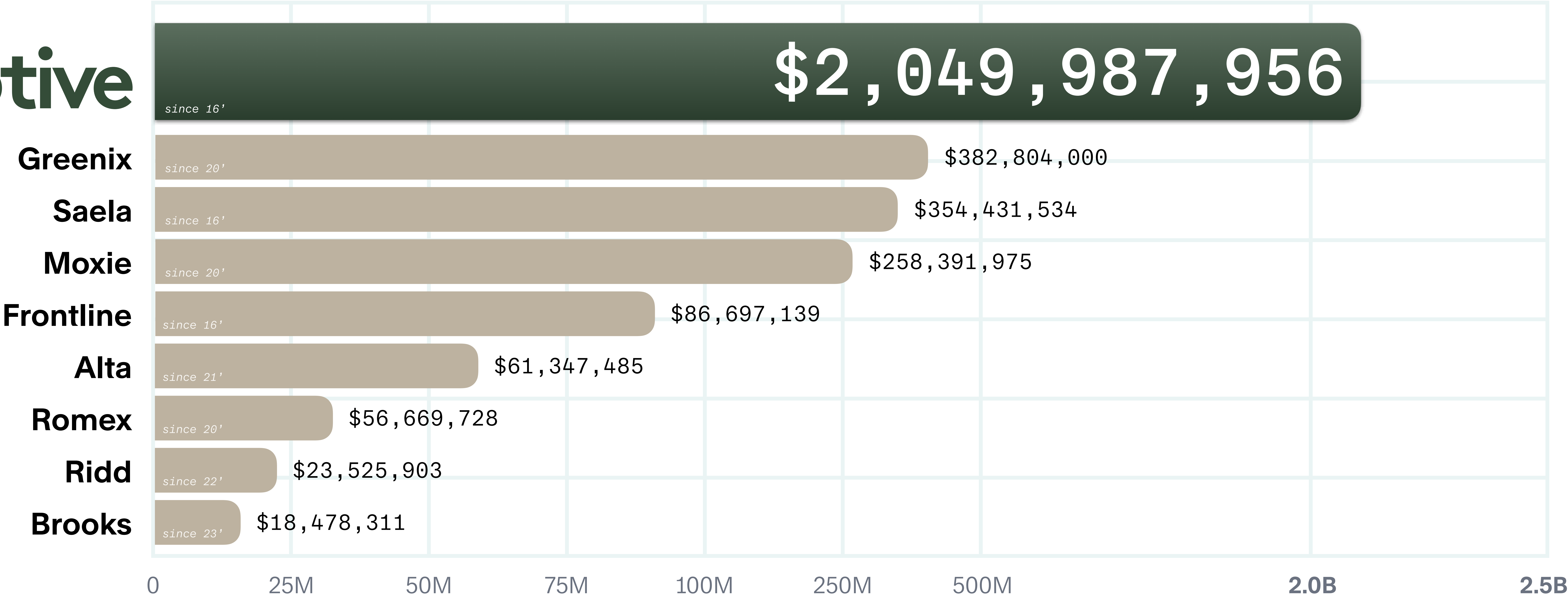
|            |               |                |              |               |
|------------|---------------|----------------|--------------|---------------|
| Arizona    | Indiana       | Missouri       | Ohio         | Texas         |
| California | Iowa          | Nebraska       | Oklahoma     | Utah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

# Year over Year Revenue (totals since 2016)

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

– William Hague

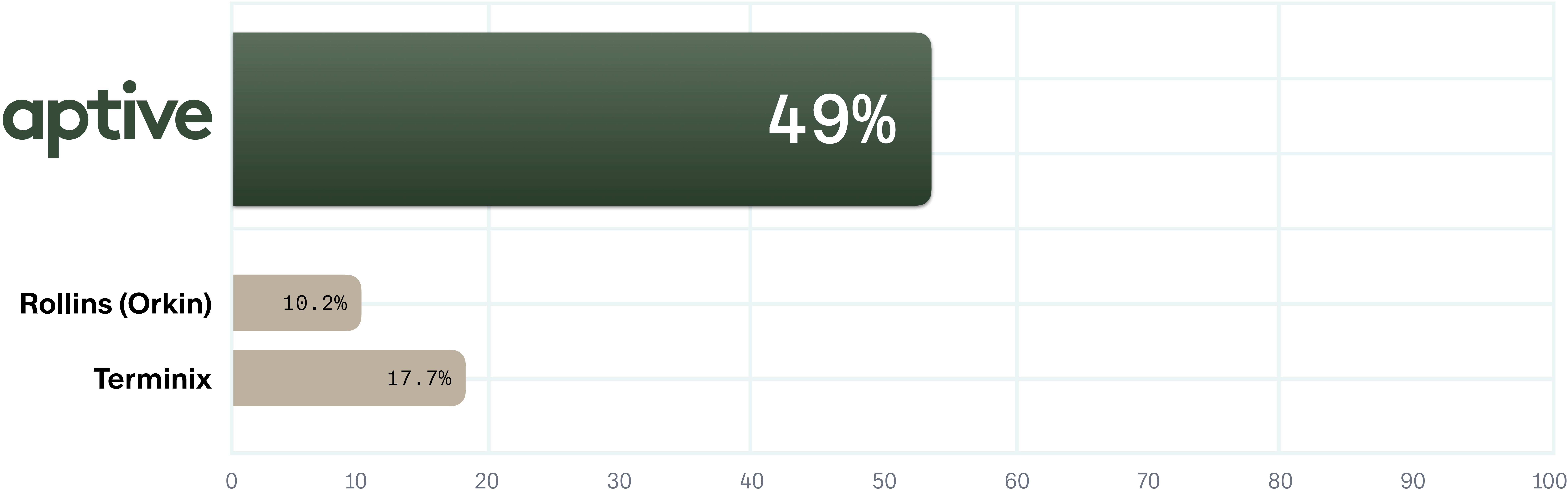
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\* <https://www.pctonline.com/page/top-100-companies/>

