

## MLM Company Profile: AtHome America, Inc.



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### AtHome America, Inc.

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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

AtHome America, Inc. is located in Alsip, IL ([www.mlmllegal.com](http://www.mlmllegal.com)). Lisa Brandau is the Co-Founder of AtHome America, Inc. Becky, Lisa's sister is the other Co-Founder. AtHome America, Inc. has been in operation for nearly 25 years (2002). In September of 2007, Joey Carter took controlling interest in the company from long-time investor Jefferson Capital Partners. Joey is currently the President and CEO of AtHome America, Inc. Becky and Lisa are significant stockholders.

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#### Impact on the Industry

AtHome America, Inc. is a member of the Direct Selling Association, the Direct Selling Women's Association and the Better Business Bureau.

#### Discussion of Products

AtHome America, Inc. sells home accents, candles and accessories, kitchen ware, tabletop accessories, bed and bath products, floral and outdoor products, furniture, lighting, electronics and other similar products. AtHome America, Inc. has hundreds of HomeWare products. AtHome America, Inc. offers an annual catalog each year along with two seasonal catalogs annually.

## Discussion of Opportunity

AtHome America, Inc. often offers special start-up prices for new representatives that include a free start up kit. Kits include order forms, invitations, promotional flyers, training guide, audio and video training. AtHome America, Inc. also offers incentives that include all-expense-paid vacations, a flexible schedule, generous income opportunities and product discounts.

Hostess Rewards are illustrated as follows:

HomeShow Sales	Half-off Items from Sales	Half-off Items from Bookings	Hostess Sales Credit
\$150-\$499	1	3	10%
\$500-\$749	2	3	10%
\$750-\$999	3	3	15%
\$1,000+	3	3	20%

All half-off products exclude furniture pieces indicated by 

Home shows average about \$500 and representatives earn commissions on personal sales. The company offers bonuses ([www.mlmllegal.com](http://www.mlmllegal.com)) depending on the sales of the representative's team members. Representatives get their own personalized website for free for the first three months and are charged thereafter.

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

AtHome America, Inc. utilizes a multi-level compensation plan and a ([www.mlmllegal.com](http://www.mlmllegal.com)) party-plan sales strategy. AtHome America, Inc. operates within the United States and is not publically traded. AtHome America, Inc. has thousands of representatives nationwide.

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

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***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly*

*followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at [www.mlmllegal.com](http://www.mlmllegal.com), including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

*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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