



VeriFone Vertical Markets
Selling Guide Series



Door-to-Door Sales

North America Financial Group

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Vertical Market Selling Guide - Door-to-Door Sales

Purpose

This guide is provided to you at no charge to create awareness for the needs of a payment terminal solution within a specific vertical market that may be less penetrated than traditional retail stores.

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DOOR TO DOOR
SALES





Market Segment: Door-to-Door Sales

SIC/MCC: 5963

NAICS CODE: 454390

Market Overview

Another term for this group is Direct Sales, since there has been a shift in selling techniques over the years from actual door-to-door salesmen to a variety of other schemes. The largest growth sector of this industry has been the multi-level marketing concept. This concept involves individuals, called distributors that sign up others and earn commissions on their sales as well as their own. Amway is a prime example of this type of business. Another concept is the party plan, whereby representatives hold sales “parties” at customer’s homes. The average representative, or distributor, works an average of about 30 hours per week. Most sales are made in office environments to co-workers, to church members, or to neighbors.

There are over six million individuals, representing 22,000 establishments (exhibit 1) distributing products through direct sales in the US. Sales exceed \$20 billion a year. The major product categories in direct sales are Clothing (accessories) and Personal Care, Home and Family Care, Wellness, and Leisure and Educational.

Credit/Debit card use in this market segment is extremely low. Industry data shows that the average ticket amount when a card is used is in the \$200+ range. Less than 1% of the estimated \$20 billion spent in this market is charged to credit/debit cards.

Sales & Marketing Insights

The numbers today for card use in this industry are very low. A number of factors probably contribute to this. Foremost among these is the basic nature of the business, whereby individuals, instead of companies, would be responsible of purchasing the hardware and services for electronic payment processing. Average revenue per distributor is fairly low, so it would be important to focus sales effort on the ones selling products that are expensive enough to warrant card payment and the benefits that come with it. Programs set up through the companies in this business, such as Avon and Amway, would provide access to the individual distributors. A case may be made for increased sales by providing a card payment alternative to prospective customers.

From a marketing point of view there is one major association that supports this industry, the Direct Selling Association. Most companies involved in the direct selling business are members of this group. Exhibit 2 below contains information on each of these companies. The association holds an annual meeting and exhibition each spring. 2009’s exhibitor list indicates that at least three companies in the payments industry will be in attendance (First Data Corp, Global Cash Card, and TransFirst ePayment Services).





Market Characteristics

(State by state information - see Exhibit 1)
(Direct sales organizations - see Exhibit 2)

- Estimated total firms: 22,000
- Individuals: 6,000,000

Payment Characteristics

- Card payments, estimated percent of total payment volume : <1%
- Estimated average ticket size of card transactions: \$200+
- Average monthly number of card transactions per establishment: 3.5

Market Resources

- Direct Sales Association (DSA)
 - <http://www.dsa.org/>
 - 200+ member companies
 - Annual convention (May 31, 2009, Washington, D.C.)



VeriFone Solution

Door-to-door or direct sales persons would need to have devices that are portable and can be brought to the point-of-service. This would satisfy the needs of the contractor and the desire to add debit card PIN-based processing which would significantly lower the current overall payment costs. VeriFone offers a variety of wireless communication options for portable devices.

- PAYware Mobile
- Nurit 8020S
- RoamPay Swiper



PAYware Mobile

The new PAYware Mobile iPhone™ application, allows for payments to be accepted anywhere, anytime in a secure manner via card swipe.

PAYware mobile is a PA-DSS approved payment application for iPhone™. Accepting credit card payment via PAYware Mobile comes with a variety of benefits including higher security and increased transaction cost savings.