# Average Revenue Growth, 2016-2023

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

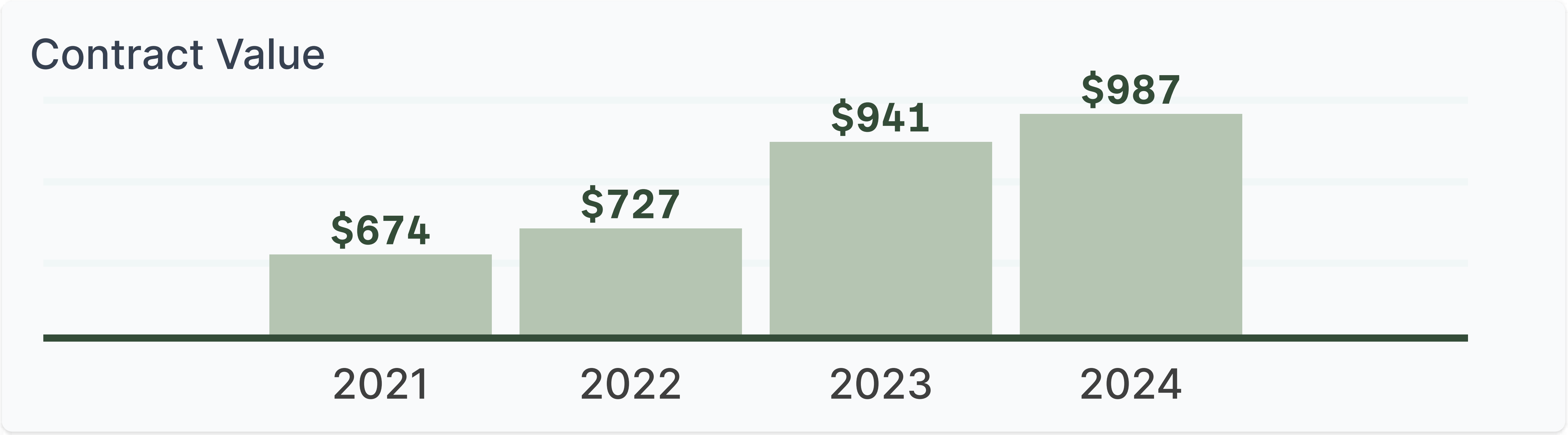
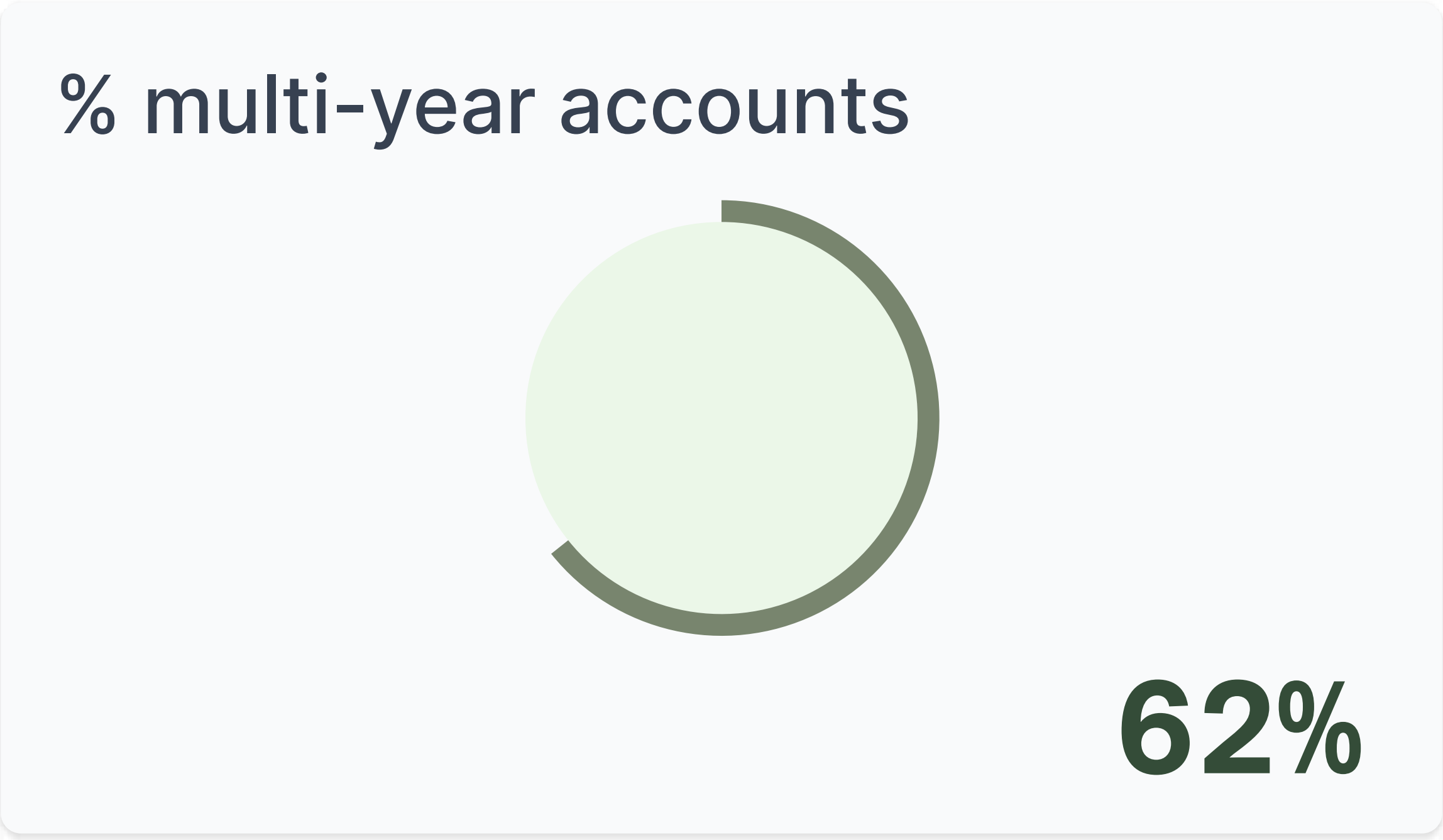
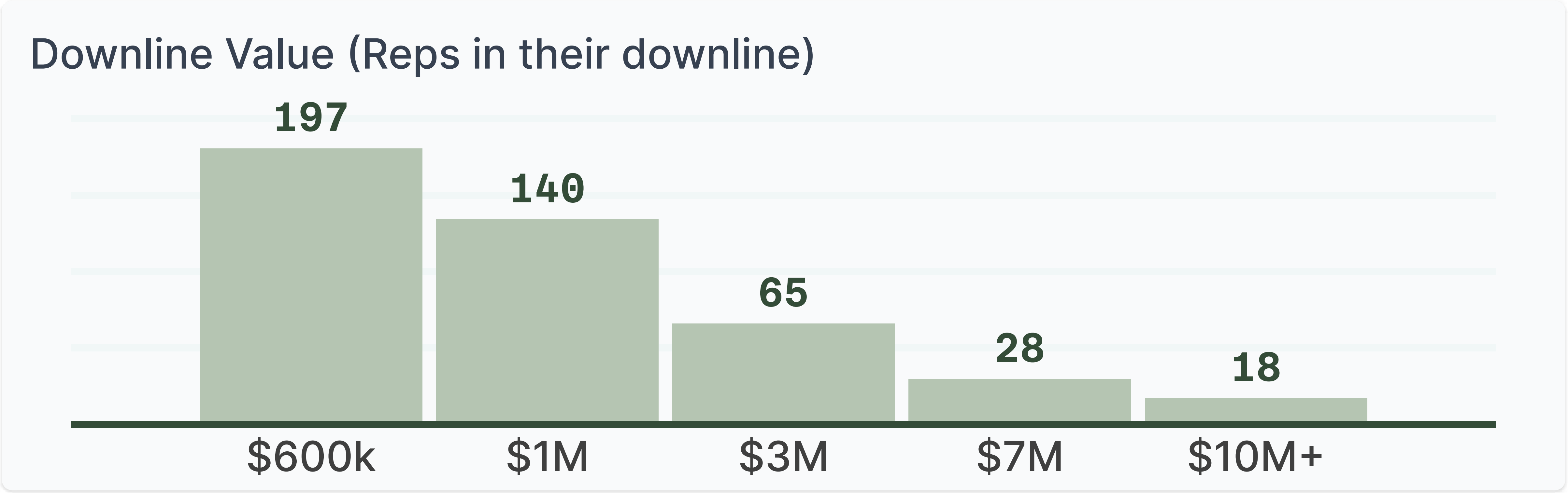
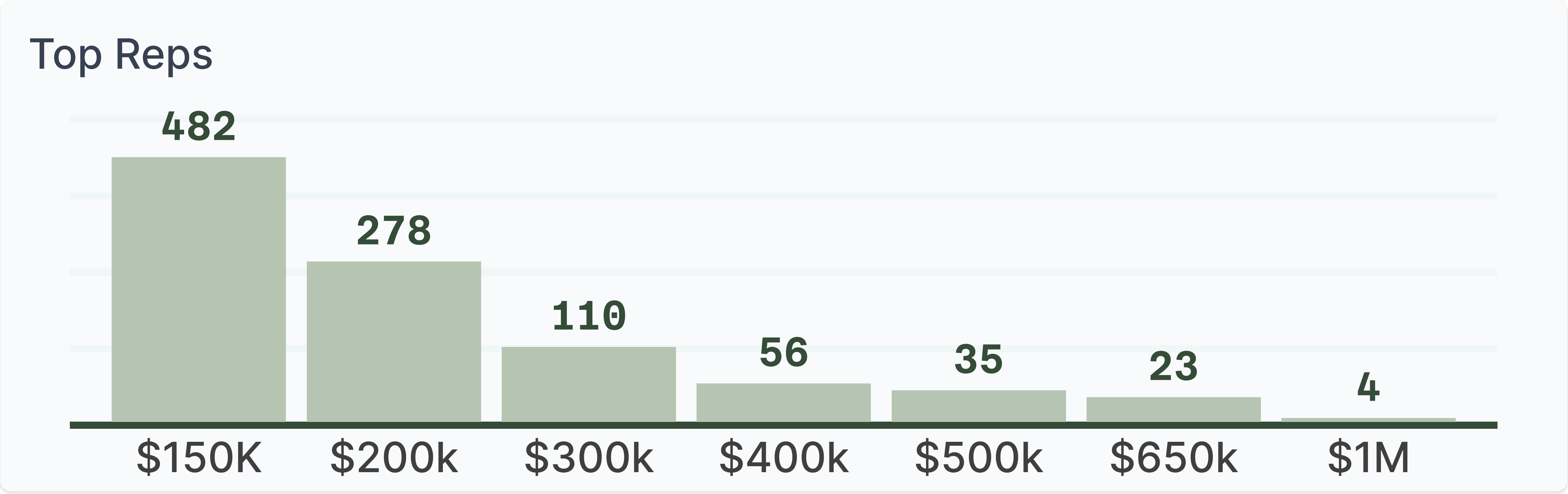


\* <https://www.pctonline.com/page/top-100-companies/>

Why are we growing? What do you think?

Why Aptive?

