

As a Crunchi® Advocate, you will join an important mission of Clean Beauty and a community that is committed to sharing clean, sustainable products that perform. With Crunchi you can be the difference!

Learn more about our Crunchi Advocate Seller Track

The Crunchi Compensation Plan provides ultimate flexibility to work your business on your terms. This innovative plan allows you to sell, build a team, become a team leader, or do all three. With Crunchi, you are in the driver's seat to decide which route works best for you! Plus, Crunchi Corporate is by your side to provide assistance and support every step of the way.

Let's take a deep dive into the Seller Track of our Compensation Plan

As a Crunchi Advocate, you'll receive the following:

- A personalized replicated Crunchi.com website to drive Clients to purchase products attributed to you.
- Instant 20-40% commission on your sales. (Remember: The more sales you drive, the higher your commission will be!)
- Weekly pay based on 20% of your Personal Volume (PV) from the week before. Additional monthly commissions payout via Hyperwallet (with up to 5 ways to transfer your funds).
- Advocate early access to new products ahead of launch!
- Advocates unlock free shipping faster – \$125 for Crunchi Advocates (non-Advocates \$175)
- Your New Clients get 10% off their 1st order over \$50 (to help you toward earning additional bonuses).
- 20% savings on your personal orders (these orders will help you drive to a higher payout).
- Free access to the Penny App, available on Apple and Android devices. The App includes training, communication from Corporate, application videos, digital assets for social media, and tools for texting or emailing with tracking capabilities.
- The option to earn up to 40% free of recruiting, team building, or sponsoring. There's also no need to hold inventory, ship products, or handle logistics.

ONCE YOU'VE JOINED, IT'S TIME TO GET SOCIAL!

Share your replicated link on your social content

The more sales you drive with your family, friends, and followers, the more potential commission you'll earn! Simply pick your favorite Crunchi product, and start sharing. If you purchased an Enrollment Collection, do an unboxing online or at home with some friends. Everyone will be excited to learn more about your new venture!

Plan content that boosts interest and motivates sales

Once you're signed up as a Crunchi Advocate, you'll be made aware of the products we're promoting or new products launching to coordinate your marketing and promotion efforts.

Want to grow your business?

Though it's not necessary, you can always take your Crunchi partnership (and your earning potential!) to the next level by building a team. If you're ready, your sponsor can help you take your business to the next level with tips on how to expand your reach by inviting other new Advocates to join you.

Ready to learn more about earning with Crunchi?

Getting familiar with our Seller Track Pay Plan and some important definitions is a great way to start!

Personal Volume	Payout	# of New Clients	New Client Personal Volume	New Client Bonus	Total Potential Payout
0 PV	20%				
500 PV	20%	2	100	5%	25%
1,000 PV	25%	3	150	5%	30%
2,500 PV	30%	5	250	5%	35%
7,500 PV	35%	10	500	5%	40%

Important Note: Body Category has volume (CV/QV) that corresponds to 60% of the purchase price.

Seller Track Pay Plan

Personal Volume (PV): The total volume of your Client purchases combined with your personal purchases. Volume is typically matched dollar for dollar to an item’s retail price.

Commissionable Personal Volume (CPV): The total volume of your Client purchases, not including your personal purchases. You will be paid on this volume.

New Client Personal Volume (NCPV): The Personal Volume generated from all of your New Client orders.

New Client Bonus (NCB): The additional 5% commission you receive when you meet the requirements of the number of New Clients and NCPV for the designated PV tier.

Start earning 20% on your first order!

As a Crunchi Advocate, you start earning 20% commission right away. With no minimum requirement, you are paid on your very first Client order!

For example, let’s say you share your replicated link on your social channels and one of your friends places an order at our average order amount of \$100. You would have 100 in PV and earn a 20% commission on this sale.

Personal Volume	Payout	Earnings
100 PV	x 20%	= \$20

Smart Start Incentive

Within your first 60 days as a New Advocate, you can earn additional rewards with our Smart Start Incentive!

Activity	Time Frame	Earn
One New Client order over \$50	First 10 days	\$10 CrunchiCash
Three New Client orders over \$50	First 30 days	\$50 CrunchiCash
Five New Client orders over \$50	First 45 days	\$100 CrunchiCash
Enroll an Advocate that achieves Smart Start Level I	First 60 days	\$100 CASH Bonus!

