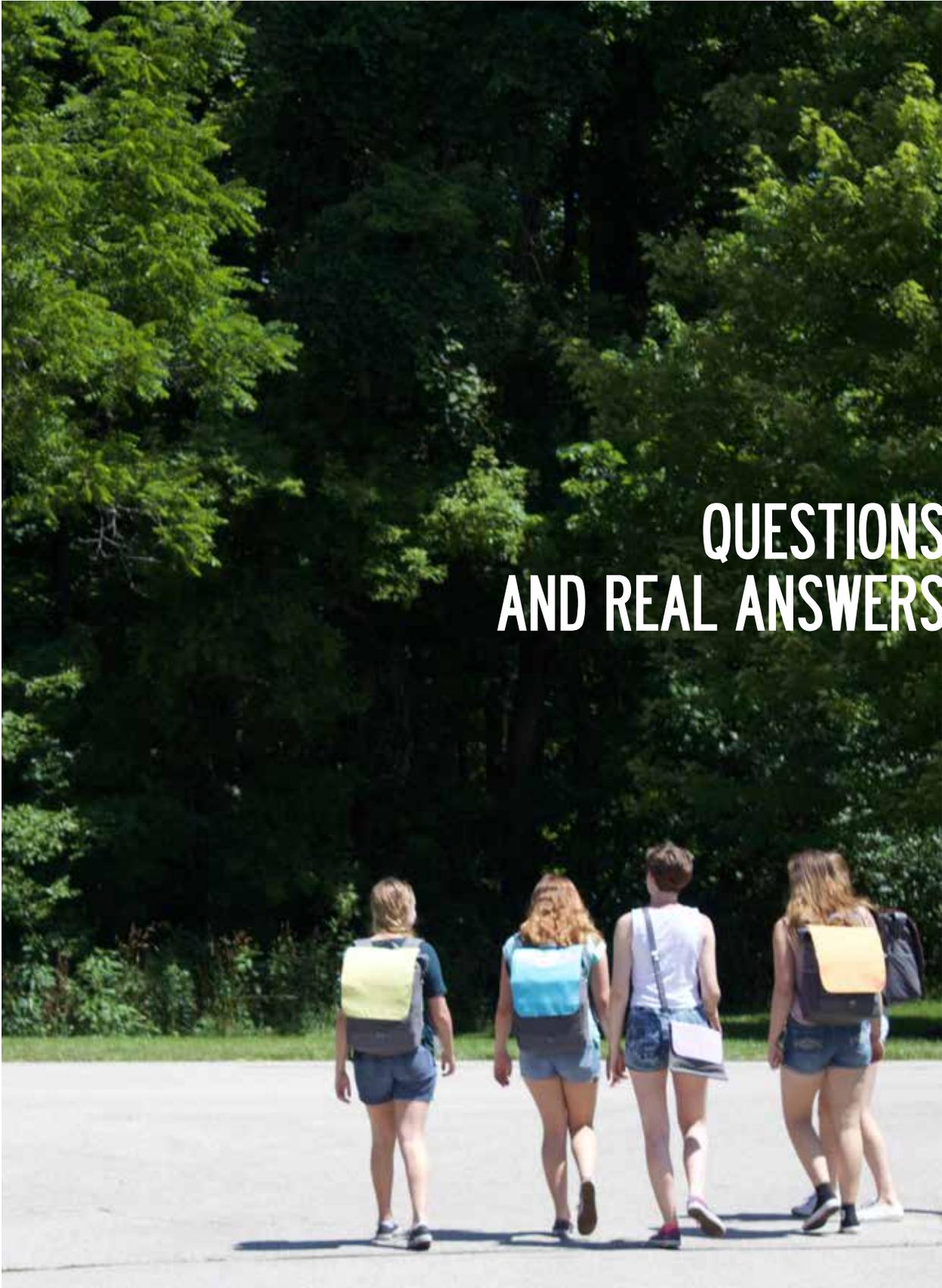


QUESTIONS AND REAL ANSWERS



WHERE CAN I BUY LAINE AVENUE PRODUCTS?

Laine Avenue products can be purchased through the Laine Avenue.com site using your Backer's ID (BID) number. If you know a Backer, you'll be asked to select her when you create an account or at check-out.

WHAT FORMS OF PAYMENT DO YOU ACCEPT?

We accept Visa, MasterCard, American Express and Discover cards, however we encourage and reward debit card usage. Your credit card or debit card is charged upon submission of your order. You'll receive an order confirmation number on the screen and also over email.

HOW DO I FIND A LAINE AVENUE BACKER?

You can find a Laine Avenue Backer here ([link to list of backers, locations](#)).

WHAT ARE THE BENEFITS OF SHOPPING THROUGH A BACKER?

Backers are Laine Avenue product experts. We encourage all sales to go through Backers, as each Backer is an independent business owner and is working toward achieving a financially secure future.