# Stats 2024



Residual Commissions

\$1,349,307

ETLB Commissions

\$2,457,850

Total Passive Income

\$3,807,157

# 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 |

# Sales Averages

|                                |                          |
|--------------------------------|--------------------------|
| median team p.r.a. 12+weeks    | avg team leader serviced |
| \$151,597                      | \$244,522                |
| top RPR team (inc quitters)    | top 20 reps averaged     |
| \$218,724                      | \$764,225                |
| avg team lead serviced revenue | average CV per area      |
| \$244,522                      | \$3,745,496              |

Compensation 2025 Season

Rookie 1st Year  
earned by first-year reps

| Revenue      | Percentage | Earnings     | Multi-Year<br>Upfront Bonus | Incentives  | Residual    | Total<br>Earnings | Effective<br>Commission |
|--------------|------------|--------------|-----------------------------|-------------|-------------|-------------------|-------------------------|
| \$42,499.00  | 18%        | \$7,343.83   | \$623.32                    | \$1,274.97  | \$1,651.64  | \$10,893.76       | 26%                     |
| \$42,500.00  | 23%        | \$9,384.00   | \$623.33                    | \$1,275.00  | \$1,651.68  | \$12,934.01       | 30%                     |
| \$63,750.00  | 26%        | \$15,912.00  | \$935.00                    | \$1,912.50  | \$2,477.52  | \$21,237.02       | 33%                     |
| \$85,000.00  | 29%        | \$23,664.00  | \$1,246.67                  | \$2,550.00  | \$3,303.36  | \$30,764.03       | 36%                     |
| \$106,250.00 | 31%        | \$31,620.00  | \$1,558.33                  | \$3,187.50  | \$4,129.20  | \$40,495.03       | 38%                     |
| \$127,500.00 | 33%        | \$40,392.00  | \$1,870.00                  | \$3,825.00  | \$4,955.04  | \$51,042.04       | 40%                     |
| \$148,750.00 | 36%        | \$51,408.00  | \$2,181.67                  | \$4,462.50  | \$5,780.88  | \$63,833.05       | 43%                     |
| \$170,000.00 | 40%        | \$65,280.00  | \$2,493.33                  | \$5,100.00  | \$6,606.72  | \$79,480.05       | 47%                     |
| \$191,250.00 | 43%        | \$78,948.00  | \$2,805.00                  | \$5,737.50  | \$7,432.56  | \$94,923.06       | 50%                     |
| \$212,500.00 | 45%        | \$91,800.00  | \$3,116.67                  | \$6,375.00  | \$8,258.40  | \$109,550.07      | 52%                     |
| \$233,750.00 | 47%        | \$105,468.00 | \$3,428.33                  | \$7,012.50  | \$9,084.24  | \$124,993.07      | 53%                     |
| \$255,000.00 | 52%        | \$127,296.00 | \$3,740.00                  | \$7,650.00  | \$9,910.08  | \$148,596.08      | 58%                     |
| \$297,500.00 | 54%        | \$154,224.00 | \$4,363.33                  | \$8,925.00  | \$11,561.76 | \$179,074.09      | 60%                     |
| \$340,000.00 | 56%        | \$182,784.00 | \$4,986.67                  | \$10,200.00 | \$13,213.44 | \$211,184.11      | 62%                     |
| \$382,500.00 | 58%        | \$212,976.00 | \$5,610.00                  | \$11,475.00 | \$14,865.12 | \$244,926.12      | 64%                     |
| \$425,000.00 | 60%        | \$244,800.00 | \$6,233.33                  | \$12,750.00 | \$16,516.80 | \$280,300.13      | 66%                     |
| \$552,500.00 | 65%        | \$344,760.00 | \$8,103.33                  | \$16,575.00 | \$21,471.84 | \$390,910.17      | 71%                     |
| \$850,000.00 | 70%        | \$571,200.00 | \$12,466.67                 | \$25,500.00 | \$33,033.60 | \$642,200.27      | 76%                     |

Compensation 2025 Season

Experienced - serviced less than \$100,000 as a rookie, less than \$125,000 as an experienced rep, or the equivalent at another direct-to-home company.

| Revenue      | Percentage | Earnings     | Multi-Year<br>Upfront Bonus | Incentives  | Residual    | Total<br>Earnings | Effective<br>Commission |
|--------------|------------|--------------|-----------------------------|-------------|-------------|-------------------|-------------------------|
| \$42,499.00  | 18%        | \$7,343.83   | \$623.32                    | \$1,274.97  | \$1,651.64  | \$10,893.76       | 26%                     |
| \$42,500.00  | 25%        | \$10,200.00  | \$623.33                    | \$1,275.00  | \$1,651.68  | \$13,750.01       | 32%                     |
| \$63,750.00  | 30%        | \$18,360.00  | \$935.00                    | \$1,912.50  | \$2,477.52  | \$23,685.02       | 37%                     |
| \$85,000.00  | 33%        | \$26,928.00  | \$1,246.67                  | \$2,550.00  | \$3,303.36  | \$34,028.03       | 40%                     |
| \$106,250.00 | 35%        | \$35,700.00  | \$1,558.33                  | \$3,187.50  | \$4,129.20  | \$44,575.03       | 42%                     |
| \$127,500.00 | 38%        | \$46,512.00  | \$1,870.00                  | \$3,825.00  | \$4,955.04  | \$57,162.04       | 45%                     |
| \$148,750.00 | 40%        | \$57,120.00  | \$2,181.67                  | \$4,462.50  | \$5,780.88  | \$69,545.05       | 47%                     |
| \$170,000.00 | 44%        | \$71,808.00  | \$2,493.33                  | \$5,100.00  | \$6,606.72  | \$86,008.05       | 51%                     |
| \$191,250.00 | 47%        | \$86,292.00  | \$2,805.00                  | \$5,737.50  | \$7,432.56  | \$102,267.06      | 53%                     |
| \$212,500.00 | 50%        | \$102,000.00 | \$3,116.67                  | \$6,375.00  | \$8,258.40  | \$119,750.07      | 56%                     |
| \$233,750.00 | 52%        | \$116,688.00 | \$3,428.33                  | \$7,012.50  | \$9,084.24  | \$136,213.07      | 58%                     |
| \$255,000.00 | 55%        | \$134,640.00 | \$3,740.00                  | \$7,650.00  | \$9,910.08  | \$155,940.08      | 61%                     |
| \$297,500.00 | 57%        | \$162,792.00 | \$4,363.33                  | \$8,925.00  | \$11,561.76 | \$187,642.09      | 63%                     |
| \$340,000.00 | 60%        | \$195,840.00 | \$4,986.67                  | \$10,200.00 | \$13,213.44 | \$224,240.11      | 66%                     |
| \$382,500.00 | 61%        | \$223,992.00 | \$5,610.00                  | \$11,475.00 | \$14,865.12 | \$255,942.12      | 67%                     |
| \$425,000.00 | 62%        | \$252,960.00 | \$6,233.33                  | \$12,750.00 | \$16,516.80 | \$288,460.13      | 68%                     |
| \$552,500.00 | 75%        | \$397,800.00 | \$8,103.33                  | \$16,575.00 | \$21,471.84 | \$443,950.17      | 80%                     |
| \$850,000.00 | 80%        | \$652,800.00 | \$12,466.67                 | \$25,500.00 | \$33,033.60 | \$723,800.27      | 85%                     |

Compensation 2025 Season

Pillar Rep - serviced between \$100,000 and \$150,000 as a rookie, between \$125,000 and \$175,000 as an experienced rep, or equivalent at another direct-to-home company.

| Revenue      | Percentage | Earnings     | Multi-Year<br>Upfront Bonus | Incentives  | Residual    | Total<br>Earnings | Effective<br>Commission |
|--------------|------------|--------------|-----------------------------|-------------|-------------|-------------------|-------------------------|
| \$63,750.00  | 30%        | \$18,360.00  | \$935.00                    | \$1,912.50  | \$2,477.52  | \$23,685.02       | 37%                     |
| \$85,000.00  | 35%        | \$28,560.00  | \$1,246.67                  | \$2,550.00  | \$3,303.36  | \$35,660.03       | 42%                     |
| \$106,250.00 | 40%        | \$40,800.00  | \$1,558.33                  | \$3,187.50  | \$4,129.20  | \$49,675.03       | 47%                     |
| \$127,500.00 | 42%        | \$51,408.00  | \$1,870.00                  | \$3,825.00  | \$4,955.04  | \$62,058.04       | 49%                     |
| \$148,750.00 | 45%        | \$64,260.00  | \$2,181.67                  | \$4,462.50  | \$5,780.88  | \$76,685.05       | 52%                     |
| \$170,000.00 | 50%        | \$81,600.00  | \$2,493.33                  | \$5,100.00  | \$6,606.72  | \$95,800.05       | 56%                     |
| \$191,250.00 | 54%        | \$99,144.00  | \$2,805.00                  | \$5,737.50  | \$7,432.56  | \$115,119.06      | 60%                     |
| \$212,500.00 | 56%        | \$114,240.00 | \$3,116.67                  | \$6,375.00  | \$8,258.40  | \$131,990.07      | 62%                     |
| \$233,750.00 | 58%        | \$130,152.00 | \$3,428.33                  | \$7,012.50  | \$9,084.24  | \$149,677.07      | 64%                     |
| \$255,000.00 | 62%        | \$151,776.00 | \$3,740.00                  | \$7,650.00  | \$9,910.08  | \$173,076.08      | 68%                     |
| \$297,500.00 | 64%        | \$182,784.00 | \$4,363.33                  | \$8,925.00  | \$11,561.76 | \$207,634.09      | 70%                     |
| \$340,000.00 | 66%        | \$215,424.00 | \$4,986.67                  | \$10,200.00 | \$13,213.44 | \$243,824.11      | 72%                     |
| \$382,500.00 | 68%        | \$249,696.00 | \$5,610.00                  | \$11,475.00 | \$14,865.12 | \$281,646.12      | 74%                     |
| \$425,000.00 | 70%        | \$285,600.00 | \$6,233.33                  | \$12,750.00 | \$16,516.80 | \$321,100.13      | 76%                     |
| \$552,500.00 | 75%        | \$397,800.00 | \$8,103.33                  | \$16,575.00 | \$21,471.84 | \$443,950.17      | 80%                     |
| \$850,000.00 | 80%        | \$652,800.00 | \$12,466.67                 | \$25,500.00 | \$33,033.60 | \$723,800.27      | 85%                     |

