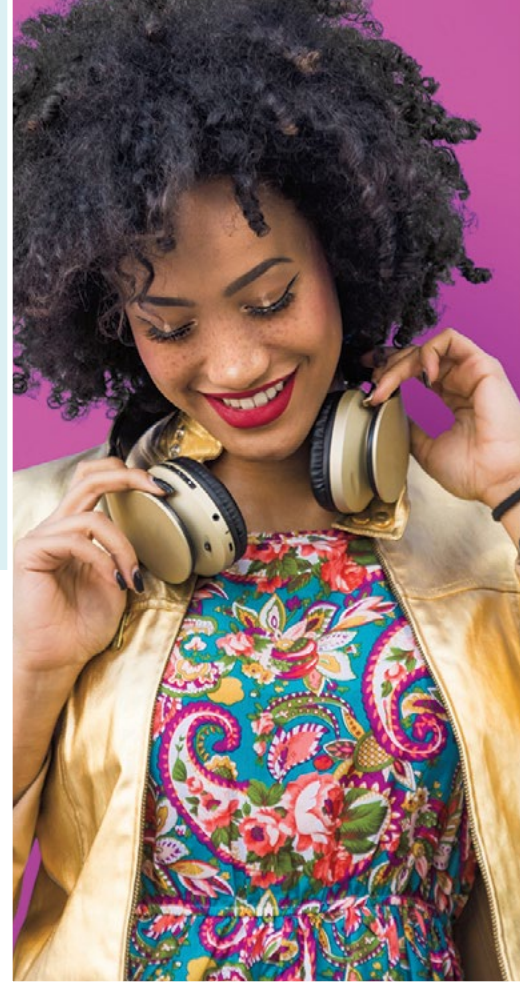


# Preferred Customer

## 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 future purchases of Amway products 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 and subject to Preferred Customer Terms and Conditions.

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 U.S. promotional points just for joining. (130 CAD points; 5,200 DR points)
- Promotional free ground shipping on orders \$99 and above (\$125 CAD; RD\$ 5,200.00).
- Promotional bonus points for repeat purchases using DITTO™ Scheduled Orders (U.S. and CA only).







### AmPerks Point Calculations

	U.S.	CANADA	DR
Customers will earn 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\$ 12,500.00 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\$ 250.00 reward off cart

### Sign-Up Promo

U.S.	CANADA	DR
100 Points	130 Points	5,200 Points

### Free Shipping Promo

U.S.	CANADA	DR
\$99 and above*	\$125 and above	RD\$ 5,200.00 and above

\*The promotional Free Ground Shipping in U.S. is valid for shipping to addresses in the contiguous U.S. only (excludes offshore). Please see [AmPerks](#) for details.



## How do I become a Preferred Customer?

- If you are an active IBO who registered prior to December 31, 2021, you first need to end your IBO business, then simply **opt in to becoming an Amway Preferred Customer**.
- You no longer “choose your adventure” when you run out of time on the clock (Criteria-based Reclassification / CBR period). You will have one option – become a Preferred Customer or Registered Customer – depending on what you’re eligible for. When your clock expires, you are converted to an inactive IBO, so you don’t have to end your business. We do it for you. You will land on a page with your one option. If you choose to sign back up for the business, you would have to call customer service to assist. However, if you’re already a Preferred Customer and want to be an IBO again, you can go to “register” yourself online.
- The Preferred Customer opportunity is also available for anyone who joined the Amway business prior to January 1, 2022, regardless of their CBR status.
- An IBO who wants to become a Preferred Customer can begin the process by:
  1. Logging into the Amway™ website
  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. This pricing is subject to Preferred Customer Terms and Conditions.

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

By becoming a Preferred Customer you will automatically receive a \$25 coupon (\$25 CAD, RD\$ 1,450.00) from Amway to use on future purchases.

You can earn two additional \$25 (\$25 CAD, RD\$ 1,450.00) coupons for continuing to buy the products you love! One after your first purchase of \$100\* (\$100 CAD, RD\$ 5800.00) or more. And another after the second purchase of \$100\* (\$100 CAD and RD\$ 5800.00) or more!

\*Not including tax or shipping fees.

## 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 up to 48 hours after making your first or second order on the Amway website totaling \$100\* or more (\$100 CAD; RD\$ 5,800.00).

\*Not including tax or shipping fees.

## Do the coupons come with any restrictions?

All coupons expire on December 31, 2022.

To redeem your coupon you must make a purchase that is greater than the coupon amount and it must be used in a single cart order.

To earn your second and third coupons, the qualifying order of \$100 or more is calculated before tax and before shipping fees.

## 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 become a Preferred Customer again.

## **If an IBO chooses to become a Preferred Customer, does their volume count for VCS?**

Yes. If an IBO in an IBO's group reclassifies to a Preferred Customer, their purchases will count toward the upline's VCS.

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

No. Preferred Customers are not IBOs and may not be offered BSM for purchase, including tickets to events. Preferred Customers are similar to prospective IBOs. They may be invited to events at no charge, but only if the event is appropriate for a non-IBO audience.

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

No, only IBOs can sell products.

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

No. Preferred Customers cannot be registered under multiple IBOs. Preferred Customers can only be registered under one IBO who receives volume. However, they do have the ability to shop with other IBOs through a shared link or an IBO's personal MyShop page.



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

Yes, Preferred Customers will receive a welcome email, any subsequent transactional emails regarding their status or program engagement, and possible additional communications regarding product, promotions, or other content specific to them.

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

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

\*Cost offer valid for as long as you remain a Preferred Customer, subject to Preferred Customer Terms and Conditions.

## **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 who entered the business prior to December 31, 2021.



# Managing Your Profile

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

When an IBO 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 join the Amway Business prior to December 31, 2021 will see the option to become a Preferred Customer, subject to Preferred Customer Terms and Conditions.

## **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.

## **Can I return to the Amway business after becoming a Preferred Customer?**

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

1-800-265-5470

## **Dominican Republic**

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

1-809-372-5587

