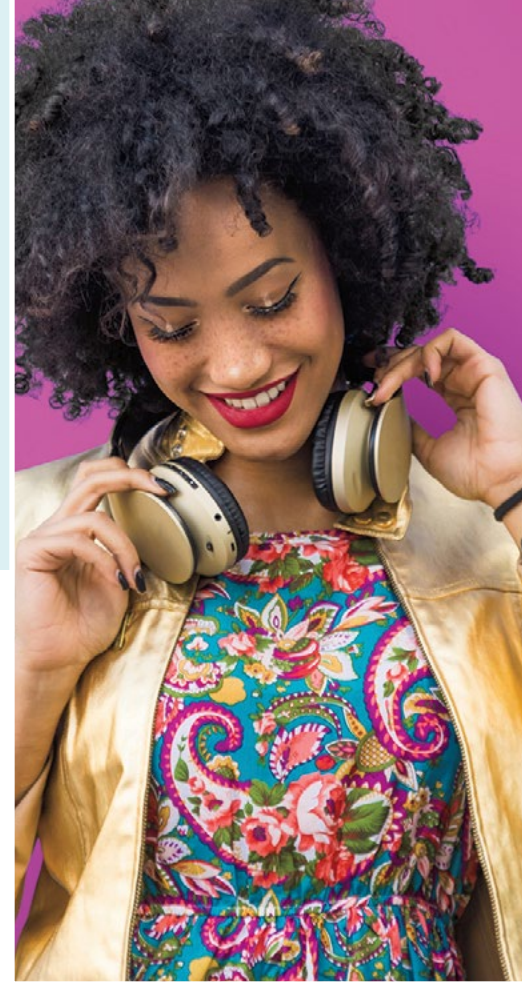




# Preferred Customer

## Frequently Asked Questions

# Preferred Customer Benefits



The Amway Preferred Customer opportunity is a fantastic option if you're an IBO who loves being able to purchase and enjoy high-quality Amway products at IBO cost,\* but would rather not run your own Amway™ business. Preferred Customers also pay zero annual fees and are always welcome to become an IBO again in the future. Speaking of high quality products, there is no better way to buy than by receiving up to \$75 in FREE cash toward your purchase via exclusive Preferred Customer coupons. And, of course, as a Preferred Customer, you will continue to be a valued member of the Amway community.

\* IBO cost is valid for as long as you remain a Preferred Customer.

A Preferred Customer also has the opportunity to opt in and join the AmPerks™ Customer Rewards Program to enjoy additional benefits:

- Free to join – earn 2 points per dollar spent
- 100 promotional points just for joining
- Promotional free ground shipping on orders \$99 and above (CA: \$125, DR: RD \$5,200)
- Promotional bonus points for repeat purchases using DITTO™ (U.S. and CA only)





### AmPerks™ Point Calculations

	US	CANADA	DR
Customers will earn two (2) points for every dollar spent on qualified purchases			
<b>CUSTOMER MUST SPEND</b>	Spend \$250 USD, earn 500 points	Spend \$250 CAD, earn 500 points	Spend RD\$12,500 earn 25,000 points
<b>REDEMPTION INCREMENTS</b>	500 points= \$5 USD reward off cart	500 points= \$5 CAD reward off cart	25,000 points= RD\$250 reward off cart

### Sign Up Promo

US	CANADA	DR
100 Points	130 Points	5,200 Points

### Free Shipping Promo

US	CANADA	DR
\$99 and above	\$125 and above	RD\$5,200 and above



## How do I become a Preferred Customer?

- If you are an active IBO, you first need to end your IBO business, then simply opt in to becoming an Amway Preferred Customer by Sept 15, 2021.
- IBO leaders will receive an email with a link to share with downline IBOs to become a Preferred Customer. An IBO that wants to become a Preferred Customer can begin the process by:
  1. Logging into Amway.com
  2. Click on My Account
  3. Click on Business Information
  4. In the Business Information section of My Account, click “Become a Preferred Customer”. Please note: Gold Producers and above will not see this option. Please contact Business Conduct and Rules with questions.

Once a member on the account has ended their IBO contract and opts-in to become a Preferred Customer, all members of that account are opted-in. If one person ends their IBO contract, that Amway business has been ended for all persons on the account.

Upline IBOs, please remind your teams that IBOs who have been invited to become Preferred Customers need to end their IBO contract themselves and register as Preferred Customers. An upline IBO cannot make this change for them.

## **What is Preferred Customer pricing?**

Preferred Customers will pay IBO cost for as long as they remain a Preferred Customer.

## **How can I save up to \$75 on future purchases?**

By becoming a Preferred Customer you will automatically receive a \$25 coupon (\$25 CA and RD\$1450 DO) coupon from Amway to use on future purchases.

You can earn two more \$25 (\$25 CA and RD\$1450 DO) coupons for continuing to buy the products you love! One for your first purchase of \$100 (\$100 CA and \$5800 DO) or more. And another after the second purchase of \$100 (\$100 CA and RD\$5800 DO) or more!

## **When and how will I receive my \$25 coupons?**

Coupons will be sent to the email address you have provided within 48 hours of becoming a Preferred Customer, or making your first or second order on Amway.com totaling \$100 or more (Amway.ca \$100) (Amway.do \$5,800).

