MLM Company Profile: Traverus Travel





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Traverus Travel

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at <u>www.mlmlegal.com</u>. 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

Traverus Travel is a world-leading online travel agency that offers an international online travel radio show, celebrity travel talk, and leading-edge travel portals.

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Traverus Travel is over 27 years old and implemented a network marketing business plan in November of 2006.

Impact on the Industry

NA

Discussion of Products

Traverus Travel offers travel services and education. Traverus Travel offers full service retail travel agencies, a discount cruise division, and (www.mlmlegal.com) as the website states: The company is bonded and approved by the Airlines Reporting Corporation (ARC), the International Air Transport Association (IATA), and the Cruise Line International Association (CLIA).

Discussion of Opportunity

The company offers the following compensation plan:

- 65% of the commission rate for travel booked direct through their personalized booking engine.
- 20% of the commission rate on travel that they refer to Paycation to be booked.

Certified Travel Agents earn:

- 75% of the commission rate for all travel booked on their own personalized booking engine.
- 75% of the commission rate when booked direct with the suppliers. REQUIREMENT: complete the CTA Travel Training.
- 20% of the commission rate on travel that they refer to Paycation to be booked.

Traverus Travel offers a 3x9 matrix, explained by the company as follows:

When you become an active Agent that personally generates one "Agent Package Sale," of any type you are eligible to earn "Matrix Residual Bonus" commissions. If you personally generate one (1) sale you are eligible to earn commission on level two (2) through four (4) levels of the Matrix. At three (3) personal Sales you earn commission on level two (2) through five (5) of the Matrix, with four (4) personal sales you earn commission on levels two (2) through six (6) levels in the matrix. At five (5) personal sales you earn on levels two (2) through seven (7) levels in the matrix. At this point you are qualified as an Executive in our compensation program.

Starting with your seventh (7) personal sale you are eligible to participate in the "Paycation Business Builder Program," and also participate in the Regional Executive promotional programs.

Very simply, in a 3x9 forced matrix, a maximum of three sales fit on your front line, and all other sales made by you or those above you are forced down to your second level and beyond – called "spillover." When those below you make sales, they too can only have three on their front line, so all others "spillover" to the next level. In the event that an Agent in your matrix is Terminated or Cancelled your matrix will dynamically compress bringing people from directly below the affected position up higher in your pay line. In the event that an Agent is suspended for more than 60 days, then that Agent will also be purged from the system and the matrix will compress once again.

If you enroll as a Basic Agent, your monthly BV qualification is 60 points, however, that only qualifies you for the coded portion of the compensation plan and the 3x9 forced matrix. In the event that you want to participate in the third phase of our compensation plan, the binary, your BV must total 90 points.

Traverus Travel offers the following qualification levels:

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Executive

You must personally enroll five (5) Agents by selling them one of the Enrollment Packages. You must also upgrade to the monthly personal BV of 90. With 90 BV you will be qualified to participate in all 3 phases of the TraVerus compensation program. Once you meet the criteria you are able to collect compensation on level seven in the matrix and participate in all other Executive level benefits, to include the "Executive Residual Coded Bonus." Once you achieve the level of Executive there are additional success levels that can be achieved. The criteria to "move up" in the organizational structure are shown below.

Regional Executive

You must be an Executive with a minimum of seven (7) personal enrollments. You must also have a minimum of three Executives, or higher rank, in your organization (only two (2) Executives or higher rank count per leg). As a Regional Executive you earn compensation from level eight in your matrix along with all other Executive Bonuses. Your personal BV requirement per month is 90. With 90 BV you will be qualified to participate in all 3 phases of the TraVerus compensation program. Starting with your seventh (7th) personal enrollment, you qualify for an additional "Business Builder Bonus." This Business Builder Bonus is available for all Regional Executives and above.

National Executive

You must be a Regional Executive with a minimum of twelve (12) personal enrollments. You must also have a minimum of six (6) Regional Executives, or higher rank, in your organization (only four (4) Regional Executives or higher rank count per leg). As a National Executive you earn compensation from level eight and level nine in your matrix along with all other Executive Bonuses. Once you have achieved the level of National Executive you have the option at any time to advise the home office of your intent to establish one additional person on the first level in your matrix. At that point your matrix becomes a 4x9, substantially increasing your matrix earning capabilities with all other Executive Bonuses. Your personal BV requirement per month is 90. With 90 BV you will be qualified to participate in all 3 phases of the TraVerus compensation program.

International Executive

You must be a National Executive with a minimum of eighteen (18) personal enrollments. You must also have a minimum of nine National Executives, or higher rank, in your organization (only four National Executives or higher rank count per leg). As an International Executive you earn compensation from level eight and level nine in your matrix along with all other Executive Bonuses. Your personal BV requirement per month is 90. With 90 BV you will be qualified to participate in all 3 phases of the TraVerus compensation program.