Exhibit 1: Number of Establishments by State

State	Establishments
Alabama	264
Alaska	48
Arizona	380
Arkansas	178
California	2,170
Colorado	492
Connecticut	194
Delaware	67
District of Columbia	20
Florida	1,598
Georgia	526
Hawaii	81
Idaho	152
Illinois	1,010
Indiana	559
Iowa	358
Kansas	289
Kentucky	271
Louisiana	307
Maine	121
Maryland	450
Massachusetts	458
Michigan	692
Minnesota	571
Mississippi	165
Missouri	533
Montana	132
Nebraska	230
Nevada	190
New Hampshire	91
New Jersey	640
New Mexico	132
New York	1,366
North Carolina	590
North Dakota	112
Ohio	778
Oklahoma	247
Oregon	338
Pennsylvania	888
Rhode Island	63
South Carolina	309
South Dakota	114
Tennessee	351
Texas	1,375
Utah	232
Vermont	79
Virginia	563
Washington	568
West Virginia	94
Wisconsin	515
Wyoming	60
Total	22,011



Exhibit 2: Direct Sales Organizations

Company Name	Web	Sales Strategy	Product
4Life Research, LC	http://www.4life.com	Person-to-Person	Nutritional Supplements
5LINX Enterprises, Inc.	http://www.5linx.com		Telecommunications Services
Accentz	http://www.accentzonline.com	Party	Jewelry
ACN, Inc.	http://www.acninc.com	Person-to-Person	Internet Services, Telecommunications Services, Utilities
AdvoCare International, LP	http://www.advocare.com	Person-to-Person	Health/Fitness/Wellness, Nutritional Supplements, Skincare, Weight Management
Aerus LLC (formerly Electrolux LLC)	http://www.aerusonline.com	Person-to-Person	Homecare, Vacuum Cleaners
Agel Enterprises, LLC	http://www.agel.com	Person-to-Person	Nutritional Supplements
Aihu, Inc.	http://www.aihu.net	Party/P2P	Aromatherapy, Health/Fitness/Wellness, Homecare, Personal Care, Skincare, Spa Products
All Dazzle	http://www.alldazzle.com	Party/P2P	Fashion Accessories, Jewelry
Aloette Cosmetics, Inc.	http://www.aloettecosmetics.com	Party	Cosmetics, Healthcare/Hair Accessories, Personal Care, Skincare
Amazon Herb Company	http://www.amazonherb.net	Person-to-Person	Nutritional Supplements
Americraft Cookware	http://www.americraftcookware.com	Party/P2P	Cookware
AmeriPlan USA	http://www.ameriplanusa.com	Person-to-Person	Health/Fitness/Wellness
Amkey, Inc.	http://www.amkey.net	Party/P2P	Business/Commercial, Health/Fitness/Wellness, Internet Services, Nutritional Supplements, Personal Care, Skincare
AMS Health Sciences Inc.	http://www.amsonline.com	Person-to-Person	Haircare/Hair Accessories, Health/Fitness/Wellness, Nutritional Supplements, Skincare, Weight Management
Amway	http://www.amway.com	Person-to-Person	Business/Commercial, Health/Fitness/Wellness, Home Technology, Homecare, Nutritional Supplements, Personal Care
Angela Moore, Inc.	http://www.angelamoore.com	Party/P2P	Candles/Candle Accessories, Clothing/Shoes, Fashion Accessories, Home Accessories/Decor, Jewelry
Antioch Company			
Arbonne International	http://www.arbonne.com	Person-to-Person	Aromatherapy, Cosmetics, Nutritional Supplements, Skincare
AtHome America, Inc.	http://www.athome.com	Party	Home Accessories/Decor
AuraStella	http://www.AuraStella.com	Party	Jewelry
Avalla	http://www.myavalla.com	Party/P2P	Aromatherapy, Cosmetics, Health/Fitness/Wellness, Homecare, Nutritional Supplements, Personal Care, Skincare
Avon Products, Inc.	http://www.avon.com	Person-to-Person	Cosmetics, Fragrances, Giftware, Nutritional Supplements, Personal Care, Skincare
Baby Splendor	http://www.babysplendor.com		Baby/Childcare
BabyCrazy	http://www.babycrazy.com	Party/P2P	Baby/Childcare
Barefoot Books	http://www.barefootbooks.com	Party/P2P	Art/Framing, Audio/CDs/Cassettes, Books, Educational Materials, Toys/Games
Bead Retreat Ltd.	http://www.beadretreat.com	Party	Jewelry
Become International, Inc.	http://www.becomebeauty.com	Party/P2P	Nutritional Supplements, Skincare
Big Ear, Inc.	http://www.bigearinc.com	Person-to-Person	Health/Fitness/Wellness
Big Planet	http://www.bigplanet.com	Person-to-Person	Internet Services, Telecommunications Services
Blessings Unlimited	http://www.blessingsdirect.com	Party	Art/Framing, Giftware, Holiday Decorations, Home Accessories/Decor, Jewelry, Religious Books/Gifts
Body Wise International, LLC	http://www.bodywise.com	Person-to-Person	Health/Fitness/Wellness, Nutritional Supplements, Weight Management
B's Purses & Accessories	http://www.bspurses.com	Party	Fashion Accessories
Butterfly Worldwide, LLC	http://www.butterflyboutique.com	Party	Fashion Accessories, Jewelry



