

MLM Company Profile: The Balance Company



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The Balance Company

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Editor's Note:

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

Jon Slavet is the founder and CEO of The Balance Company. Five years ago, Jon realized that although he had a successful career his life was not balanced. He felt stressed-out, overworked, and wasn't sleeping well. He wanted solutions to improve his wellbeing and found that the array of supplements and products were confusing. With little time to research on his own, he sought out specialists that guided him to the best wellbeing products.

Jon has a wife, Lexi and two baby daughters, Celia and Hazel (www.mlmlegal.com). Before starting The Balance Company, Jon worked as Co/CEO of Guru Worldwide, Inc. which is a human capital management company backed by American Express. Jon is also an honors graduate from Dartmouth College.

The company is based in San Mateo, CA.

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Impact on the Industry

The Balance Company has a list of values that it stands by: Balance- promoting balanced living within communities, Simplicity- offering simple products in a confusing world, Authenticity- all products are verified and created by professionals, and Results- that give representatives and customers the best results possible.

Discussion of Products

The company's team of "Balance Experts" is headed by Dr. James Rouse who is a nationally acclaimed leader in the health and wellness field. All of the products offered by The Balance Company work to improve balance within your life.

Some of the most popular products include; The Balance Box- a combination of juice-based dietary supplements and juice drops, Balanceone- a fruit juice that contains over 35 essential and synergistic ingredients, Balancedrops- lozenges that are meant to help with relaxation, and many other Balance products.

Discussion of Opportunity

Associates are given the opportunity to achieve the following:

- *Benefits: Up to 20% in Commissions!**
- *NEW ASSOCIATE - Earn up to 20% of all new Associates' BV for their first volume month up to 300 BV*. (16% bonus + 1/2 the normal commissions on Quick Start volume for a total of up to 20% in commissions on the new volume!).*
- *FIRST NEW AUTOSHIP - Earn up to 20% on your new Associates' first AutoShip volume month up to 300 BV. (16% bonus + 1/2 the normal commissions on Quick Start volume for a total of up to 20% in commissions on the new AutoShip volume!).*

The Quick Start Bonus Plan is provided as follows:

Quick Start Bonuses can be earned on all NEW Associates that you personally enroll!

I • ASSOCIATE QUICK START

A. Qualifications

1. You must be a qualified Associate with a complete application on file.
2. You must have at least 100 BV on AutoShip for the month.

B. Benefits: Up to 20% in Commissions*

1. NEW ASSOCIATE - Earn up to 20% of all new Associates' BV for their first volume month up to 300 BV*. (16% bonus + 1/2 the normal commissions on Quick Start volume for a total of up to 20% in commissions on the new volume).
2. FIRST NEW AUTOSHIP - Earn up to 20% on your new Associates' first AutoShip volume month up to 300 BV. (16% bonus + 1/2 the normal commissions on Quick Start volume for a total of up to 20% in commissions on the new AutoShip volume).

II • MANAGING ASSOCIATE QUICK START

A. Qualifications

1. You must be a qualified Managing Associate with a complete application on file.

B. Benefits: Up to 30% in Commissions*

1. NEW ASSOCIATE - Earn up to 30% of all new Associates' BV for their first volume month up to 300 BV*. (26% bonus + 1/2 the normal commissions on Quick Start volume for a total of up to 30% in commissions on the new volume).
2. FIRST NEW AUTOSHIP - Earn up to 30% on your new Associates' BV for the first AutoShip month up to 300 BV. (26% bonus + 1/2 the normal commissions on Quick Start volume for a total of up to 30% in commissions on the new AutoShip volume).
*Any volume in excess of the 300 BV will be paid at regular commission rates.

III • EXTRA INCENTIVE FOR MANAGING ASSOCIATES...

