



**poofy**  
ORGANICS

# *Compensation Plan Guide*

UNLOCKING THE POWER OF REWARDS

2024





# WELCOME TO *Poofy Organics!*

This document explains how **GUIDES** are compensated through our generous Compensation Plan. **Poofy Organics** provides 5 different ways you can be compensated, giving you the flexibility to work the plan to fit your wants, goals & needs!



## Sales & Rank Bonus

EARN UP TO 38%  
COMMISSIONS ON YOUR  
RETAIL SALES



## Level Overrides

EARN OVERRIDES ON  
YOUR DOWNLINES  
SALES 3 LEVELS DEEP



## Advancement Bonus + Matching Bonus

EARN BONUSES WHEN YOU  
OR YOUR RECRUIT ACHIEVE  
A CERTAIN RANK



## Generation Override

EARN OVERRIDES ON THE  
SALES VOLUMES OF TEAMS  
IN YOUR DOWNLINE



# GET PAID FOR TEAM BUILDING \$\$\$

COMPENSATION PLAN: ADVOCATE - SUPERHERO								
REQUIREMENTS		WATER			EARTH		AIR	
	<b>TITLES</b>	ADVOCATE*	ACTIVIST	MISSIONARY	CHALLENGER	GLADIATOR	CHAMPION	SUPERHERO
	<b>ABBREVIATIONS</b>	ADVO	ACTI	MISS	CHAL	GLAD	CHAMP	SUPER
	<b>PERSONAL SALES VOLUME REQUIREMENT (PSV)</b>	--	200 PSV	300 PSV	400 PSV	500 PSV	600 PSV	800 PSV
	<b>ACTIVE LEG REQUIREMENT (ACTIVE = 200 PSV**)</b>	--	--	1 ACTIVE LEG	2 ACTIVE LEGS	3 ACTIVE LEGS (1 ACT I)	4 ACTIVE LEGS (1 ACT I) (1 MISS)	5 ACTIVE LEGS (1 MISS) (1 CHAL)
	<b>TEAM SALES VOLUME REQUIREMENT (TSV)</b>	--	--	--	\$1,500 TSV	\$2,500 TSV	\$4,000 TSV	\$6,000 TSV)
REWARDS	LEVEL OVERRIDES***							
	<b>TSV LEVEL 1 OVERRIDE</b>	--	2%	2%	2%	2%	3%	3%
	<b>TSV LEVEL 2 OVERRIDE</b>	--	2%	2%	2%	2%	3%	3%
	<b>TSV LEVEL 3 OVERRIDE</b>	--	1%	1%	1%	1%	2%	2%
	ADVANCEMENTS BONUS + SPONSOR MATCHING BONUS*							
	<b>ADVANCEMENT BONUS</b>	--	--	--	\$50	\$100	\$100	\$250
<b>SPONSOR MATCHING BONUS</b>	--	--	--	\$50	\$100	\$100	\$250	

\*Except for Retail Sales Commissions, GUIDE must be ACTIVE to receive DOWNLINE Commissions such as Level Overrides.  
 \*\*All GUIDES are "ACTIVE" during the month of enrollment.  
 \*\*\*Level Overrides (Downline Commissions) are payable Commissionable Volume (CV) which is 75% of Retail.