IS LAINE AVENUE PART OF THE DIRECT SELLING ASSOCIATION?

We are applying to the DSA and abide by the DSA Code of Ethics.

WHEN CAN I EXPECT NEW PRODUCTS?

For new products updates, sign up for our email list and follow us on social media. We are always working on new products and you may be the first to see them.

WHERE DO YOU SHIP?

We ship to all 50 states in the USA. However, we do not ship to PO Boxes, APOs or US territories.

We do not ship outside of the USA at this time. Sign up for our mailing list to receive updates and be the first to know when we expand.

WHEN WILL MY ORDER SHIP?

Orders ship Monday through Friday, excluding holidays. Orders must be received before 1pm EST to ship out the day the order is placed.

WHAT SHIPPING OPTIONS DO YOU OFFER?

Our shipping options are vast, and we are working every day to get you the most value. Please check on [laineavenue.com's checkout page](#) for the most recent option.

IS FREE SHIPPING AVAILABLE?

We have a FREE pickup option, and will offer free shipping promotions. Sign up for our email list to get the latest promotions.

Please remember that inclement weather and increased order traffic also can delay shipping. Shopping early is the best way to be sure your gifts arrive on time.

HOW DO I RETURN PRODUCT?

We want to be sure that you are completely satisfied with your purchase. You may return your purchase within 30 days after shipment date, for a refund or exchange (excluding return shipping fees). Email emily-and-lisa@Laine Avenue.com to start the returns process.

Unopened product can be returned for a full refund equal to the product total & taxes (shipping is non-refundable).

Defective products may be returned for a full refund equal to the product total, taxes & shipping. The determination of product quality is at Laine Avenue's sole discretion.

For your protection and to ensure prompt delivery, please ship returns by insured Parcel Post. Return shipping fees ARE non-refundable, unless the product is defective.

WHAT IS A LAINE AVENUE BACKER BUSINESS?

A Laine Avenue Backer business is an account established with Laine Avenue, LLC that allows an individual to be an independent Backer. As a Backer, she can facilitate the sale of Laine Avenue products, identify herself as a Laine Avenue Backer, recruit other Backers, and earn compensation.

To start a Laine Avenue Backer business, you must complete the Application & Agreement.

WHO CAN BE A LAINE AVENUE BACKER?

There's no typical Backer! Many people are attracted to this opportunity and have their own "why". Some Backers are parent-child teams, others are individuals aged 18+. The specific requirements about who can apply to be a Backer are as follows: anyone who is a US resident, with a valid social security number, and is over 18 can be the Primary Account Holder on a Laine Avenue Backer business. A teen between the ages of 13-17 can be the Secondary Account Holder, as long as their parent or guardian is the Primary Account Holder.

IF I LIVE OUTSIDE OF THE US, CAN I BECOME A LAINE AVENUE BACKER?

At this time, you must be a US resident with a valid SSN to be a Backer.

I'M UNDER 13 YEARS OLD, CAN I BECOME A LAINE AVENUE BACKER?

No. You must be at least 13 years of age (and sign up with a parent/guardian) to be part of a Laine Avenue Backer Business.

CAN I BE A LAINE AVENUE BACKER EVEN IF I AM AFFILIATED WITH ANOTHER DIRECT SALES COMPANY?

Yes, of course!

HOW CAN I BECOME A LAINE AVENUE BACKER?

To become a Backer, you can apply here on our website

HOW MUCH DOES IT COST TO BE A BACKER?

The only required purchase to get started is the \$99 business kit. We don't have a monthly fee or minimum product purchases. In the future we will introduce a Backer discount on products, which we welcome you to take advantage of, but no purchase is required. You will also have an opportunity to get off to a successful start and earn your backpack and business kit free, within the first 120 days. See our successful start program for details.

WHAT IS IN MY \$129 BUSINESS KIT?

See all the details at www.Laine Avenue.com/Backer

HOW QUICKLY CAN I MAKE BACK THE \$129 I INVESTED IN THE BUSINESS KIT?

It's really up to you, and how quickly you can commit time to your Laine Avenue Backer business. We encourage you to share your story and your new business opportunity with 30 or more people through your social media channels, tell your story and why you joined as a Backer. If you are successful with the Laine Avenue Successful Start program, you will have earned your backpack, kit costs, and already see commission checks in the mail. And that's just in the first 120 days.

ARE THERE ANY ADDITIONAL FEES AFTER I BECOME A BACKER?

No. There is no monthly fee.

DO I HAVE TO SELL A CERTAIN AMOUNT OF LAINE AVENUE PRODUCTS EVERY MONTH?

The only minimum sales requirement to stay an active Backer is to sell at least \$300 of product to customers throughout the course of a year. There is no monthly minimum for sales or purchases. We totally get that Backers have a lot going on in their lives and at certain times they'll be able to commit more time than others, so we support you through those highs and lows.

DO I NEED TO PURCHASE OR KEEP AN INVENTORY OF LAINE AVENUE PRODUCTS?

