

MLM Company Profile: AmeriPlan USA



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AmeriPlan USA

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at 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.*

Founding Story

(In 1992, two identical brothers named Denis and Daniel Bloom heard the need for value-oriented, discounted fee-for-service dental program and set out to create one.

The company is located in Plano, Texas. The Blooms were born in Brownwood in 1942. When the brothers were scavenging for ways to sell their product to consumers they came across a program in San Antonio where the customer pays the company a monthly fee to receive a discount rate on professional services.

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There they were offered ten-percent commissions on any program that they sold. From that point on they decided to hunt for dentists that would sell their program and make money at the same time. When the time came to take the company public they decided the best way to market their product was through multi-level marketing.

They launched their company in 1993 with only two IBO's and themselves.

Denis and Daniel first began developing the (www.mlmlegal.com) dental program and when that was successful they began integrating in medical, prescription, and chiropractic care.

AmeriPlan operates under the guidance of Bloom Brothers and is the largest company of its kind.

Today, Dennis and Daniel still work together. Dennis handles the marketing as CEO and Daniel is the COO. They own a Lear 35 Jet that they purchased from Jerry Jones, the owner of the Dallas Cowboys.

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Impact on the Industry

AmeriPlan has tens of thousands of dental providers, thousands of chiropractic advisors, around 50,000 retail pharmacies, thousands of optical providers, and covers nearly several hundred thousand people worldwide. AmeriPlan offers its customers the opportunity to save up to 80% in the above mentioned areas.

The company works with companies such as Walgreens, Lens Crafters, CVS, and Target.

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Discussion of Products

Since 1992, AmeriPlan has been offering discount Medical Plans and supplemental healthcare benefits to its customers.

There are no restrictions on how many visits a patient can make, there are no claim forms to complete, the website states that all ongoing medical and dental problems are accepted (accept orthodontic treatment already in progress), they offer a set monthly fee for two years, and offer a 100-percent satisfaction guarantee.

The company is not an insurance company but a plan that works with certain providers to decrease costs.

Members save on all restorative and dental cosmetic work, preventative health, and specialist fees are discounted as well. There is no waiting period for new members to start using their benefits and there are no deductibles.

An individual membership starts at around ten dollars per month and a family membership is around twenty dollars per month which includes all permanent residents in the household. After the applicant sends in an application it will take approximately 10-14 days to receive a packet in the mail, including a membership card, which the member can show to participants of AmeriPlan to receive a (www.mlmlegal.com) discount.

Discussion of Opportunity

The company presents the following compensation plan:

AmeriPlan's robust residual compensation plan for Independent Business Owners (IBO) pays a 20%, 30%, or 40% (Depending on with which Platinum Series Membership the IBO activated) level monthly residual commission on all personal business you write and pays double commission at the IBOs commission level for the first month.

- *Activate with Platinum Plus membership to receive 20% level monthly residual commission.*

- Activate with Total Platinum membership to receive 30% level monthly residual commission.
- Activate with Platinum FreedomPass membership to receive 40% level monthly residual commission.

Starting with the rank of Regional Sales Director (RSD), AmeriPlan's lucrative overrides richly reward IBOs who develop new leaders in their downline organization. This plan lets you build a strong residual income that will mean freedom for you and your family. We believe it is the best compensation plan in the direct sales industry.



For additional information, one must contact the company.

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

The AmeriPlan website offers a free locator of program participants in your vicinity. The company's membership base (www.mlmllegal.com) covers more millions of members. Providers are also encouraged to join to increase customers within their own companies.

When members join the AmeriPlan they receive a directory of the participating health care professionals in their area. In order to receive an appointment, members simply contact the clinic in which they want to be seen and are treated the same as regular patients. The AmeriPlan does not affect other plans that members may be on. The company provides its professionals with ongoing patients and marketing. Providers receive fair compensation for services and will also gain new business through AmeriPlan's leads. The company has hundreds of thousands of providers and works to cover the millions of people that are (www.mlmllegal.com) uninsured in the US.

Today, more than tens of thousands of IBOs selling AmeriPlan products in the United States. The company states that it is a multi-million dollar company. The company plans to incorporate veterinary care and ancillary services in the future.

Company Website: www.ameriplanusa.com

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***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.mlmlegal.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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