Company Name	Web	Sales Strategy	Product
Carico International	http://www.carico.com		Air Filters/Air Filtration Systems, Cookware, Crystal/China, Cutlery, House and Kitchenwares, Tableware, Water Treatment Systems
Celebrating Home	http://www.homeandgardenparty.com	Party	Art/Framing, Candles/Candle Accessories, Cookware, Holiday Decorations, Home Accessories/Decor, Tableware
Celebration Fashions, Inc.	http://www.celebrationfashions.com	Party	Fashion Accessories, Jewelry
Cleure	http://www.cleure.com	Party/P2P	Health/Fitness/Wellness, Oral Hygiene
Clever Container	http://www.clevercontainer.com/	Party	Homeopathics
Conklin Company, Inc.	http://www.conklin.com	Party/P2P	Animal/Pet Care, Autocare, Business/Commercial, Haircare/Hair Accessories, Health/Fitness/Wellness, Internet Services, Nutritional Supplements, Personal Care, Telecommunications Services, Water Treatment Systems
Cookie Lee, Inc.	http://www.cookielee.com	Party	Fashion Accessories, Giftware, Jewelry
Cooksey Keepsakes	http://www.cookseykeepsakes.com	Party	Photography/Photo Processing
Creative Memories	http://www.creativememories.com	Party	Scrapbooking/Photo Albums
CUTCO/Vector Marketing Corp	http://www.cutco.com	Person-to-Person	Cutlery, House and Kitchenwares
CyberWize.com	http://www.cyberwize.com	Person-to-Person	Nutritional Supplements
Daisy Blue Naturals	http://www.daisybluenaturals.com	Party/P2P	Aromatherapy, Candles/Candle Accessories, Haircare/Hair Accessories, Homecare, Homeopathics, Personal Care, Skincare
DEAXIS, LLC	http://www.deaxis.com/dreambig.php		Fashion Accessories, Jewelry
Demarle At Home, Inc.	http://www.demarleathome.com	Party	Cookware
DeTech, Inc.	http://www.detech.com	Party/P2P	Security Systems/Devices
Discovery Toys, Inc.	http://www.discoverytoysinc.com	Party	Books, Educational Materials, Software/Computers, Toys/Games, Videos
Dove Chocolate Discoveries	http://www.dovechocolatediscoveries.com	Party	Food/Gourmet Items
Dudley Beauty Corp, LLC	http://www.dudleyq.com	Person-to-Person	Cosmetics, Fragrances, Haircare/Hair Accessories, Skincare
Earth's Elements	http://www.earthselements.biz		Jewelry
EcoQuest International	http://www.ecoquestintl.com	Person-to-Person	Air Filters/Air Filtration Systems, Health/Fitness/Wellness, Nutritional Supplements, Personal Care, Skincare, Water Treatment Systems, Weight Management
ENERGETIX GmbH & Co. KG	http://www.energetix.tv		Health/Fitness/Wellness, Jewelry
Entertaining at Home	http://www.entertainingathome.com	Party	Cookware, Cutlery, Home Accessories/Decor, House and Kitchenwares, Tableware
Essential Bodywear	http://www.essentialbodywear.com	Party	Lingerie/Sleepwear
F.A.I.T.H. Company	http://www.faihtco.net	Party/P2P	Fashion Accessories, Jewelry
Family and Friends Financial	http://www.familyandfriends.com	Person-to-Person	Financial Services
Fifth Avenue Collection, Inc.	http://www.fifthavenuecollection.com	Party/P2P	Jewelry
For Every Body			
For Every Home	http://www.foreverybody.com	Party/P2P	Candles/Candle Accessories, Fragrances, Home Accessories/Decor, Homecare, Scrapbooking/Photo Albums
ForeverGreen International	http://www.forevergreen.org		Food/Gourmet Items, Nutritional Supplements
FreeLife International	http://www.freelife.com	Person-to-Person	Food/Gourmet Items, Nutritional Supplements, Oral Hygiene, Personal Care, Skincare, Weight Management
Gano Excel USA, Inc.	http://www.ganoexcel.us	Party/P2P	Food/Gourmet Items, Nutritional Supplements, Personal Care, Skincare
Genesis Pure	http://www.genesispure.com	Person-to-Person	Nutritional Supplements
Global Domains International, Inc.	http://freedom.ws/	Person-to-Person	Home Technology, Internet Services, Software/Computers