No, you are not required to purchase any Laine Avenue product beyond our \$99 business kit.

DO LAINE AVENUE BACKERS GET A DISCOUNT ON PRODUCT?

Not at this time, however, our backers can earn refunds on their purchase. See Successful Start.

WHAT IS A TYPICAL DAY IN THE LIFE OF A LAINE AVENUE BACKER LIKE?

There really is no typical Backer; they're all unique. Each Backer can choose to work on her business as much or as little as she likes. Some days she may spend a few hours, and others, just a few minutes or none at all. The business opportunity is completely flexible and is meant to fit into your already busy life. Depending on the goals you set for yourself, which could range from making extra spending money to paying for college, you'll need to commit the time and effort necessary, to make those goals happen. All top performers, from business women to athletes, take the time to practice, perfect their craft and achieve their goals.

HOW MUCH TIME WOULD I NEED TO SPEND ON MY LAINE AVENUE BACKER BUSINESS?

The time commitment is completely up to you. You're an entrepreneur, and that means you're the boss. We make it easy to fit your Laine Avenue Backer business into your life. Share your story on social media, talk about your business at parties or events, and that's it. And once your customer places an order using your BID# on laineavenue.com, our warehouse packs it up and sends it directly to the customer.

HOW MUCH CAN I EXPECT TO EARN AS A BACKER?

How much you earn is entirely up to you. Work as often as you want, when you want, from where you want. The full PayBack Plan is available on request by emailing emily-and-lisa@laineavenue.com

HOW DO I GET PAID AND HOW OFTEN?

Backers are eligible to be paid every week and month. On a weekly basis, you'll be paid 22% commission on your Personal Sales that week. On a monthly basis, you'll be paid Bonus Personal Pay (3-8% additional commission if you achieve Personal Sales of \$300-\$1,500+ in a given monthly period), as well as Team Pay and any bonuses or promotional compensation. You have the choice of allocating your earnings to a Laine Avenue PayCard (a Laine Avenue branded Visa card you can use just like a debit card at stores, online or ATMs), a checking or savings account via direct deposit, your GiveBack.org account or a 529 college savings account. Those last two options are unique to Laine Avenue. GiveBack.org is a 501C3 that lets you allocate money to other charities and non-profits. If you have a 529 college savings account setup, Laine Avenue will put whatever portion of your earnings that you like, in that account, as well as match 10% of your contributions up to \$2,500 a year. You'll be able to select your pay preference in your virtual office, which you get access to after you become a Backer. Full details in the PayPlan.

WHO DO I SELL LAINE AVENUE PRODUCTS TO?

Anyone in the United States (excluding territories and APOs). Most Backers announce they're in business via their social networks, family and friends. We provide you templates to use to let everyone know you're a Laine Avenue Backer! See our store at laineavenue.com, as we are adding new downloadable assets every single week.

WHAT DOES IT MEAN TO RECRUIT OR BUILD A CLUB?

Building a club or recruiting is when you introduce others to the Laine Avenue Backer business oppor-

tunity, and then train them on what you've learned by being a Backer. There are several great aspects of having a club. First, Backers who have recruited other Backers, are eligible for team commissions each month, on top of personal sales commissions. Second, it's more fun to be part of a team and experience the Laine Avenue Backer business with others.

IS THERE ANY DOWNSIDE TO JOINING SOMEONE'S CLUB?

Not at all! Being on someone's team is a great thing. Your earnings potential is exactly the same, whether you're on someone's team or not, so why not have the extra support and guidance from an experienced Backer? Your Recruiter can help you get off to a great start, and provide helpful advice along the way. Plus, it's fun to be part of a team and community; everyone can learn from each another.

WHY DO YOU ASK FOR MY SOCIAL SECURITY NUMBER ON THE APPLICATION?

We are required to collect a SSN for tax reporting purposes (at the end of the calendar year, if you've earned \$600+, you'll receive a 1099 to file with your taxes). We keep all your data private and secure, and give extra special care to SSN and credit card info through encryption. As soon as you hit "submit" we encrypt the number.

WHAT HAPPENS AFTER I SIGN UP TO BECOME A BACKER?

You'll receive a confirmation email with next steps. The email will also include your Backer ID# (BID#). Soon thereafter you'll get another email with tracking info for your business kit.

DO YOU HAVE A POLICY & PROCEDURE GUIDE FOR LAINE AVENUE BACKER BUSINESSES?

Yes. You can request our policy and procedure guide by emailing us at emily-and-lisa@laineavenue.com

WHAT IF I NO LONGER WISH TO BE A BACKER?

If you have any concerns, please feel free to reach out to Laine Avenue HQ (emily-and-lisa@LaineAvenue.com). You may resign your Laine Avenue Backer business by sending written notice of your resignation to Laine Avenue, LLC, 1266 Manning Parkway, Suite D, Powell, Ohio 43065. Please allow five business days for processing.