Compensation 2025 Season

Expert - earned by hitting \$150,000 serviced revenue in 2024 as a rookie, \$175,000 as an experienced rep, or the equivalent of \$150,000 at another direct-to-home company.

| Revenue      | Percentage | Earnings     | Multi-Year<br>Upfront Bonus | Incentives  | Residual    | Total<br>Earnings | Effective<br>Commission |
|--------------|------------|--------------|-----------------------------|-------------|-------------|-------------------|-------------------------|
| \$63,750.00  | 30%        | \$18,360.00  | \$935.00                    | \$1,912.50  | \$2,477.52  | \$23,685.02       | 37%                     |
| \$85,000.00  | 40%        | \$32,640.00  | \$1,246.67                  | \$2,550.00  | \$3,303.36  | \$39,740.03       | 47%                     |
| \$106,250.00 | 42%        | \$42,840.00  | \$1,558.33                  | \$3,187.50  | \$4,129.20  | \$51,715.03       | 49%                     |
| \$127,500.00 | 45%        | \$55,080.00  | \$1,870.00                  | \$3,825.00  | \$4,955.04  | \$65,730.04       | 52%                     |
| \$148,750.00 | 50%        | \$71,400.00  | \$2,181.67                  | \$4,462.50  | \$5,780.88  | \$83,825.05       | 56%                     |
| \$170,000.00 | 53%        | \$86,496.00  | \$2,493.33                  | \$5,100.00  | \$6,606.72  | \$100,696.05      | 59%                     |
| \$191,250.00 | 56%        | \$102,816.00 | \$2,805.00                  | \$5,737.50  | \$7,432.56  | \$118,791.06      | 62%                     |
| \$212,500.00 | 58%        | \$118,320.00 | \$3,116.67                  | \$6,375.00  | \$8,258.40  | \$136,070.07      | 64%                     |
| \$233,750.00 | 60%        | \$134,640.00 | \$3,428.33                  | \$7,012.50  | \$9,084.24  | \$154,165.07      | 66%                     |
| \$255,000.00 | 62%        | \$151,776.00 | \$3,740.00                  | \$7,650.00  | \$9,910.08  | \$173,076.08      | 68%                     |
| \$297,500.00 | 64%        | \$182,784.00 | \$4,363.33                  | \$8,925.00  | \$11,561.76 | \$207,634.09      | 70%                     |
| \$340,000.00 | 66%        | \$215,424.00 | \$4,986.67                  | \$10,200.00 | \$13,213.44 | \$243,824.11      | 72%                     |
| \$382,500.00 | 68%        | \$249,696.00 | \$5,610.00                  | \$11,475.00 | \$14,865.12 | \$281,646.12      | 74%                     |
| \$425,000.00 | 70%        | \$285,600.00 | \$6,233.33                  | \$12,750.00 | \$16,516.80 | \$321,100.13      | 76%                     |
| \$552,500.00 | 75%        | \$397,800.00 | \$8,103.33                  | \$16,575.00 | \$21,471.84 | \$443,950.17      | 80%                     |
| \$850,000.00 | 80%        | \$652,800.00 | \$12,466.67                 | \$25,500.00 | \$33,033.60 | \$723,800.27      | 85%                     |

# Backends at \$150,000 in revenue

## Base Commission

|           |                       |
|-----------|-----------------------|
| Revenue   | Commission Percentage |
| \$150,000 | 50%                   |
|           | Personal Earnings     |
|           | \$75,000.00           |

## Recruiting

|           |                     |
|-----------|---------------------|
| Revenue   | Percentage          |
| \$200,000 | 2%                  |
|           | Recruiting Earnings |
|           | \$4,000.00          |

## Backends

|              |             |
|--------------|-------------|
| Prize Pickup | November    |
| \$3,750.00   | \$36,157.69 |
|              | January     |
|              | \$30,050.00 |
|              | May - April |
|              | \$423.08    |

## Additional Earnings

|                  |                      |
|------------------|----------------------|
| Solar            | Incentives           |
| \$6,000.00       | \$3,750.00           |
| Rent Bonus       | Residual             |
| \$2,400.00       | \$5,076.92           |
| Multi-year Bonus | Personal Earnings    |
| \$2,750.00       | \$94,976.92          |
|                  | Effective Commission |
|                  | 63%                  |

## Summer

|          |             |
|----------|-------------|
| Up Front | Pro +       |
| \$50.00  | 45%         |
|          | Pest        |
|          | \$15,192.31 |
|          | Other       |
|          | \$8,750.00  |