Company Name	Web	Sales Strategy	Product
Global Health Trax	http://www.globalhealthtrax.com	Person-to-Person	Nutritional Supplements
GNLD International	http://www.gnld.com	Person-to-Person	Food/Gourmet Items, Haircare/Hair Accessories, Health/Fitness/Wellness, Homecare, Nutritional Supplements, Personal Care, Skincare, Water Treatment Systems, Weight Management
Gold Canyon	http://www.goldcanyon.com	Party	Candles/Candle Accessories, Home Accessories/Decor, Personal Care
Goldshield Elite	http://www.goldshieldelite.com	Person-to-Person	Food/Gourmet Items, Health/Fitness/Wellness, Nutritional Supplements, Oral Hygiene, Personal Care, Water Treatment Systems, Weight Management
GreatLife International, LLC	http://www.greatlifeintl.com	Person-to-Person	Health/Fitness/Wellness, Nutritional Supplements
Heart Warming Creations	http://www.heartwarmingcreations.com	Party	Home Accessories/Decor
Herbalife International of America, Inc.	http://www.herbalife.com	Person-to-Person	Health/Fitness/Wellness, Nutritional Supplements, Personal Care, Skincare, Weight Management
Heritage Makers	http://www.heritagemakers.com		Scrapbooking/Photo Albums
Homemade Gourmet, Inc.	http://www.homemadegourmet.com	Party	Food/Gourmet Items
HTE USA	http://www.hteamerica.com	Person-to-Person	Health/Fitness/Wellness
Hy Cite Corporation	http://www.royalprestige.com	Party/P2P	Cookware, Water Treatment Systems
Ignite, Inc.	http://www.igniteinc.com	Person-to-Person	Utilities
Immunotec, Inc.	http://www.immunotec.com	Person-to-Person	Nutritional Supplements, Personal Care, Skincare, Weight Management
Initial Outfitters	http://www.initialoutfitters.com		Jewelry
Initials, Inc.	http://www.initials-inc.com	Party	Candles/Candle Accessories, Fashion Accessories, Giftware, Jewelry, Spa Products
Innovage LLC	http://www.innovage.net	Person-to-Person	Books, Business/Commercial, Giftware, House and Kitchenwares, Plants/Foliage, Toys/Games
Integrus Global, LP	http://www.integrus.us	Person-to-Person	Health/Fitness/Wellness, Nutritional Supplements, Weight Management
International Global Opportunity Network	http://www.igonet.com		Internet Services, Telecommunications Services
Isagenix International	http://www.isagenix.com	Person-to-Person	Nutritional Supplements, Skincare, Weight Management
Jafra Cosmetics International, Inc.	http://www.jafra.com	Party/P2P	Cosmetics, Fragrances, Skincare
Jeunique International, Inc.	http://www.jeunique.com	Party/P2P	Cosmetics, Homecare, Lingerie/Sleepwear, Nutritional Supplements, Personal Care, Skincare
Jockey Person To Person	http://www.jockeypersonstoperson.com	Party	Clothing/Shoes, Lingerie/Sleepwear
Jordan Essentials	http://www.jordanessentials.com	Party/P2P	Aromatherapy, Audio/CDS/Cassettes, Candles/Candle Accessories, Fragrances, Personal Care, Skincare
Jus International	http://www.drinkjus.com	Person-to-Person	Nutritional Supplements
Kara Vita, LLC	http://www.karavita.com	Party	Skincare
Kirks Folly Design	http://www.kirksfolly.com		Jewelry
Kitchen Fair (Regal Ware, Inc.)	http://www.kitchenfaircookware.com	Party/P2P	Cookware, House and Kitchenwares
Latasia & Company	http://www.latasia.com	Party/P2P	Jewelry
L'Bel USA	http://www.lbel.com/	Party/P2P	Cosmetics, Skincare
L'Bri Pure N' Natural	http://www.lbri.net	Party	Cosmetics, Nutritional Supplements, Skincare
Learning is an Art	http://www.learningisanart.com	Party	Educational Materials, Toys/Games
Let's Do Tea, LLC	http://www.letsdotea.com	Party/P2P	Coffee/Tea/Specialty Beverages
Lia Sophia	http://www.liasophia.com	Party	Fashion Accessories, Jewelry
Life Force International	http://www.lifeforce.net		Nutritional Supplements
Lifestyles USA	http://www.lifestyles.net	Party/P2P	Haircare/Hair Accessories, Health/Fitness/Wellness, Nutritional Supplements, Skincare, Weight Management



