

To Whom it may concern

I am writing as a Platinum IBO within the Quixtar business concerning the new rule changes proposed by the FTC. I understand the desire and need to ensure that prospect receive true and accurate information, but understanding the way our business is built and developed, the proposed changes would make it almost impossible to build. As an independent business owner, providing each prospect with 10 other IBOs contact information would be a very difficult task. Having to try and give each prospect all legal information from the previous 10 years will required hiring a staff to do the research. This action alone changes the whole appeal of building a network marketing business where you have no employees. This is not necessary when all the information is available by contacting quixtar. As in any business, the due diligence of the research is the responsibility of the individual going into potential business. We provide the information as to where to research in printed and internet location. Example (thisbiznow.com; www.quixtarfacts.com; or www.ibofacts.com) but to require the sponsoring IBO to do the research for the potential IBO imposed a huge research burden for one IBO. 2). Require that every prospect receive substantiation for every income claim; As independent business owners, this has no bearing on the potential income of the prospect, because your earnings is based on your personal efforts, some people work harder at building their business than other because of their commitment level therefore their results an success and income will vary. We can give averages which we provide, but that's not a guarantee for each individual because of the above mention reason. In an office environment each employee work ethic is not the same, in business those that work harder at their business will grow faster and have a higher and faster growth rate in their business. So providing someone else's income which I have no access too, do not help the prospect understand what they can obtain based on the effort they are willing to put into their business. I have individuals who put 30 hours a week into developing their business compare to people who put 5 hours a week. How can I tell a prospect that you will be making the same amount in your business putting 5 hours a week as an individual putting six times more effort? That alone would defeat the purpose of your rule change. We can say here is what the average platinum IBO with a business structured properly, the way we teach would make. Now based on the structure and stability of a person's business these factors will determine their profitability. The rules are probably being proposed by individuals who do not have an accurate understanding of how network marking business are developed and built. I please encourage continuing follow the guidelines outlined in the 1979 decision regarding the "Amway safeguards". Success in any business in never guaranteed, unfortunately their are those in life who are looking for someone to guarantee their success, this can only be done by a personal commitment and hard work. That's the even playing field of America, work hard and you will succeed, not tell me I will succeed and guaranteed my success and income before I make a decision to try. Thank you for your consideration on this matter.

Platinum IBO
Kenneth & Erika Finley