

MLM Company Profile: Agel Enterprises



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Agel Enterprises

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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

Agel Enterprises is located in Provo, Utah. Agel Enterprises was incorporated in March of 2005 and the first products were shipped at the same time (www.mlmllegal.com). The Company concept was acquired by Glen Jensen in 2004 when he lay awake till the early hours in the morning in November. He had been in the network marketing industry for 18 years and was working his way up from customer service through international sales to the executive suite. That November morning, the idea of gel came to him. His idea was to create gel nutritional supplements similar to those that athletes use to pound carbs right before an event. Glen Jensen lives outside Agel Enterprises centers near his wife and five children. His pastime activities include fishing, traveling, 4-wheeler riding and he also enjoys practical jokes. Agel Enterprises launched in ten different countries on its first day and its rate of global expansion has proved victorious.

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Impact on the Industry

Agel Enterprises is a member of the Direct Selling Association. Agel Enterprises offers automated inventory systems, virtual distribution of marketing materials and global web-enabled support.

Discussion of Products

Agel Enterprises uses what they call a new category of suspension gel technology. Agel Enterprises calls itself a technology company because they are committed to using every system at its disposal to develop, produce and distribute gel technologies. Some of the (www.mlmlegal.com) company's products include gel supplements, skin care, cleansing gel, anti-oxidant misting gel, gel scrub, anti-aging serum, age-defying eye gel, daily moisturizing gel, night gel and other gel technologies.

Discussion of Opportunity

There are ten ways to earn income with the company. The company presents the following compensation plan:

With the Agel Compensation Plan, Team Members earn commissions for their achievements in any of the following areas:

Team Member Qualifications (each month)

You can earn Retail Profits and the First Order Bonus as long as you are active by producing a commissionable volume (CV) of at least 50. To qualify to earn from the other elements of the compensation plan, you must also have at least one personally sponsored enrollee in both networks (legs), producing at least 50 CV each.

Advancement Qualification

Rank	Lesser Leg Volume	Director Lines	Power Legs ^a
Team Member	0		
Supervisor	1,000		
Manager	2,000		
Senior Manager	4,000		
Director	10,000		
Regional Director	20,000		
Senior Director	40,000	1	
Corporate Director	60,000	2	
1 Star Diamond	80,000	3	
2 Star Diamond	100,000	4	
3 Star Diamond	120,000	5	
4 Star Diamond	150,000	6	
5 Star Diamond	200,000	7	
Executive Diamond	250,000	8	
Ambassador Diamond	500,000	8	2
Presidential Diamond	750,000	8	4
Crown Diamond	1,000,000	8	6
Royal Diamond	2,000,000	8	8

^a Power Legs are Qualified Senior Director legs with over 40,000 lesser leg volume.

1. Retail Sales

Team members can purchase Agel products at wholesale cost, sell them at the suggested retail price, and receive immediate retail profit.

You can also enroll people in the Preferred Customer Program. CV from these orders will go into the sponsor's Pay Volume and roll up-line from there. The sponsor will also receive a cash bonus for each product ordered. Amount of CV and bonus varies by product.

2. First Order Bonus

Personal Pack
Sponsor someone at the Personal Level and on their activation order you will receive: \$35
Executive Kit
Sponsor someone at the Executive Level and on their activation order you will receive: \$100
Professional Pack
Sponsor someone at the Professional Pack Level and on their activation order you will receive: \$500

3. Executive Bonus

This bonus is weighted depending on the growth in team volume commissions since the previous month. 3% of global CV is placed in a pool monthly, and those participating at the Executive and Professional Pack levels will receive one share for each increase of 1,000 CV in their lesser leg. This bonus is only available to those who have less than 40,000 CV in their lesser leg.

4. The Executive Rank Qualification Pool

Each month, 1% of Global CV is shared among those who qualify as Supervisor, Manager, Senior Manager, Director and Regional Director. Of this 1%, Supervisor receives 2 shares, Manager receives 3, Senior Manager receives 4, Director receives 5 and Regional Director receives 6.