## COMPENSATION PLAN: ELITE - DIAMOND ELITE

		FIRE					
<b>REQUIREMENTS</b>	<b>TITLES</b>	ELITE	BRONZE ELITE	SILVER ELITE	GOLD ELITE	PLATINUM ELITE	DIAMOND ELITE
	<b>ABBREVIATIONS</b>	ELITE	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
	<b>PERSONAL SALES VOLUME REQUIREMENT (PSV)</b>	100 PSV	1000 PSV	1000 PSV	1000 PSV	1000 PSV	1000 PSV
	<b>ACTIVE LEG REQUIREMENT (ACTIVE = 200 PSV**)</b>	5 ACTIVE LEGS (1 GLAD) (1 CHAMP)	6 ACTIVE LEGS (1 CHAMP) (1 SUPER)	6 ACTIVE LEGS (2 SUPER)	6 ACTIVE LEGS (2 SUPER) (1 ELITE)	6 ACTIVE LEGS (1 SUPER) (1 BRONZE)	7 ACTIVE LEGS (2 BRONZE) (1 SILVER)
	<b>TEAM SALES VOLUME REQUIREMENT (TSV)</b>	6,000 TSV	6,000 TSV	6,000 TSV	6,000 TSV	6,000 TSV	6,000 TSV
	<b>GROUP SALES VOLUME REQUIREMENT (GSV)</b>	--	30,000 GSV	50,000 GSV	100,000 GSV	200,000 GSV	400,000 GSV
<b>LEVEL OVERRIDES***</b>							
	<b>TSV LEVEL 1 OVERRIDE</b>	4%	4%	4%	4%	4%	4%
	<b>TSV LEVEL 2 OVERRIDE</b>	3%	3%	3%	3%	3%	3%
	<b>TSV LEVEL 3 OVERRIDE</b>	2%	2%	2%	2%	2%	2%
<b>ADVANCEMENTS BONUS + SPONSOR MATCHING BONUS*</b>							
	<b>ADVANCEMENT BONUS</b>	\$500	\$800	\$1,200	\$2,000	\$3,000	\$3,000
	<b>SPONSOR MATCHING BONUS</b>	\$500	\$800	\$1,200	\$2,000	\$3,000	\$100
<b>GENERATIONS OVERRIDES*</b>							
	<b>GENERATION 1</b>	3%	3%	3%	3%	3%	3%
	<b>GENERATION 2</b>		2%	2%	2%	2%	2%
	<b>GENERATION 3</b>			2%	1%	1%	1%


\*Except for Retail Sales Commissions, GUIDE must be ACTIVE to receive Downline Commissions such as Level Override



# *Retail & Rank Advancement Bonus*

<b>RETAIL SALES BONUS</b>			
<b>MONTHLY RETAIL COMMISSIONABLE VOLUME (RCV)</b>	<b>COMMISSION</b>	<b>SALES BONUS</b>	<b>TOTAL</b>
0 - 999	25%	0%	25%
1,000 - 1,999	25%	3%	28%
2,000 - 2,999	25%	4%	29%
3,000 - 4,999	25%	5%	30%
5,000 - 7,499	25%	6%	31%
7,500+	25%	7%	32%

\*Retail Sales Bonus is based on Retail Commissionable Volume (RCV): the amount of sales by orders placed by or on behalf of your customers.

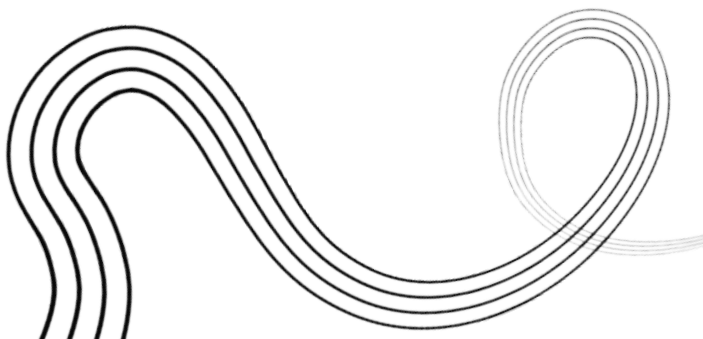




# *Rank Advancement Bonus*

<b>RANK ACHIEVED</b>	<b>ADVANCEMENT BONUS</b>	<b>SPONSOR MATCHING BONUS</b>
CHALLENGER	\$50	\$50
GLADIATOR	\$100	\$100
CHAMPION	\$100	\$100
SUPERHERO	\$250	\$250
ELITE	\$500	\$500
BRONZE ELITE	\$800	\$800
SILVER ELITE	\$1,200	\$1,200
GOLD ELITE	\$2,000	\$2,000
PLATINUM ELITE	\$3,000	\$3,000
DIAMOND ELITE	\$5,000	\$5,000

\*Rank Advancement Bonus is based on Personal Sales Volume (PSV): the amount of sales by orders placed by or on behalf of your customers AND personal purchases made with your GUIDE discount.






# *Elite Rank Bonus*

RETAIL SALES BONUS	
RANK	SALES BONUS
ELITE	1%
BRONZE ELITE	2%
SILVER ELITE	3%
GOLD ELITE	4%
PLATINUM ELITE	5%
DIAMOND ELITE	6%

\*ELITE Rank Bonus is dependent on achieved rank and is calculated on Retail Commissionable Volume (RCV): the amount of sales by orders placed by or on behalf of your customers



# *Definition of Terms & Concepts*

## *Active*

A **GUIDE** must maintain at least \$200 Personal Sales Volume (PSV) to be considered Active for that period. If a **GUIDE** is in progress in the **period**, they will receive **NO** level overrides from their downline. However, they will still receive retail commission from their customer purchases. A **GUIDE's** customer purchases AND personal purchases will accrue to the GUIDE's PSV and count toward Active status. In order to remain with the company, a GUIDE must accrue a **MINIMUM** of \$200/4 months in Commissionable Sales Volume (CSV). A GUIDE who makes personal purchases **ONLY** will be asked to resign.

## *Active Leg*

Any first level **GUIDE** and their entire downline where at least one person is considered to be Active.

## *Advancement Bonus*

When a **GUIDE** is promoted to Challenger for the first time, he will receive a one-time bonus. The same goes for ranks Gladiator, Champion & Superhero. **Matching Advancement Bonus** is awarded to **GUIDE's** upline sponsor.

## *Breakage*

Bonus that is not paid out because a **GUIDE** with a specific title qualifies to be "paid-as" a lower rank in a given month. This unpaid commission/bonus is retained by the company.

## *Cancellation Policy*

**GUIDE's** must have a minimum of \$200 PSV in a 4-month period in order to remain a **GUIDE** and keep their downline. If they fail to meet this requirement they will be cancelled which causes them to be removed from the company downline organization. Their downline and customers will be compressed to the next upline **GUIDE** who is in good standing or redistributed at the company's discretion.



## *Career Title*

A **GUIDE's** Career Title is their recognition title or the highest title they have achieved. A **GUIDE's** Career Title does not change unless they are promoted or demoted, unlike a Paid-as Title, which may vary from month to month.

## *Commission*

Money paid to **GUIDE's** for the sales of commissionable company products represented as a percentage of RETAIL sales.

## *Commissionable Volume (CV)*

Commissionable Volume (CV) is the volume on which **BONUS** commissions are calculated. This is 75% of the retail of a product and is the amount upon which Downline Level Overrides are paid. Overrides (TSV 1, TSV2, TSV3).

## *Compression (General)*

When a **GUIDE** is cancelled and no longer part of the company, their downline is compressed to their upline filling the gap left by the cancelled **GUIDE**.

## *Current Period*

Calendar month.

## *Downline*

All of the people below you are considered to be part of your downline (AKA your TEAM).

## *Downline Commission*

Money paid to **GUIDE's** based upon the PSV of their downline (AKA level overrides).

## *Eligible*

A **GUIDE** is considered eligible to receive a specific commission if they meet the Career Title requirements for a particular payout. To receive a payout, a **GUIDE** must be both eligible and qualified.

## *Front Line*

The **GUIDE's** place immediately below a specified dealer. This relationship is maintained in the **PLACEMENT TREE**.

## *Generation*

The relationship between one **ELITE** or higher and another **ELITE** or higher, based on Career Titles. If an **ELITE** or higher is not paid-as an **ELITE**, they are still considered a Generation to their upline.

## *Generation Overrides*

Paid-as **ELITES** or higher may receive Generation Overrides on the Commissionable Sales Volume (CSV) from their downline Generations and their personal group.  
Group

## *Group*

A **GUIDE** themselves and their **ENTIRE** downline, down.

## *Group Sales Volume (GSV)*

Volume produced by **ALL** the members in your downline including the **GUIDE** themselves. Includes all sales including personal purchases made with the **GUIDE** discount.

## *Guide*

An independent contractor with the company who has completed necessary documentation for enrollment and/or purchased an enrollment kit.

## *Leg*

A leg begins with a first level **GUIDE** and includes all of the **GUIDE's** beneath them. A **GUIDE** has as many legs as they have first level **GUIDE's**.

