

## MLM Company Profile: Aerus, LLC (formerly Electrolux, LLC)



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#### **Editor's Note:**

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://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 . \*

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#### **Founding Story**

Aerus was founded in 1924 (under the name of Electolux) by Gustaf Sahlin when he introduced the Electolux tank vacuum cleaner to the United States. He has sold his products to over 50 million households and [www.mlmllegal.com](http://www.mlmllegal.com) businesses. Aerus is located in Dallas, Texas and prides itself on creating products for the modern household. For example, when carpeting came into style across homes in the 1950s, Aerus invented a heavy-duty carpet cleaner for consumer use. It started providing cleaner indoor air 80 years ago with products that helped to eliminate dust, mold, pollen, and pet dander.

Aerus is now known for its Guardian True HEPA Vacuum Cleaner System that comes with a 25-year warranty.

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#### **Impact on the Industry**

This company is a member of the DSA.

## **Discussion of Products**

Aerus sells products in the categories of homecare and vacuum cleaners and general floor care products. Aerus sells vacuum cleaners, air purification systems, allergy control products, and vacuum bags and accessories. The vacuums come equip with air filtration systems and retain more dirt and debris than most conventional vacuums. Vacuums are sold in canisters, uprights, shampooers and polishers, and central vacuums. Air filters come in Guardian Air, Aerus AQ, and HVAC Filters. Allergy control products come in allergy and odor spray and dust mite treatment.

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## **Discussion of Opportunity**

Distributors go through several levels of growth, each have different levels of success and rewards:

*At Level 1, representatives are called Healthy [www.mlmlegal.com](http://www.mlmlegal.com) Home Trainees and level one includes:*

Training:

- Learn to provide Aerus Healthy Home Services
- Learn to generate leads and referrals
- Learn to conduct complete Healthy Home Demo
- Learn to generate sales and service revenue
- Learn good customer relations

Rewards:

- 5th sale wins portable DVD player
  - 10th sale wins a Lux Guardian Air by Aerus
- + Promotion to Level 2

*Level 2 brings reps to the level of Healthy Home Consultant and includes:*

Responsibilities & Training:

- Generate leads and referrals
- Provide all Aerus Healthy Home services
- Learn to demonstrate the complete product line
- Generate sales and service revenue
- Build good customer relations

Rewards:

20th sale wins choice of:

- - iPod(TM)
- - Aerus Floor Pro
- - Xbox® 360 Console

+ Promotion to Level 3

*Level 3 brings reps to the level of assistant manager and includes:*

Responsibilities & Training:

- Same responsibilities as Healthy Home Consultant
- Learn how to teach and train new Healthy Home Trainees and Healthy Home Consultants

Rewards:

40th sales wins Reqs the choice of:

- - Computer notebook
  - - Lux Guardian Cleaner by Aerus
- + Promotion to Level 4

*Level 4 Reqs are promoted to Sr. Assistant Manager and the stats include:*

Responsibilities & Training:

- Same responsibilities as Healthy Home Consultant
- Train and help develop Healthy Home Trainees, Healthy Home Consultants, and Healthy Home Experts - Assistant Managers

Rewards:

80th combo sales (personal and team sales) wins:

- - Certificate for 5 free match units
- + Promotion to Level 5

*Level 5 promotes the rep to a Franchise Candidate and includes:*

Responsibilities & Training:

- Same responsibilities as Sr. Assistant Manager
- Train and develop Sr. Assistant Managers
- Learn about Aerus Franchise Model

Rewards:

160th combo sale (personal and team) wins:

- - Certificate for 5 free match units
- + First step towards becoming a candidate for an associate franchise or franchise

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

Aerus utilizes a person-to-person sales strategy. It operates in the United States, Argentina, Australia, Austria, Belgium, ([www.mlmllegal.com](http://www.mlmllegal.com)) Canada, Chile, Czech Republic, Denmark, Ecuador, Finland, Germany, Guatemala, Israel, Japan, Malaysia, Mexico, Norway, Philippines, Puerto Rico, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, UK, and Uruguay. Aerus is not publically traded. It has over 500 independently owned franchise locations in the US and Canada.

Company Website: [www.aerusonline.com](http://www.aerusonline.com)

*\*At **MLMLLegal.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*

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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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