An additional 0.5% of the total CV is also shared among those who qualify as Director and Regional Director. Of this additional 0.5%, Director receives 1 share and Regional Director receives 2 shares. This bonus is paid out to those who are participating at the Executive or Professional Pack levels and have qualified for the pool three months in a row.

5. Car Bonus (see table) 6. Expense Bonus(see table)

Rank	Car	Expense
Senior Director	\$250.00	\$250.00
Corporate Director	\$500.00	\$500.00
1 Star Diamond	\$750.00	\$750.00
2 Star Diamond	\$1,000.00	\$1,000.00
3 Star Diamond	\$1,250.00	\$1,250.00
4 Star Diamond	\$1,500.00	\$1,500.00
5 Star Diamond	\$1,750.00	\$1,750.00
Executive Diamond	\$2,000.00	\$2,000.00
Ambassador Diamond	\$2,250.00	\$2,250.00
Presidential Diamond	\$2,500.00	\$2,500.00
Crown Diamond	\$2,750.00	\$2,750.00
Royal Diamond	\$3,000.00	\$3,000.00

Team member must submit a photo of themselves and the vehicle they purchased to Agel within 30 days. This will be used by Agel for promotional purposes.

7. Travel Award

Each year 1 Star Diamonds & above will be invited to the annual leadership conference, which is held in an exotic location.

8. Team Volume Commissions & Retention Bonus

Earn up to 10% Team Volume Commission (TVC) on the volume (CV) in your lesser leg. A maximum of \$25,000 can be earned per business center per month. Team Members participating at the Personal pack level will only be eligible for 7% TVC.

Team members participating at the Executive or Professional levels will be paid 7% TVC with the additional 3% being placed in a retention account. Provided they stay active for 12 consecutive months, on their one year anniversary they will receive payment of the 3%

earned throughout the year. In addition, those in the upline of team members who hit their anniversary month will receive their Leveraged Matching Bonus on the 3% in the retention account.

9. Leveraged Matching Bonus

Supervisors and above earn a percentage of the Team Volume Commissions of the team members up to the 7th generation in their enroller tree. Each personally sponsored team member placed on any level within your organization, is considered your 1st generation. Subsequently, when someone in your first generation sponsors a new team member, that new team member becomes your 2nd generation, and so on. See table for the percentage earned for each rank and generation:

Rank	Generation						
	1	2	3	4	5	6	7
Team Member							
Supervisor	10%						
Manager	15%						
Senior Manager	20%						
Director	25%						
Regional Director	25%	7%					
Senior Director	30%	7%					
Corporate Director	30%	7%	7%				
1 Star Diamond	35%	7%	7%				
2 Star Diamond	40%	7%	7%				
3 Star Diamond	40%	7%	7%	7%			
4 Star Diamond	40%	7%	7%	7%	7%		
5 Star Diamond	45%	7%	7%	7%	7%		
Executive Diamond	45%	7%	7%	7%	7%	7%	
Ambassador Diamond	50%	7%	7%	7%	7%	7%	
Presidential Diamond	50%	7%	7%	7%	7%	7%	7%
Crown Diamond	50%	7%	7%	7%	7%	7%	7%
Royal Diamond	50%	7%	7%	7%	7%	7%	7%

10. Mad Money

As a qualified rank of Crown Diamond you earn a \$20,000 a month "Mad Money" Bonus. As a qualified Royal Diamond you receive a \$40,000 a month "Mad Money" Bonus.

The individual components of the Agel Compensation Plan vary by market. Be sure to check www.agel.com for details about which elements of the plan are available in your market.

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For additional information, one must contact the company.

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

Agel Enterprises operates in the United States, Australia, Canada, Denmark, Germany, Hong Kong, Hungary, Israel, Japan, Malaysia, Netherlands, New Zealand, Philippines, Poland, (www.mlmlegal.com) Portugal, Singapore, Sri Lanka, Taiwan, Thailand, Turkey, and the United Kingdom.

Company Website: www.agel.com

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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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