For example, if your sister’s order was placed within 10 days of your enrollment you would receive \$10 in CrunchiCash in addition to the commission you earned!

CrunchiCash is a store credit issued by Corporate that doesn’t carry volume. CrunchiCash can be redeemed on Crunchi.com. CrunchiCash is redeemable for 90 days, from the date it is issued.

**These are hypothetical examples intended only to illustrate how commissions are earned and calculated. These numbers are not a representation of any guaranteed results, nor does Crunchi guarantee that you will earn income.*

Earn an additional 5% with our New Client Bonus

When you reach 500 in PV for the month, you are eligible to earn our New Client Bonus which rewards you with an additional 5% in commissions on all your PV for that month.

For example, if five friends place a \$100 order (our average order size) you’d have 500 in PV and earn 20% commission, with a payout of \$100.

Personal Volume	Payout	Earnings
500 PV	x 20%	= \$100

Now, if two of those five orders were placed by New Clients, you’d unlock the New Client 5% Bonus - bumping you to 25% commission on your 500 in PV with a payout of \$125.

Personal Volume	Payout	Earnings	New Clients	NCPV	NCB Payout	Total Payout	Earnings
500 PV	x 20%	= \$100	2	100	5%	(20% + 5%) = 25%	= \$125

That is an additional \$25 just for having two New Clients.

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The more you sell, the more potential to earn

You can earn up to 40% commission on your PV without any team requirements, monthly minimums, or having to stock inventory.

Personal Volume	Payout	# of New Clients	New Client Personal Volume	New Client Bonus	Total Potential Payout
0 PV	20%				
500 PV	20%	2	100	5%	25%
1,000 PV	25%	3	150	5%	30%
2,500 PV	30%	5	250	5%	35%
7,500 PV	35%	10	500	5%	40%

For example, let's say you shared Crunchi on social media which grew your PV for the month to 1,000, with 2 New Client orders over \$50. This would qualify you to earn 25% on your PV, without the New Client Bonus.

However, if your social media push resulted in the gaining of one additional New Client order of \$50 (with a total of three New Client orders of \$50 and 150 in NCPV) you'd unlock the New Client 5% Bonus, earning a total of 30% commission on your 1,000 PV.

Personal Volume	Payout	Earnings	New Clients	NCPV	NCB Payout	Payout w/ NCB	Earnings w/ NCB
1,000 PV	x 25%	= \$250	3	150	5%	(25% + 5%) = 30%	= \$300

The more you sell in a month the more you earn, and with the New Client Bonus you can earn even more. Check out each PV tier's earning opportunities with and without the New Client Bonus.

Sales	Payout	Earnings	New Clients	NCPV	NCB Payout	Earnings w/ NCB
100 PV	20%	\$20				
500 PV	20%	\$100	2	100	(20% + 5%) = 25%	\$125
1,000 PV	25%	\$250	3	150	(25% + 5%) = 30%	\$300
2,500 PV	30%	\$750	5	250	(30% + 5%) = 35%	\$875
7,500 PV	35%	\$2,625	10	500	(35% + 5%) = 40%	\$3,000

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Personal orders count towards your PV

Your personal orders count towards your PV and can help you achieve a higher PV payout. For example, if you have 500 in PV from Client orders and no personal orders, that means you have 500 in CPV and are earning a 20% payout.

PV	CPV	Payout	Earnings
500	500	20%	\$100

But if you place a personal order of 500, this would bump you to 1,000 in PV. While personal orders do not count toward commission, they do count toward PV Tiers. In this example, you'd go from earning 20% on your CTV of 500 to 25%.

PV	CPV	Payout	Earnings
1,000	500	25%	\$125

Retroactive PV Payout

Each time you unlock an additional payout percentage, it applies to all CPV for that month - not just the volume over that tier or the volume from NCPV.

We hope you're as excited as we are with the flexibility of our Compensation Plan!

If you have questions, contact your Crunchi Advocate or please call us at (888) 831-3133 or advocates@crunchi.com.