Company Name	Web	Sales Strategy	Product
LikeWear	http://www.likewear.com		Clothing/Shoes
Livinity, Inc.	http://www.livinity.com		Health/Fitness/Wellness, Nutritional Supplements, Personal Care, Skincare
M Studio, Inc.	http://www.mstudiojewelry.com	Party	Jewelry
Maddy Moo Creations	http://www.maddymoos.com	Party	Fashion Accessories
Mannatech, Inc.	http://www.mannatech.com	Person-to-Person	Nutritional Supplements, Skincare, Weight Management
Market America, Inc.	http://www.marketamerica.com	Person-to-Person	Autocare, Homecare, Internet Services, Nutritional Supplements, Personal Care
Mary Kay Inc.	http://www.marykay.com	Party/P2P	Cosmetics, Skincare
Max International	http://www.maxqxl.com	Person-to-Person	Nutritional Supplements
Melaleuca, Inc.	http://www.melaleuca.com	Person-to-Person	Homecare, Nutritional Supplements, Personal Care
Michele Baratta atHome	http://www.ShopMichele.com	Party	Jewelry
Momentum Plus	http://www.mympl.com	Party/P2P	Telecommunications Services
National Companies, Inc.	http://www.bign.com	Person-to-Person	Benefits Packages, Fragrances, Group Buying Service, Home Accessories/Decor, Internet Services, Jewelry, Nutritional Supplements, Real Estate Services, Security Systems/Devices, Skincare, Telecommunications Services, Videos, Weight Management
Nature's Own	http://www.naturesofscandinavia.com	Party/P2P	Health/Fitness/Wellness, Nutritional Supplements, Skincare
Nature's Sunshine Products, Inc.	http://www.naturesunshine.com	Person-to-Person	Aromatherapy, Cookware, Health/Fitness/Wellness, Homeopathics, Nutritional Supplements, Oral Hygiene, Personal Care, Skincare, Water Treatment Systems, Weight Management
Nefful U.S.A., Inc.	http://www.neffulusa.com	Party/P2P	Fashion Accessories, Lingerie/Sleepwear, Nutritional Supplements
New Vision USA, Inc.	http://www.newvision.com	Person-to-Person	Food/Gourmet Items, Nutritional Supplements, Personal Care, Skincare, Weight Management
Neways Worldwide	http://www.neways.com	Person-to-Person	Aromatherapy, Autocare, Cosmetics, Haircare/Hair Accessories, Health/Fitness/Wellness, Nutritional Supplements, Oral Hygiene, Personal Care, Skincare, Weight Management
NHT Global, Inc.	http://www.nhtglobal.com	Person-to-Person	Cosmetics, Health/Fitness/Wellness, Nutritional Supplements, Skincare, Weight Management
Nikken, Inc.	http://www.nikken.com	Person-to-Person	Air Filters/Air Filtration Systems, Aromatherapy, Cookware, Cosmetics, Health/Fitness/Wellness, Jewelry, Nutritional Supplements, Personal Care, Skincare, Water Treatment Systems, Weight Management
Noevir USA, Inc.	http://www.noevirusa.com	Person-to-Person	Cosmetics, Haircare/Hair Accessories, Nutritional Supplements, Personal Care, Skincare
Northern Lights At Home	http://www.northernlightsathome.com	Party	Aromatherapy, Candles/Candle Accessories, Giftware, Holiday Decorations, Home Accessories/Decor, House and Kitchenwares
NSA	http://www.juiceplus.com	Person-to-Person	Nutritional Supplements
Nu Skin Enterprises	http://www.nuskin.com	Person-to-Person	Cosmetics, Fragrances, Haircare/Hair Accessories, Health/Fitness/Wellness, Internet Services, Nutritional Supplements, Oral Hygiene, Personal Care, Photography/Photo Processing, Skincare, Telecommunications Services, Weight Management
Orenda International, LLC	http://www.orendainternational.com	Party/P2P	Nutritional Supplements
Oxyfresh.com	http://www.oxyfresh.com	Person-to-Person	Animal/Pet Care, Haircare/Hair Accessories, Homecare, Nutritional Supplements, Oral Hygiene, Personal Care, Skincare
PartyLite Gifts, Inc.	http://www.partylite.com	Party	Candles/Candle Accessories
Pharmanex	http://www.pharmanex.com	Person-to-Person	Nutritional Supplements, Weight Management
Phoenix Trading	http://www.phoenixtrading.com		
Pink Papaya, LLC	http://www.pinkpapayaparties.com		Aromatherapy, Health/Fitness/Wellness, Jewelry, Personal Care, Skincare, Spa Products



