



The Accountant's Referral Network

A Marketing Opportunity

According to the World Federation of Direct Selling Associations, there are currently 12 Million Direct Sellers in the United States. Once a cottage industry, this formidable method of doing business now generates \$26 billion in annual domestic revenues and shows no signs of slowing down in the coming years.

With so many people involved in direct selling, it is not surprising that there is a tremendous need for qualified accountants who understand the intricacies of home-based business taxation. With this in mind, the Direct Selling Women's Association's has established the ***Accountant's Referral Network***, dedicated to bringing together the 12.2 million direct sellers with an elite group of accountants who understand the industry, are fully trained in the area of home-based business taxation and have a respect for the industry as a whole.

The Accountant's Referral Network will provide you with a direct link to the thousands of direct sellers who visit the DSWA website every day in search of qualified support as they grow their direct selling business.

Provided herein is a summary of the opportunity I am extending to you to join our elite group of forward-thinking accountants who recognize the value in marketing to a niche that, as of yet, has gone un-tapped. I appreciate your consideration and look forward to talking with you soon.

Sincerely,
Vicky Collins, CPA, CCPS
Director of the Financial Center

Our Vision

The DSWA's Accountant's Referral Network will become the primary place where the direct selling community looks to find qualified, experienced accountants who understand the nature of their business and offers exceptional guidance in the area of home-based-business taxation.

10 Reasons to Join DSWA's Referral Network

1. *Establish credibility* and trust with potential clients as a result of your third-party endorsement by DSWA.
2. *Enjoy low cost, nationwide exposure* to the thousands of direct sellers who visit the DSWA website daily for information, guidance and industry-related resources.
3. *Receive a personalized web listing* that includes your business name, address and contact information, a 15-word description from our pick list, a 200-word description profiling your services and one image of your choice.
4. *Refresh your skills in the area of home-based business taxation* by participating in our mandatory **Accountant's Orientation**. This course reviews industry related tax topics such as, home office deduction, treatment of automobile use for business, industry specific expense maximization, guidelines for hiring spouses and children and many more home-based business related topics.
5. *Receive guidance on how to grow your practice* by tapping into this profitable niche market. The Accountant's Orientation will cover such topics as *What direct sellers want from their Accountant*, and *How to talk with your direct selling clients*.
6. *Participate in an ongoing monthly conference call* where you'll receive industry updates, discuss common issues and learn how to grow your practice by serving the needs of the direct selling community.
7. *Receive the rights to DSWA's Client Relations Tools* such as the Client Questionnaire and the Needs Assessment; both designed to help you better serve your direct selling clients.
8. *Tap into two distinct types of clients*, those whose needs are simple and easily serviced for quick profits and those whose substantial income calls for a broader range of financial services for long-term client relationships.
9. *Enjoy the pleasure of working with people you like*. DSWA members are kind, conscientious and appreciative of your professionalism and expertise.
10. *Capitalize on the success of the Direct Selling Women's Association* as the news spreads rapidly throughout the United States and abroad.

Membership Benefits

- One page web listing and link to your home page
- Up to 12 hours CPE for you and one member of your firm *
- Access to top direct sellers in the industry
- Write and publish articles for the DSWA Learning Library
- More benefits on the way . . .

Membership Requirements

To ensure the quality and professional integrity of the accountants we feature in our *Accountant's Referral Network*, each accountant must submit an application for consideration by the Board of Directors of the DSWA. This application provides an overview of your education, experience and philosophy in addition to listing the range of services you plan to offer our members.

Membership Fees

Once accepted, the following membership fees are required:

- ✓ A one-time set-up fee of \$150.00 to create your personal web listing
- ✓ An annual membership fee is \$350.00
- ✓ A one time mandatory Orientation and CPE Program fee of \$175.00 *
- ✓ Optional ongoing CPE at \$10.00 per hour after the Orientation year
- ✓ Additional CPE for other members in your firm of \$10.00 per hour
- ✓ An annual promotion fee based on new clients secured through the DSWA of \$25 per client in the first year and \$10 on same client thereafter.

Orientation And CPE Program Details:

- Monthly teleconference calls of approximately 55 minutes in length
- Course materials, when applicable, will be available for download approximately 1 week prior to each call
- 1 hour CPE provided for each monthly call. (Note: We are currently in the process of obtaining approval as a CPE provider in all states – check listing as approval obtained)
- CPE Certificates are downloadable based on a code given at the end of each call.
- Orientation Program Fee will cover 2 members per firm. Additional firm members attending the conference call will be issued certificates for an additional fee of \$10.00 per member
- After completing the 12 month orientation program, additional months CPE available on an ongoing basis of \$10 per month.

We appreciate your interest in serving the members of this rapidly growing industry. If you would like to apply to become a member of the DSWA's Accountant Referral Network, we invite you to fill out an application.

The Accountant's Referral Network

Membership Application

If you would like to join our Accountant's Referral Network and gain exposure to the thousands of direct sellers who are creating a better life for themselves and their families, please submit this application to the Director of the Accountant's Network, Vicky Collins, at AccountantNetwork@mydswa.org. There is a one-time fee of \$150 to set up your web listing page and an annual membership fee of \$350. These fees are due upon your acceptance into the Coach Referral Network. Promotion Fees are due the 30th of each month.

We appreciate your interest in serving the members of this rapidly growing industry and look forward to reviewing your application.

Your Name: _____

Company Name: _____

Street Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Work Phone: _____ Home Phone _____ Cellular: _____

E-mail: _____ Fax: _____

EDUCATION :

1. Formal Education (Please list the degree, date earned, major, and learning institution.)

2. Relevant Continuing Education & Certifications (Please include proof of your certification from your state and/or licensing institution.)

3. Accounting Affiliations, if any (state societies, AICPA, etc.)

4. How many years have you been in the business of preparing taxes?

5. What is the nature/focus of your accounting/tax practice?

6. Do you have any experience in the direct selling industry? If so, please describe.

7. What unique approach would you take with those in the direct selling industry?

8. If selected, how many additional clients can you commit to serving per year through DSWA?

9. Please provide information about your accounting fees. Include any specials or discounts you are willing to give our members (for example, early client discount and/or organized client discount)

10. Have you ever had any formal complaints made against you to your local or state accounting society?

Client References & Fee Agreement

Your Name: _____

Reference #1

Name: _____

Company/Organization: _____

Phone: _____ E-mail: _____

City: _____ State: _____

Nature of service relationship: _____

Reference #2

Name: _____

Company/Organization: _____

Phone: _____ E-mail: _____

City: _____ State: _____

Nature of service relationship: _____

Reference #3

Name: _____

Company/Organization: _____

Phone: _____ E-mail: _____

City: _____ State: _____

Nature of service relationship: _____

Accountant Referral Network Fee Agreement

I _____, upon acceptance of this application, agree to pay the following membership fees:

- ✓ A one-time set-up fee of \$150.00 for the creation of my personal web listing
- ✓ An annual membership fee is \$350.00
- ