

## MLM Company Profile: SMHeartBid Penny Auction



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### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites .\*

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### Founding Story

The Co-Founders of SMHeartBid Penny Auction (previous known as 2plus7.com/Kootiki.com) are Dean Sasser and Dean Gutch.

Dean Sasser created SMHeartBid Penny Auction to help people around the world save money, make money and have access to beneficial information. He was born and raised in Wilmington, North Carolina. He has 28 years of entrepreneurial experience in sales and marketing and has operated two direct selling companies in the past.

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Dean Gutch handles the leadership of daily operations. He was born in Yonkers, New York. His background is in traditional business management, with some experience in direct selling.

SMHeartBid Penny Auction is located in Wilmington, North Carolina. The company states the following about itself:

1. Provide an outstanding entertainment online shopping experience
2. Provide income opportunity from auction activity
3. Provide financial assistance to communities in need by way of our Non-Profit organization (NPO) Initiative.

### **Impact on the Industry**

NA

### **Discussion of Products**

SMHeartBid Penny Auction offers a penny auction in which ([www.mlmllegal.com](http://www.mlmllegal.com)) customers can bid and buy products and earn commissions. Customers can join for free; however they must purchase a bid package.

### **Discussion of Opportunity**

Those who join invite others to join and earn commissions off their participation in the bidding process. For more information, one must contact the company.

### **Discussion of Distributor Base and Sales Volume in U.S.**

SMHeartBid Penny Auction states that it operates in ([www.mlmllegal.com](http://www.mlmllegal.com)) 70 countries.

Company Website: <http://www.smheartbid.com>

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*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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