Company Name	Web	Sales Strategy	Product
PM-International Nutrition and Cosmetics	http://www.pm-international.com	Party/P2P	Health/Fitness/Wellness, Nutritional Supplements, Skincare
POLA U.S.A., Inc.	http://www.pola.com	Party/P2P	Cosmetics, Food/Gourmet Items, Fragrances, Haircare/Hair Accessories, Health/Fitness/Wellness, Nutritional Supplements, Skincare
Premier Designs, Inc.	http://www.premierdesigns.com	Party/P2P	Jewelry
Primerica Financial Services	http://www.primerica.com	Person-to-Person	Financial Services
Princess House, Inc.	http://www.princesshouse.com	Party	Cookware, Home Accessories/Decor, Tableware
Private Quarters	http://www.myprivatequarters.com	Party	Home Accessories/Decor
Purse Party Inc.	http://www.purseparty.com		Fashion Accessories, Jewelry
RBC Life Sciences	http://www.rbc Lifesciences.com	Person-to-Person	Health/Fitness/Wellness, Nutritional Supplements, Skincare
Regal Ware, Inc.	http://www.regalware.com	Party/P2P	Cookware, Cutlery, Tableware, Water Treatment Systems
Reliv International, Inc.	http://www.reliv.com	Person-to-Person	Nutritional Supplements, Personal Care
Rena Ware International, Inc.	http://www.renaware.com	Party/P2P	Cookware, Water Treatment Systems
Rexair LLC	http://www.rainbowsystem.com	Person-to-Person	Homecare, Vacuum Cleaners
Rodan and Fields	http://www.rodanandfields.com	Party/P2P	Skincare
Saladmaster, Inc.	http://www.saladmaster.com	Party/P2P	Cookware
Scentsy, Inc.	http://www.scentsy.com	Party	Candles/Candle Accessories, Fragrances, Home Accessories/Decor
Sensaria Natural Bodycare, Inc.	http://www.sensaria.com	Party	Haircare/Hair Accessories, Skincare, Spa Products
Serriesse International	http://www.serriesse.com	Person-to-Person	Nutritional Supplements, Skincare
Shaklee Corporation	http://www.shaklee.com	Person-to-Person	Air Filters/Air Filtration Systems, Cosmetics, Health/Fitness/Wellness, Homecare, Nutritional Supplements, Personal Care, Skincare, Water Treatment Systems, Weight Management
Share the Wealth	http://www.johnamico.com	Person-to-Person	Haircare/Hair Accessories, Personal Care
Shure Pets, Inc.	http://www.shurepets.com	Party/P2P	Animal/Pet Care
Signature HomeStyles	http://www.signaturehomestyles.com	Party	Home Accessories/Decor
Silpada Designs	http://www.silpada.com	Party	Jewelry
SimplyFun, LLC	http://www.simplyfun.com	Party	Toys/Games
Smart Circle International	http://www.thesmartcircle.com/		
SMC Specialty Merchandise Corp.	http://smcorp.com	Person-to-Person	Aromatherapy, Art/Framing, Baskets, Candles/Candle Accessories, Cookware, Crystal/China, Cutlery, Fashion Accessories, Fragrances, Garden Accessories, Giftware, Holiday Decorations, Home Technology, House and Kitchenwares, Jewelry, Party Supplies, Personal Care, Religious Books/Gifts, Skincare, Tableware, Toys/Games
Southern Living At HOME	http://www.southernlivingathome.com	Party	Books, Garden Accessories, Home Accessories/Decor
Sportron International, Inc.	http://www.sportron.com	Person-to-Person	Homecare, Nutritional Supplements, Skincare, Weight Management
Stampin' Up!	http://www.stampinup.com	Party	Rubber Stamps, Scrapbooking/Photo Albums
Stanley Home Products	http://www.shponline.com	Party/P2P	Cosmetics, Health/Fitness/Wellness, Homecare, Personal Care, Skincare
Stella & Dot	http://www.stelladot.com	Party	Jewelry
StemTech HealthSciences, Inc.	http://www.stemtechhealth.com	Person-to-Person	Nutritional Supplements
Success University	http://www.successuniversity.com	Person-to-Person	Educational Materials
Sunrider International	http://www.sunrider.com	Person-to-Person	Cosmetics, Homecare, Nutritional Supplements, Personal Care, Skincare
SwissJust	http://www.swissjustusa.com	Party	Aromatherapy, Cosmetics, Fragrances, Health/Fitness/Wellness, Homeopathics, Personal Care, Skincare