# Financial Stability

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

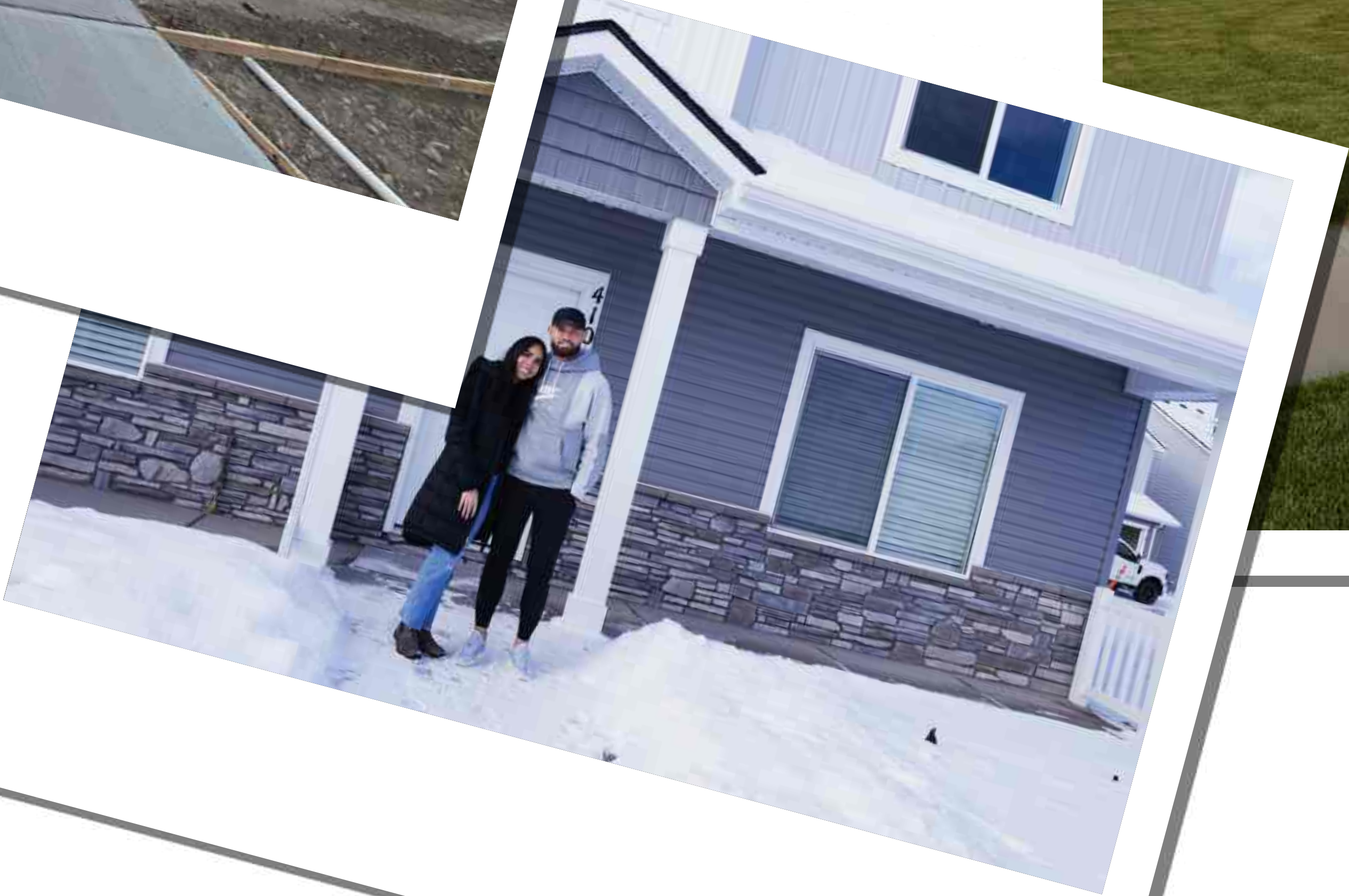


**College**  
(avg 2022-2023 4 year dgre)

**\$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)

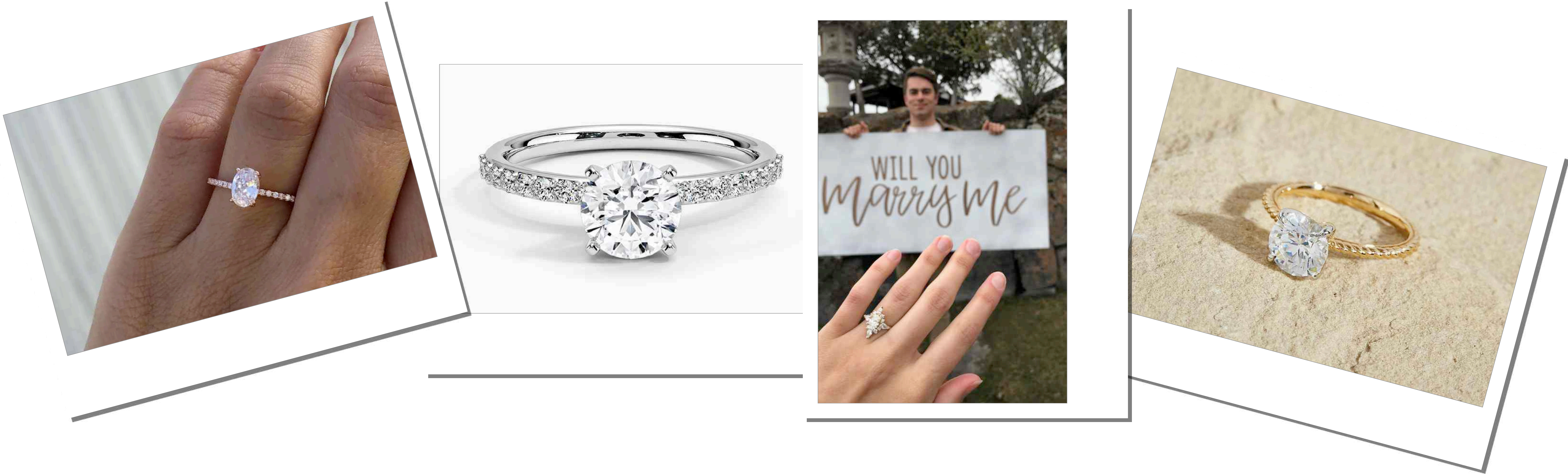
\$428,700.00

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

\$39,000.00+

# Financial Stability

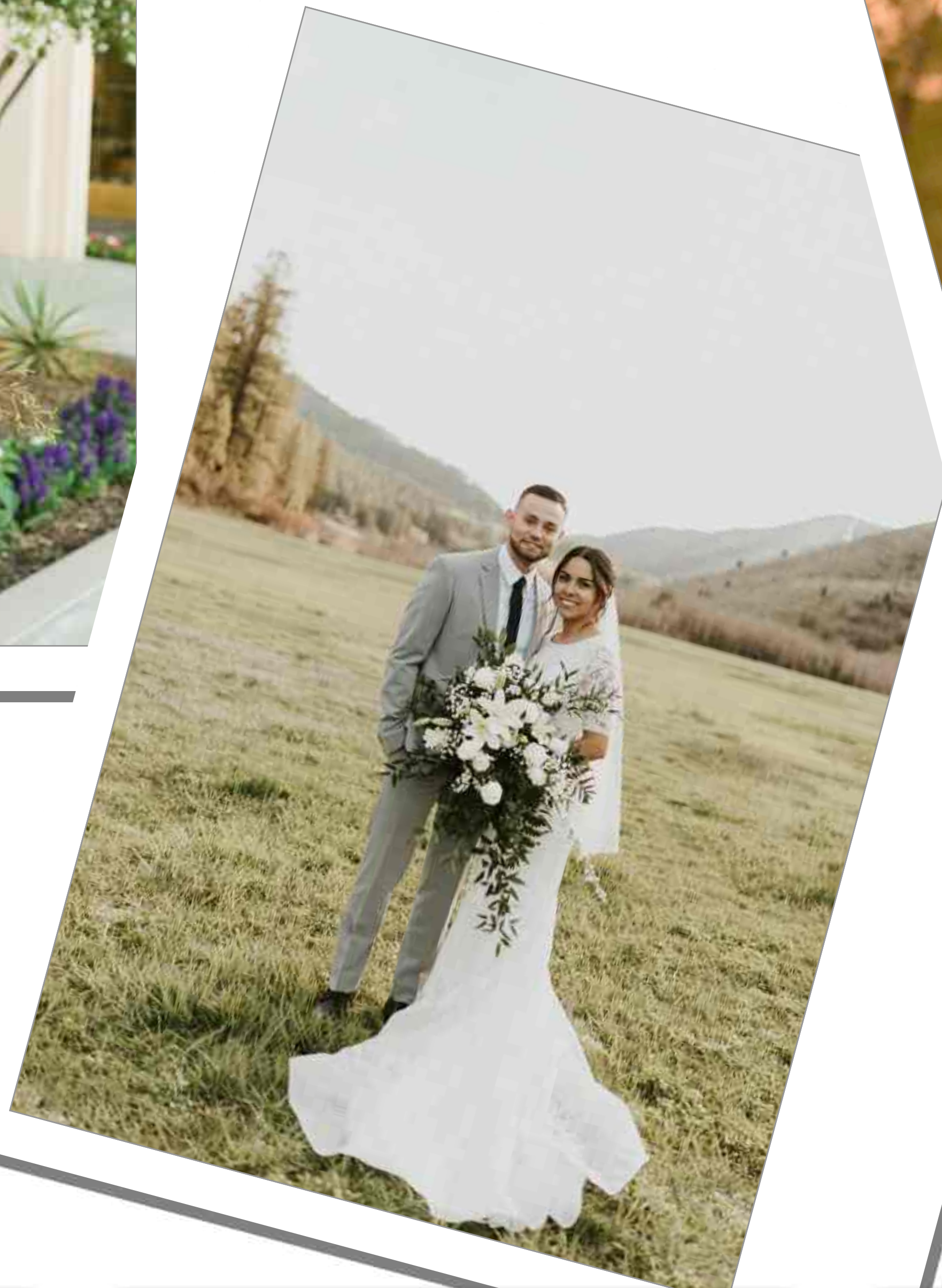
Engagement Ring -  
Make it a great one!



|  |                                       |  |  |
|--|---------------------------------------|--|--|
| <b>College</b><br><i>(avg 2022-2023 4 year dgre)</i> | <b>House</b><br><i>(median price)</i> | <b>Car</b><br><i>(2023 Honda Civic Type R)</i> | <b>Engagement Ring</b><br><i>(make it a great one)</i> |
| \$41,962.00  | \$428,700.00                          | \$39,000.00+                                   | \$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**