## *Level*

The position a **GUIDE** has in a downline relative to another upline or downline **GUIDE**. **GUIDE's** personally sponsored (i.e. first level) are Level One. Those **GUIDE's** sponsored by Level One **GUIDE's** are Level Two, relative to the original **GUIDE**.

## *Level 1-3 Overrides (TSV<sub>1</sub>, TSV<sub>2</sub>, TSV<sub>3</sub>)*

Active **GUIDE's** that are paid-as a **CHALLENGER** or higher can receive a percentage on the Personal Sales Volume (PSV) from the sales of their downline through three levels. The percentages and number of levels that a **GUIDE** receives is based on their Paid-as Title and is regardless of the title of the people below them. If a **GUIDE** is in progress, unqualified, or ineligible, then that Level Override will not roll upline. Please refer to the definitions of Active, Eligible and Qualified.

## *Lineage*

The Upline and Downline of a **GUIDE**.

## *Party*

Where a **GUIDE** presents the company's products to a group and any resulting sales from the presentation are counted in the **PARTY** sales volume for **HOST** awards purposes.

## *Period*

A period refers to the specific time frame in which qualifications and payouts are calculated for. In this plan, a period is equal to an actual calendar month. Six periods would be six calendar months.

## *Personal Sales Volume (PSV)*

Volume that will contribute towards promotions (rank advancements). Includes customer orders AND personal purchases made with a **GUIDE** discount. It is the invoice subtotals.

## *Personal Sponsor*

The **GUIDE** directly above another **GUIDE** in the genealogy is considered to be the “Personal Sponsor.”

## *Personally Sponsored*

The count of other **GUIDE**'s that the **GUIDE** has personally sponsored/enrolled. This relationship is maintained in the **PLACEMENT** Tree.

## *Placement Tree*

This is the structure that represents the main compensation structure for the business. The Unilevel structure that is maintained to represent Sponsorship relationships. This is an infinitely wide and deep structure.

## *Promote (Promotion)*

A **GUIDE** promotes to a new Career Title when they meet all of the qualifications for that title in the period. The promotion is effective the first day of the same period meaning that regardless of what day the promotion was actually qualified for, the new Career Title is effective for the entire period.

## *Qualified*

A **GUIDE** will only receive the payouts for which they are both eligible and qualified.

## *Qualified Leg*

Qualified Legs require that at least one individual in the leg is qualified to be paid as a specific title position (or above) during the month.

## *Qualified Party*

A **PARTY** must reach 200 CV (retail sales) to count as a qualified **PARTY** for purposes of determining if HOST awards are achieved.

## ***Rank***

Level at which the **GUIDE** qualifies in a given month for commission and bonus. This level may be the same as the title or if a **GUIDE** fails to meet the monthly qualifications for a previously earned title, the “paid” rank may be lower than the title.

## ***Reinstatement Policy***

If a GUIDE is cancels or resigns, they may request reinstatement at any time and, if approved, will be reinstated under their original sponsor. Their downline organization will not be reinstated nor their previous title. They will be considered a new GUIDE for all intent and purposes. If a GUIDE wishes to join under a different sponsor, they must wait for a minimum of six months after termination before reapplying and will start as a new GUIDE, without their former downline and title.

## ***Retail Commission (RC)***

Retail Commission. This is the amount you will receive in commission payout which is directly related to the Retail Commissionable Volume (RCV).

## ***Retail Commissionable Volume (RCV)***

Retail Commissionable Volume. This will be what your commission payout is based on. This includes orders placed by or on behalf of your customers. Does NOT include purchases made with your GUIDE discount

## ***Retail Sales Bonus***

GUIDEs that achieve a minimum Retail Commissionable Volume (RCV) in the period will be qualified to receive an additional percentage on commissions. The percentage will be paid on the Retail Commissionable Volume (RCV) of any customer orders they have. Please refer to the RETAIL SALES BONUS table for specific volume requirements.

## ***Team***

A GUIDE and his/her IMMEDIATE Downline. Applies to first level only

## ***Team Sales Volume (TSV)***

Used to calculate Level Overrides (TSV Level 1, TSV Level 2, TSV Level 3). Calculated at 75% of PSV

## ***Title***

Rank the GUIDE achieved in the last promotions run.