Company Name	Web	Sales Strategy	Product
Symmetry Corporation	http://www.symmetrydirect.com	Person-to-Person	Health/Fitness/Wellness, Homecare, Nutritional Supplements, Personal Care, Water Treatment Systems, Weight Management
Synergy Worldwide	http://www.synergyworldwide.com		Health/Fitness/Wellness, Nutritional Supplements, Weight Management
Syntec, Inc.	http://www.syntecworld.com	Person-to-Person	Nutritional Supplements, Personal Care
T.F.A. In-Home, Inc.	http://www.tfa-inhome.com	Party/P2P	Fashion Accessories, Haircare/Hair Accessories, Jewelry, Personal Care
Tahitian Noni International	http://www.TahitianNoni.com	Person-to-Person	Nutritional Supplements
Take Shape for Life, Inc.-Medifast	http://www.takeshapeforlife.com	Party/P2P	Health/Fitness/Wellness, Weight Management
TARRAH Cosmetics, Inc.	http://www.tarrah.com	Party/P2P	Skincare
Taste of Gourmet	http://www.tasteofgourmet.com	Party	Food/Gourmet Items
Tastefully Simple, Inc.	http://www.tastefullysimple.com	Party	Food/Gourmet Items
Tealightful Treasures	http://www.tealightfultreasures.com	Party	Coffee/Tea/Specialty Beverages, Food/Gourmet Items, Giftware, Tableware
The Body Shop At Home	http://www.thebodyshopathome.com	Party	Personal Care, Skincare
The Fuller Brush Company	http://www.fullerbrush.com	Person-to-Person	Homecare, House and Kitchenwares, Personal Care
The Happy Gardener	http://www.thehappygardener.info	Party	Garden Accessories, Health/Fitness/Wellness, Plants/Foliage
The Kirby Company	http://www.kirby.com	Person-to-Person	Vacuum Cleaners
The Limu Company, LLC	http://www.thelimucountry.com	Person-to-Person	Nutritional Supplements
The Longaberger Company	http://www.longaberger.com	Party	Baskets, House and Kitchenwares
The Pampered Chef		Party	Cookware, House and Kitchenwares
The Scott Fetzer Company			
The Southwestern Company	http://www.southwestern.com	Person-to-Person	Books, Software/Computers
The Traveling Vineyard	http://www.mytv.com	Party	Food/Gourmet Items, Party Supplies, Tableware, Wine/Wine Accessories
Thirty-One Gifts	http://www.thirtynonegifts.com	Party	Aromatherapy, Candles/Candle Accessories, Giftware, Jewelry
Thrivent Financial at Home	http://www.thriventathome.com		
Tianshi Health Products, Inc.	http://www.tiens.com	Person-to-Person	Fragrances, Homecare, Nutritional Supplements, Personal Care, Skincare
Tomboy Tools, Inc.	http://www.tomboytools.com	Party/P2P	Garden Accessories, Homecare, Tools