## **Do the coupons come with any restrictions?**

Coupons will expire on December 31, 2021.

## **Can coupons be combined?**

No, they cannot be combined.

## **If I choose to opt-out of Preferred Customer status, will I still receive IBO cost?**

No, once you opt-out, you will no longer receive IBO cost and will not be able to opt back in.



## **Can Preferred Customers attend meetings or purchase BSMs?**

As a Preferred Customer, you are not an IBO and cannot be offered BSM for purchase, including tickets to events. A Preferred Customer is similar to a prospective IBO. You can be invited to events at no charge, but only if the content of the event is appropriate for a non-IBO audience.

## **Can a Preferred Customer sell product or sponsor?**

No, only IBOs can sell product. However, Preferred Customers pay IBO cost for all the products they buy. See Rules of Conduct for more information.

## **Can a Preferred Customer be registered under multiple IBOs?**

No, customers cannot be registered under multiple IBOs. As a Preferred Customer you are registered under one IBO who receives volume. However, you do have the ability to shop with other IBOs through a shared link or their personal MyShop page.

## **Am I able to still pick up my orders at the Business Center if I am a Preferred Customer?**

No. Due to COVID-19 (Coronavirus), the California Amway Business Centers has been temporarily closed. Amway is actively monitoring the situation and will provide regular updates on the status of the business center as the impact of COVID-19 continues to evolve. Please check the Message Center on Amway.com, Amway.ca or Amway.do for the latest information. Once it reopens, Preferred Customers will be able to use their Customer number to pick up orders and make purchases at the California Amway Business Center.



## **Will I receive communication from Amway as a Preferred Customer?**

Yes, Preferred Customers will receive a welcome email and any subsequent transactional emails regarding their Preferred Customers status or program engagement.

## **As a Preferred Customer, do my DITTO™ orders follow me and do I maintain IBO cost?**

Yes, your orders will remain active and remain at IBO cost and follow your Preferred Customer account number.

## **How will Visa volume work for a Preferred Customer?**

An IBO who becomes a Preferred Customer can still use their Visa card, but the volume will now roll up to the next active IBO in the LOS and count as customer sales. When a Preferred Customer uses their Amway Visa card they do not receive any benefit and the upline IBO receives PV/ BV. This is the same for all partner store volume.

## **What happens to my customers if I become a Preferred Customer?**

Customers will now roll up to the next active IBO in the LOS and count as customer sales.

## **Can an IBO's customer who received IBO cost become a Preferred Customer to keep IBOC?**

No. The Preferred Customer opportunity is only available to IBOs.



# Managing Your Profile

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## **What happens to an IBO's account number when they become a Preferred Customer?**

When an IBO who chooses to end their IBO Contract and become a Preferred Customer, their IBO number will become the Preferred Customer account number.

## **What happens to my current business information and will I be able to access my tax documents from my Amway business?**

Your current information will be available to you until May 1, 2022.





## **How long is the eligibility period to become a Preferred Customer?**

IBOs who have joined the Amway Business prior to March 1, 2021 will see the option to become a Preferred Customer until September 15, 2021.

## **If I renew my Amway Independent Business and later decide to become a Preferred Customer, will I receive a refund for my renewal fee?**

If an IBO chooses to renew and then wants to become a Preferred Customer, they will automatically receive a refund for the renewal fee, if it is within 90 days from date of their renewal. This decision must be made by September 15, 2021.

## **How do I opt-out of being a Preferred Customer?**

Please call Customer Service if you would like to opt out of being a Preferred Customer.

## **If I decide I want to return to the Amway™ business after becoming a Preferred Customer, can I do so?**

For a Preferred Customer who wants to rejoin as a business owner under the same IBO they were originally sponsored by and that IBO has not moved places in the LOS:

- The Preferred Customer who wants to become an IBO again will still need to complete and sign a new contract but there would not be a waiting time under the rules.
- If a Preferred Customer decides to rejoin the Amway business, they will need to register again and that does not guarantee their spot in the LOS. They will lose their spot and have to start over. In addition, they must register under the same sponsor to avoid sitting out for the 6 months/2-year rule.

For a Preferred Customer who wants to rejoin as a business owner under a new IBO sponsor or under the same IBO sponsor but in a new part of the LOS:

- The 6-month and 2-year inactivity rules still apply. Preferred Customers will need to use any AmPerks™ reward points before rejoining as an IBO, as these points will not transfer.

## **If I become a Preferred Customer, what happens to insurance provided to me through IBOBA?**

As a Preferred Customer, these benefits will no longer be applicable to you because the coverage under the IBO Benefits Association (IBOBA) are for activities related to operating your Amway Independent Business. Please consult your insurance policy(ies).

# Have more questions?

**CONTACT YOUR UPLINE OR  
CUSTOMER SERVICE**

## **United States**

[customer.service@amway.com](mailto:customer.service@amway.com)

1-800-253-6500

## **Canada**

[customer.service@amway.ca](mailto:customer.service@amway.ca)

1-800-265-5470

## **Dominican Republic**

[servicioalclienterd@amway.com](mailto:servicioalclienterd@amway.com)

809-372-5587