Presidential Executive

You must be an International Executive with a minimum of thirty (30) personal enrollments. You must also have a minimum of five International Executives in your organization (only two International Executives count per leg). As a Presidential Executive you earn compensation from level eight and level nine in your matrix along with all other Executive Bonuses. Your personal BV requirement per month is 90. With 90 BV you will be qualified to participate in all 3 phases of the TraVerus compensation program.

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The company offers the following levels for commissions based on agent rank:

		LEVELS FOR COMMISSIONS BASED ON AGENT RANK					
		BASIC	EX - Executive	RE - Regional Executive	NE - National Executive	IE - International Executive	PE - Presidential Executive
LEVEL #	# OF POSITIONS PER LEVEL	Basic Agent monthly qualification is 60 PBV (personal business volume). To qualify for the binary portion of the compensation plan you must do 90 BV All Agents with 1 personally enrolled Agent earn on levels 2-4 All Agents with 3 personally enrolled Agents earn on levels 2-5 All Agents with 5 personally enrolled Agents earn on levels 2-6	Agent with five (5) Personally Enrolled Agents or higher. Executive monthly qualification is 90 PBV. Executives are eligible to earn through 7 levels plus Executive Residual Coded Bonus and Matching Executive Residual Coded Bonus when qualified.	Executive with seven (7) Personally Enrolled Agents Must have 3 Qualified Ex. Regional Executive monthly qualification is 90 PBV (personal business volume). Eligible to earn Regional Executive Bonus on level 8 and Regional Executive Residual Coded Bonus and Matching Regional Executive Residual Coded Bonus and Matching Regional Executive Residual Coded Bonus and Matching Regional Executive Residual Coded Bonus when qualified. (only 1 Executive counts per leg)	Regional Executive with twelve (12) Personally Enrolled Agents. Must have 9 Regional Executives. National Executives monthly qualification is 90 PBV (personal business volume). Eligible to earn National Executive Bonus on level 8-9 and National Executive Residual Coded Bonus and Matching National Executive Residual Coded Bonus when qualified. (only 4 Regional Executives count per leg)	National Executive with eighteen (18) Personally Enrolled RTC or higher. Must have 9 National Executives. International Executive monthly qualification is 90 PBV (personal business volume). IE's eligible to earn International Executive Bonus on level 8-9 and International Executive Residual Coded Bonus and Matching International Executive Residual Coded Bonus when qualified. (only 4 National Executive South Part of the Par	International Executive with thirty (30) Personally Sponsored RTC or higher. Must have 5 International Executives. Presidential Executive monthly qualification is 90 PBV (personal business volume). Eligible to earn Presidential Executive Bonus on level 8-9 and Presidential Executive Residual Coded Bonus and Matching Presidential Coded Bonus when qualified. (only 2 International Executives count per leg)
1	3						
2	9	10%					
3	27	16%					
4	81	8%					
5	243	6%					
6	729	6%					
7	2187	EX Only - 3%* * Paid only to Executives and above on RTC's & CTA's					
8	6561	RE Only - 3%* * Paid only to Regional Executives on RTC's & CTA's NE-IE-PE - 3%* * Paid only to National Executive - International Executive & Presidential Executives on RTC's & CTA's					

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Paid only to National Executives on RTC's & CTA's IE-PE - 3%*

Paid only to National Executive International Executive Presidential Executive on RTC's & CTA's

*Annual Renewal Fee \$40

Executive Coded Bonus Program

Executives Earn 5% monthly residual on all Executives that are coded to them

Regional Executives Earn 7% monthly residual on all Executives and above that are coded to them.

National Executives Earn 10% monthly residual on all Executives and above that are coded to them.

International Executives Earn 13% monthly residual on all Executives and above that are coded to them.

Presidential Executives Earn 16% monthly residual on all Executives and above that are coded to them.

Business Builder Bonus Program

Regional Executives Earn 1% monthly residual on all volume done in your "builder legs" (seventh (7th) enrolled to infinity) and this is paid to infinity.

National Executives Earn 2% monthly residual on all volume done in your "builder legs" (seventh (7th) enrolled to infinity) and this is paid to infinity.

International Executives Earn 3% monthly residual on all volume done in your "builder legs" (seventh (7th) enrolled to infinity) and this is paid to infinity.

National Executives Earn 4% monthly residual on all volume done in your "builder legs" (seventh (7th) enrolled to infinity) and this is paid to infinity.

Notes to the plan – All percentages shown will be based on the actual 90 BV generated, not the amount of personal group volume required for qualification. The BV is all personal sales volume for qualification and not group volume.

For more information, one must contact the company.

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

NA

Company Website: http://www.jointraverus.info/

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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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