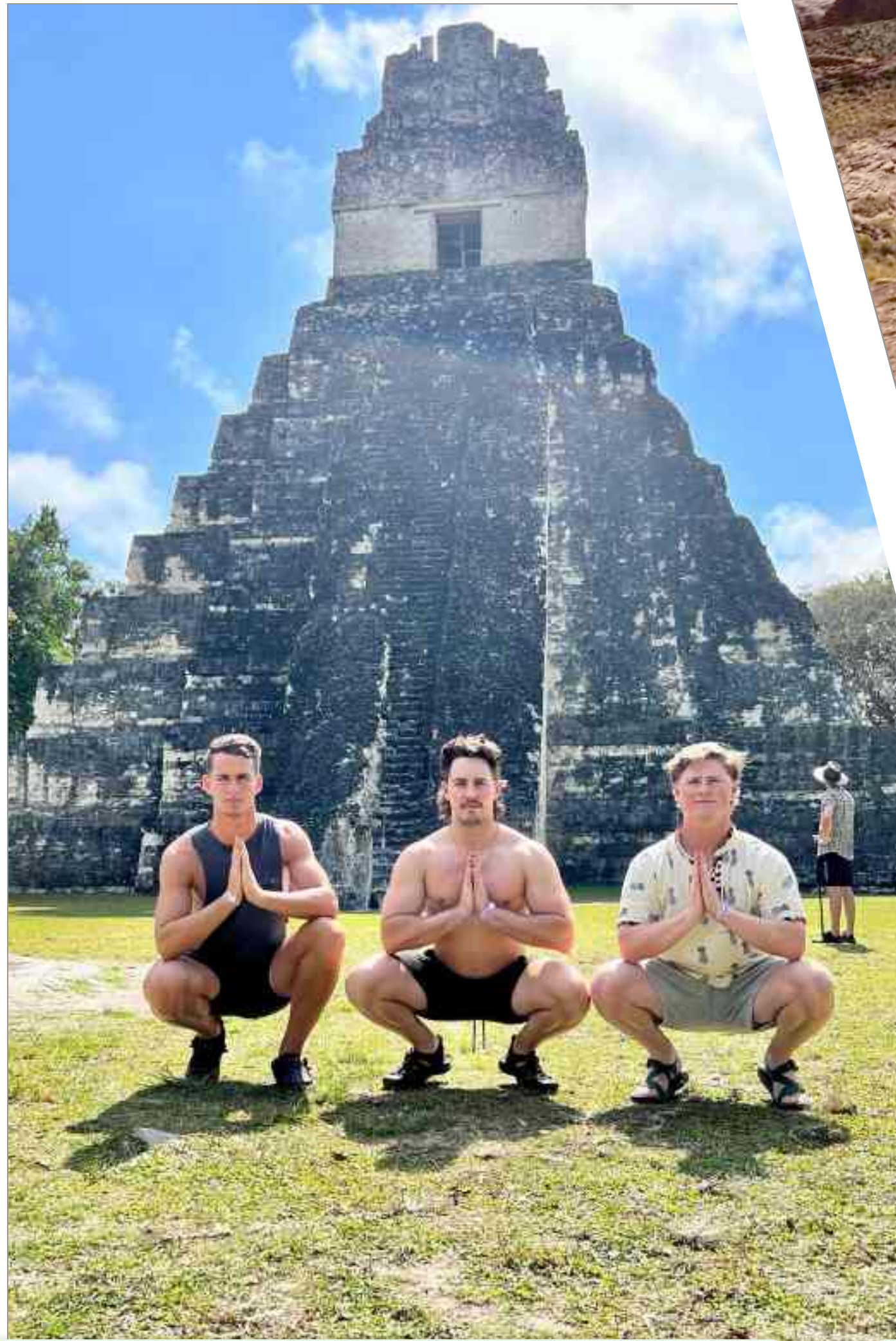
**Car**  
*(2023 Honda Civic Type R)*  
  
**\$39,000.00+**

**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**



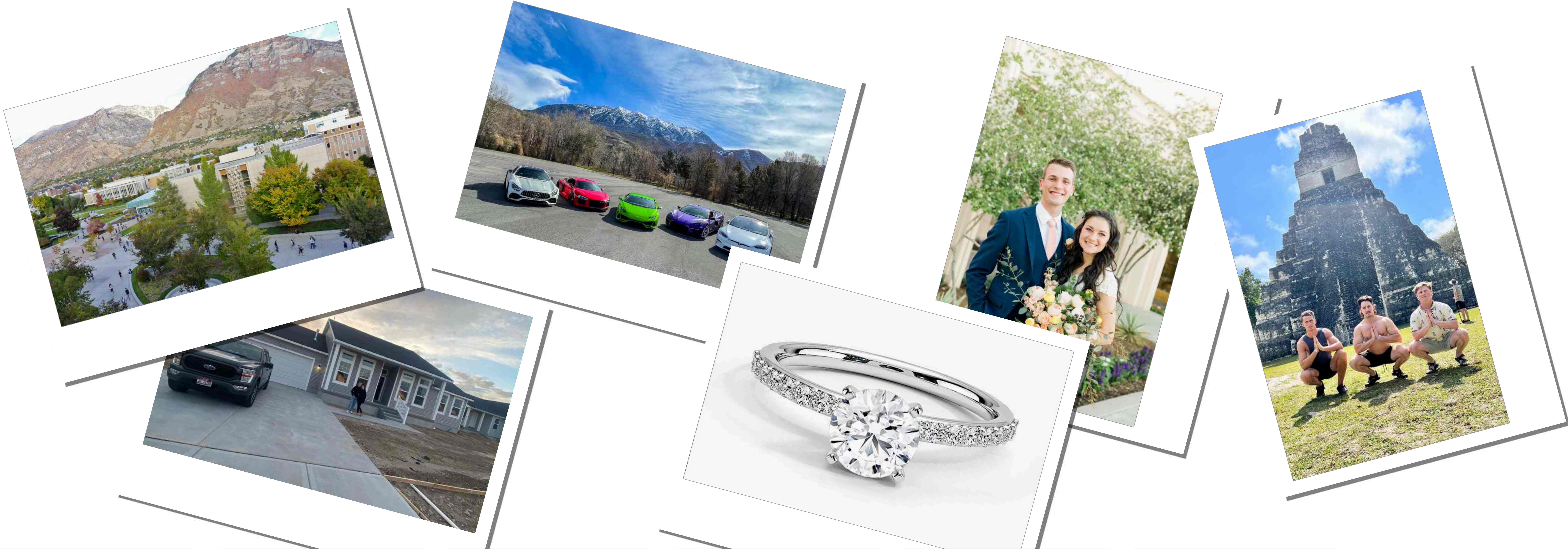
**Wedding**  
*(avg price)*  
  
**\$27,300.00**



**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.



|  |  |   |   |  |   |  |
|--|--|---|---|--|---|--|
| <div>College</div> <div>(avg 2022-2023 4 year dgre)</div> <div>\$41,962.00</div> | <div>House</div> <div>(median price)</div> <div>\$428,700.00</div> | <div>Car</div> <div>(2023 Honda Civic Type R)</div> <div>\$39,000.00+</div> | <div>Engagement Ring</div> <div>(make it a great one)</div> <div>\$6,000.00</div> | <div>Wedding</div> <div>(avg price)</div> <div>\$27,300.00</div> | <div>Travel</div> <div>(Machu Picchu, 2 people)</div> <div>\$4,182.00</div> | <div>Approximate Total</div> <div>\$547,444.00</div> |
|--|--|---|---|--|---|--|