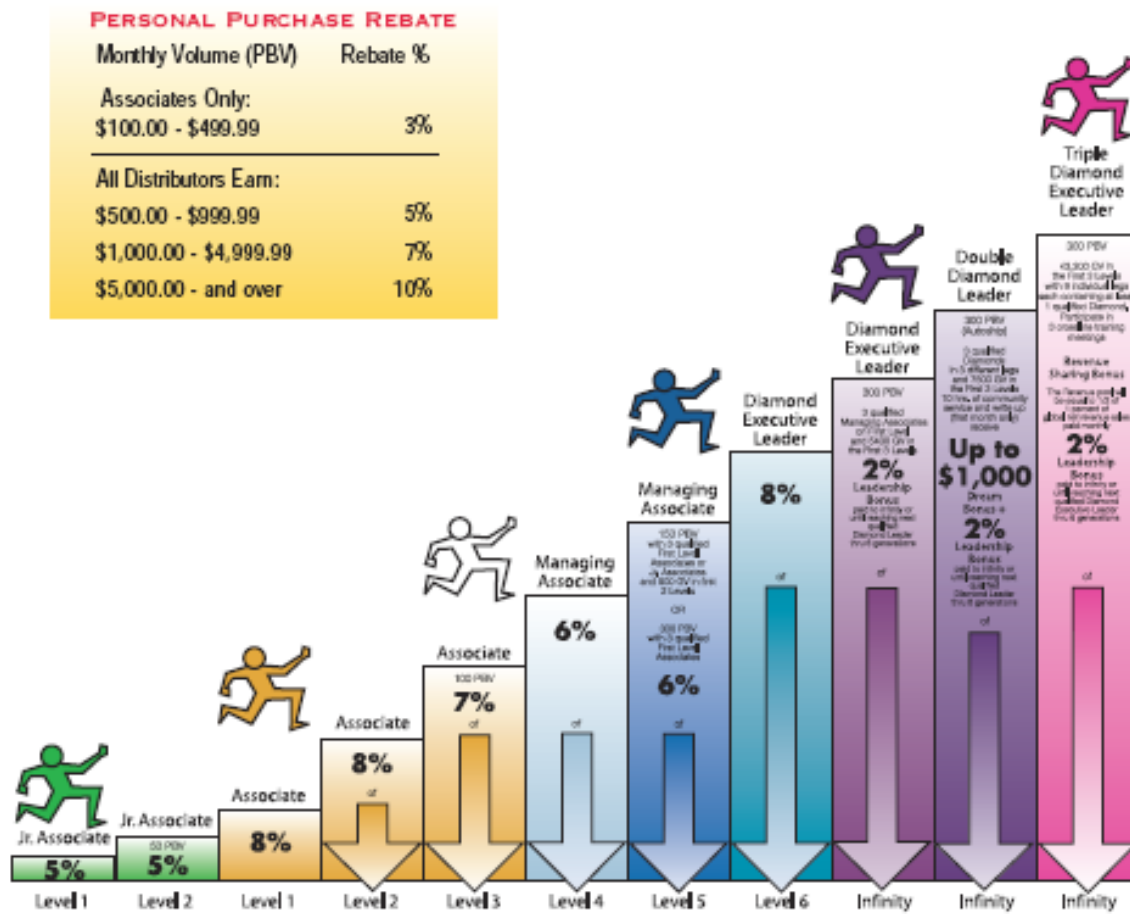
If you are the first Managing Associate (or higher) in the direct line of sponsorship above an Associate who earns a Quick Start Bonus, you will earn a 10% bonus on all downline Quick Start volume + 1/2 the normal commissions on that volume.

IV • THIS IS HOW IT WORKS...

Commissions will be dependent upon the actual level of the enrollee within your downline and paid at 1/2 the regular percentage.

In order to fund the Quick Start Program, all Quick Start Volume is paid upline at 1/2 the regular percentage, thus giving a greater incentive to earn a Quick Start Bonus!

The Stairway to Success compensation plan (www.mlmllegal.com) program is illustrated as follows:



For more information one must contact the company.

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

NA

Company Website: www.thebalancecompany.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.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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