Touchstone Crystal, Inc.	http://www.touchstonecrystal.com	Party	Jewelry
Traci Lynn Fashion Jewelry	http://www.tracilynnjewelry.com	Party/P2P	Jewelry
Tristar Enterprises, LLC	http://www.tristarclean.com	Person-to-Person	Vacuum Cleaners
Two Sisters Gourmet	http://www.twosistersgourmet.com	Party	Food/Gourmet Items, House and Kitchenwares
U Design Jewelry	http://www.udesignjewelry.com	Party	Jewelry
Unicity International, Inc.	http://www.unicitynetwork.com	Party/P2P	Health/Fitness/Wellness, Nutritional Supplements, Personal Care, Water Treatment Systems
Univera	http://www.univera.com	Person-to-Person	Nutritional Supplements
USANA Health Sciences, Inc.	http://www.usana.com	Party/P2P	Haircare/Hair Accessories, Health/Fitness/Wellness, Nutritional Supplements, Oral Hygiene, Personal Care, Skincare, Weight Management
Usborne Books at Home	http://www.ubah.com	Party/P2P	Books
Vantel Pearls in the Oyster	http://www.vantelpearls.com	Party	Jewelry
Vision For Life International	http://www.V4L.com	Person-to-Person	Haircare/Hair Accessories, Health/Fitness/Wellness, Nutritional Supplements, Personal Care, Skincare, Weight Management
VIVA Life Science, Inc.	http://www.vivalife.com	Party/P2P	Haircare/Hair Accessories, Health/Fitness/Wellness, Nutritional Supplements, Personal Care, Skincare, Weight Management
Viviane Woodard	http://www.vivianewoodard.com	Person-to-Person	Cosmetics, Fragrances, Haircare/Hair Accessories, Nutritional Supplements, Personal Care, Skincare



Company Name	Web	Sales Strategy	Product
Vorwerk USA Co., L.P.	http://www.vorwerkusa.com	Party	Home Appliances
Wildtree Herbs, Inc.	http://www.wildtree.com	Party	Food/Gourmet Items
WineShop At Home	http://www.wineshopathome.com	Party/P2P	Food/Gourmet Items, Party Supplies, Tableware, Wine/Wine Accessories
World Book, Inc.	http://www.worldbook.com	Person-to-Person	Encyclopedias
Wynlife , Inc.	http://www.wynlife.com	Person-to-Person	Nutritional Supplements, Weight Management
XanGo LLC	http://www.xango.com	Person-to-Person	Nutritional Supplements
XELR8	http://www.xelr8.com	Person-to-Person	Food/Gourmet Items, Health/Fitness/Wellness, Nutritional Supplements, Weight Management
YourNetPlus.Com, Inc.	http://www.yournetplus.com	Party/P2P	Internet Services
YTB International, Inc.	http://www.ytb.com	Person-to-Person	Travel
Zermat International, LLC	http://www.zermatusa.com	Party/P2P	Cosmetics, Personal Care