# Empowered Training

Proven Training  
Manual

Video Critique  
Analysis

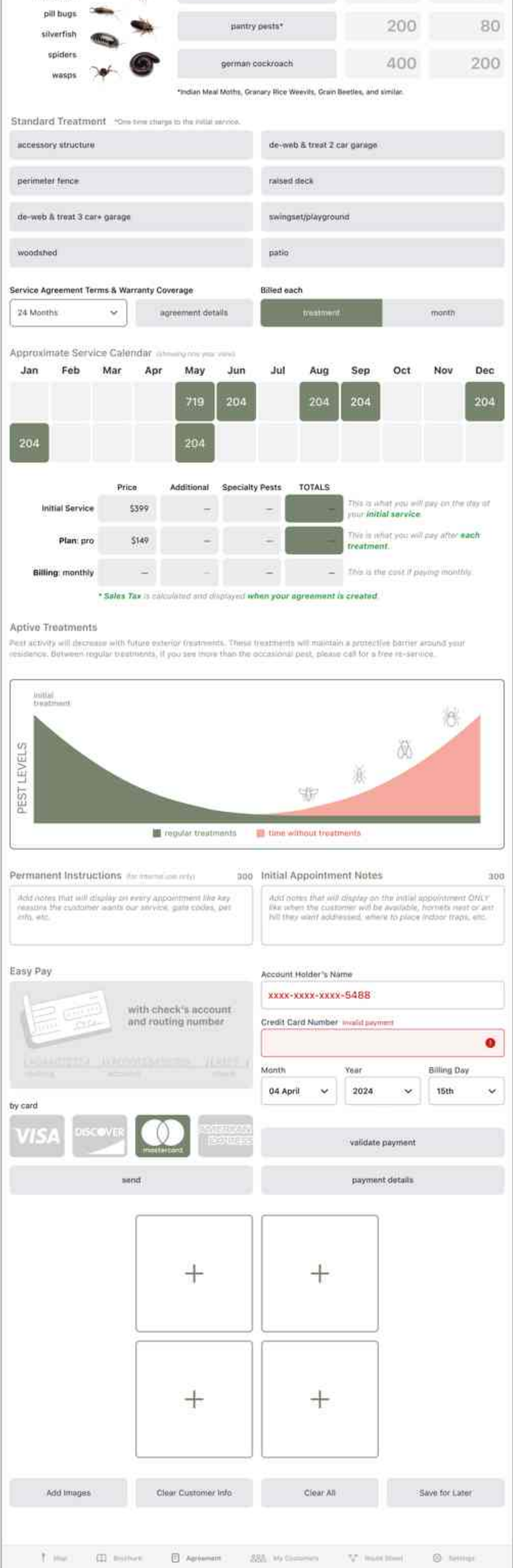
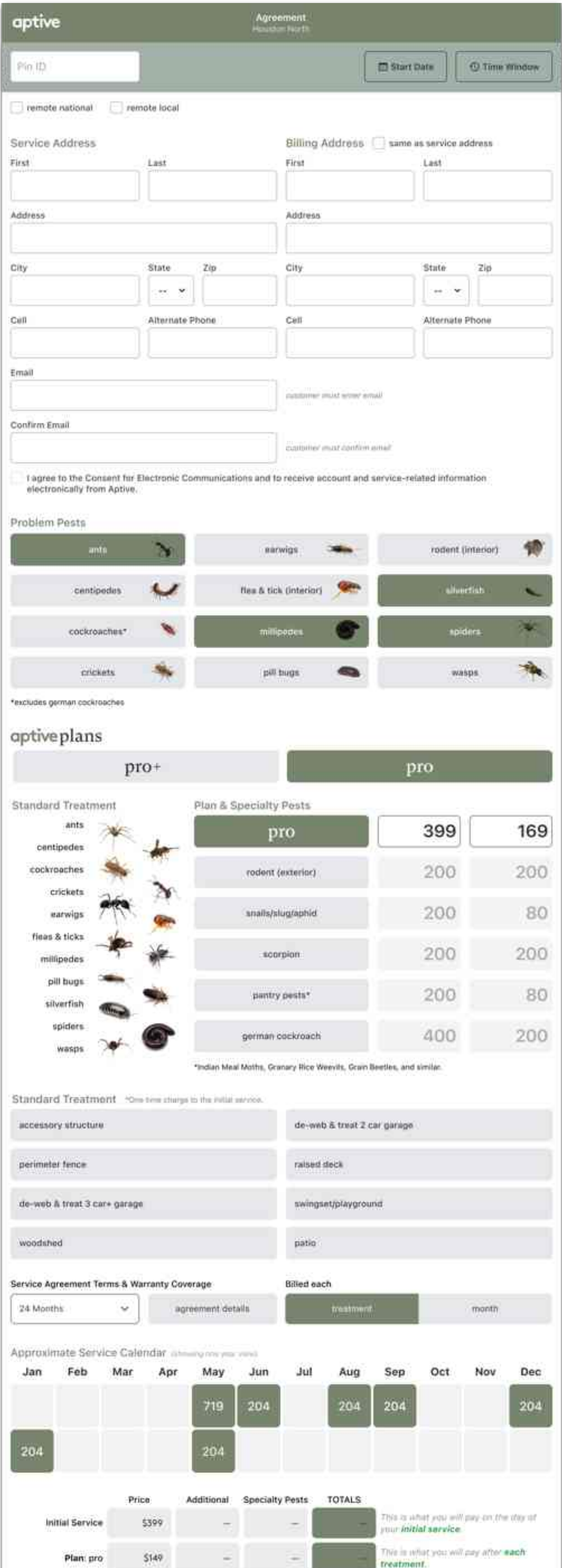
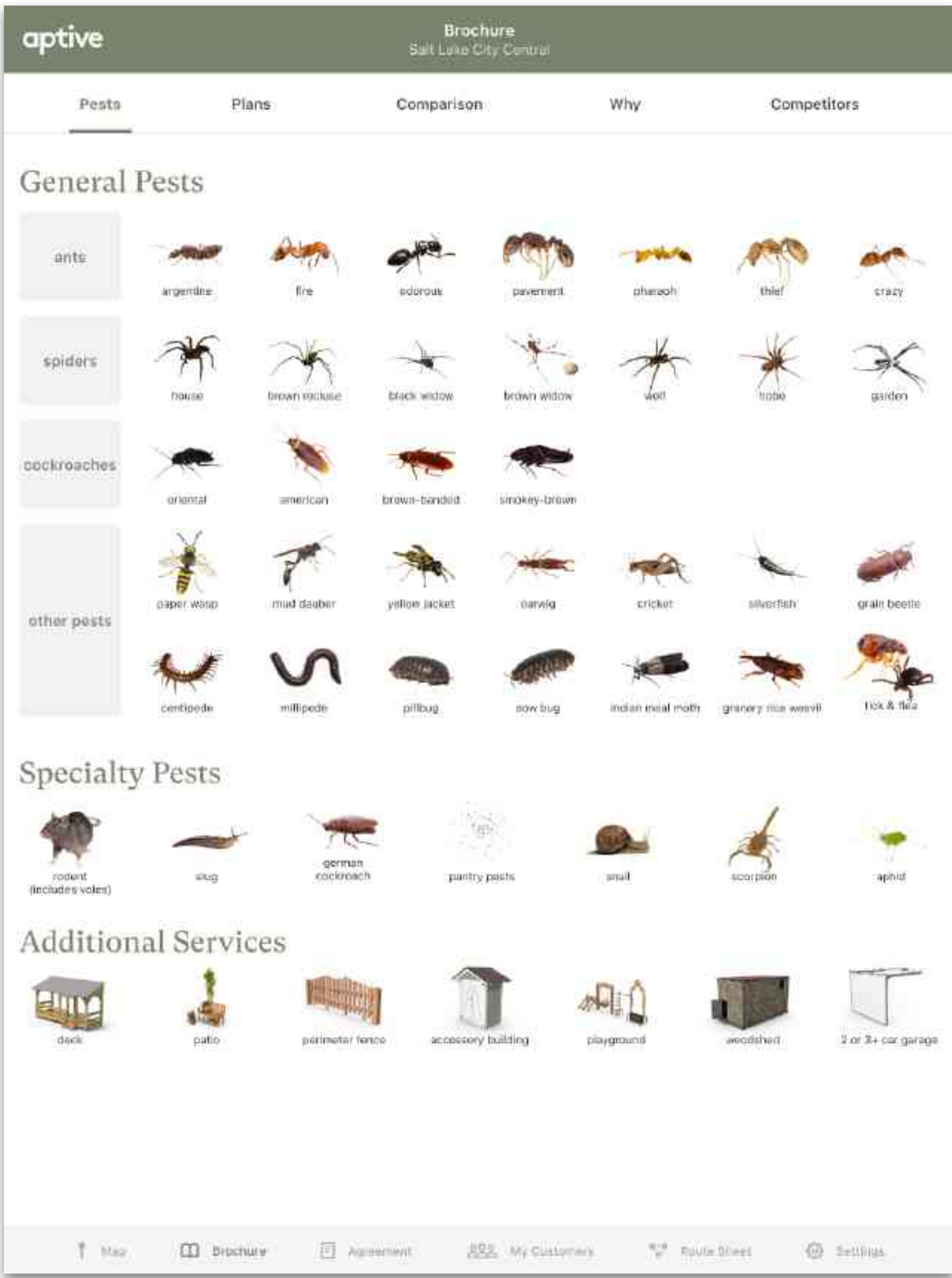
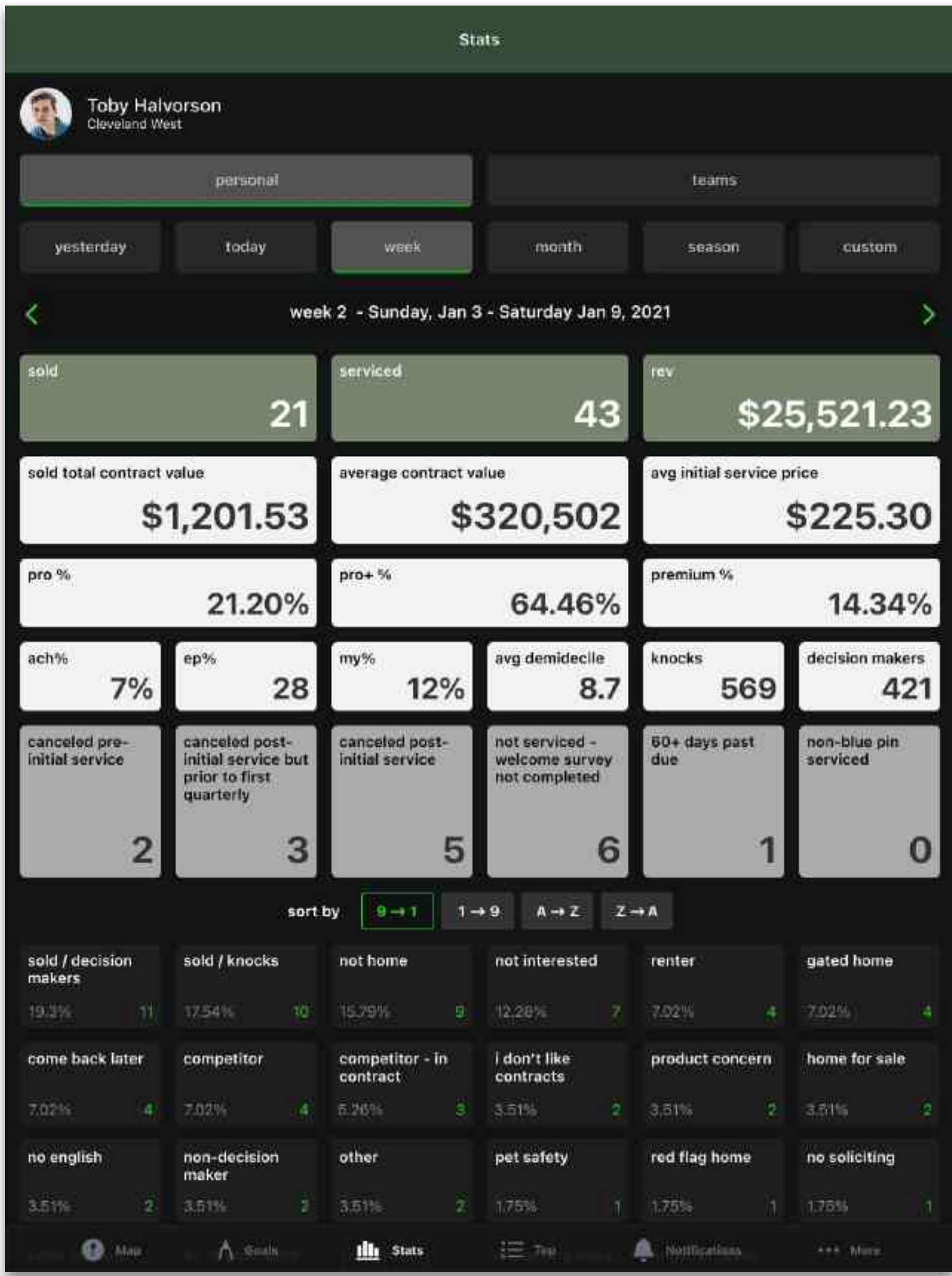
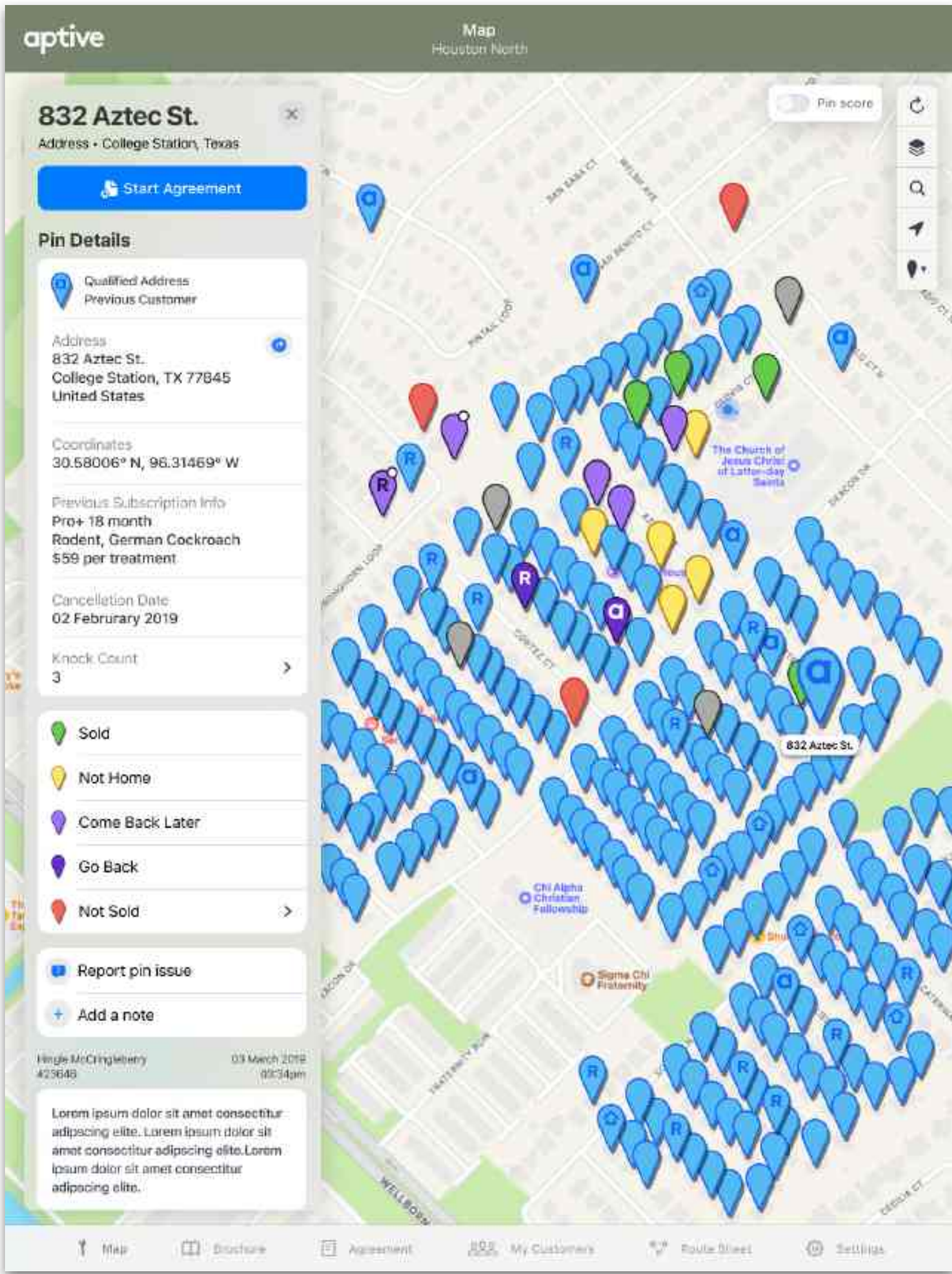
“On-the-Door”  
Training

StreetSmarts™  
App

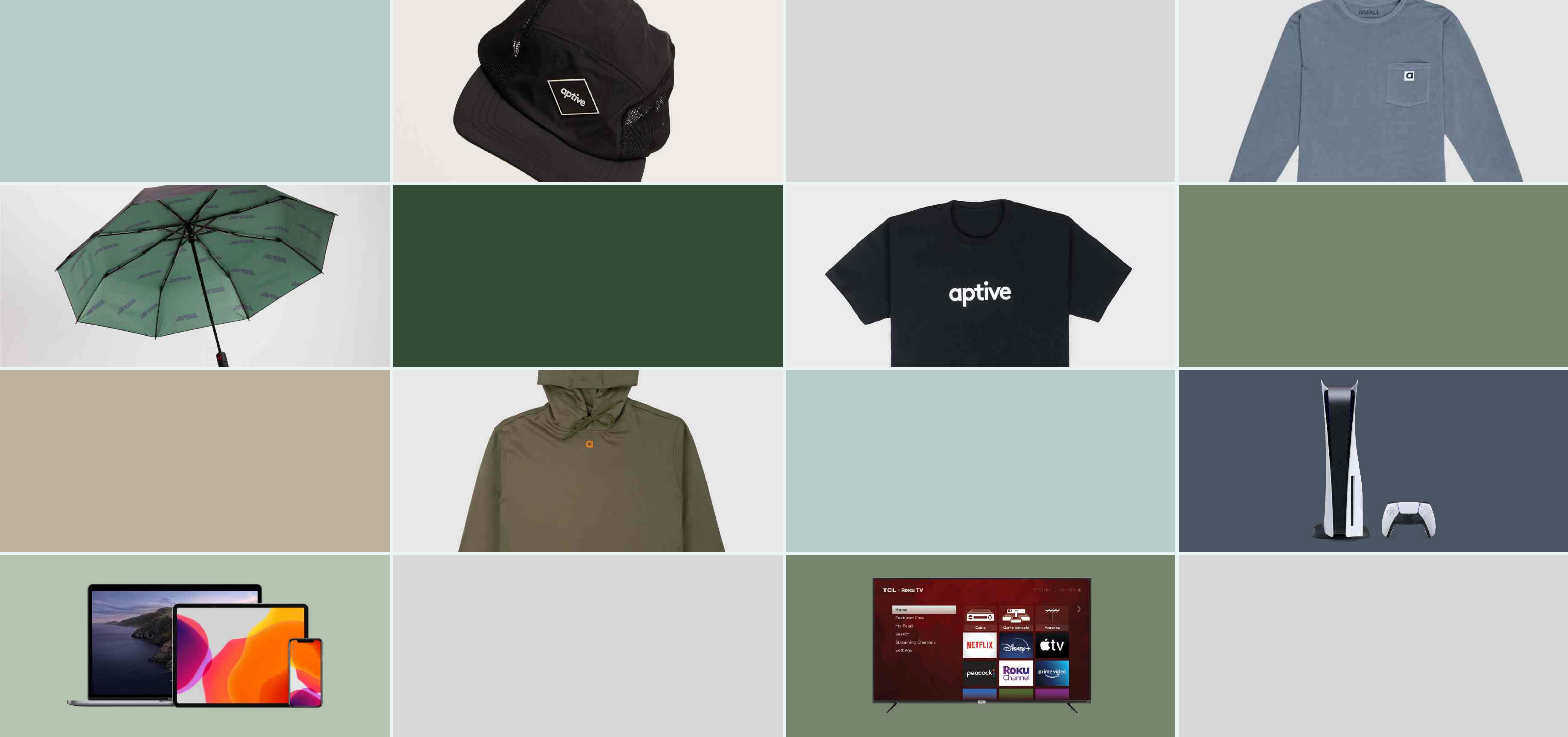
Hours of Training  
Videos

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

# Advanced Mobile Applications



# Incentives



aptive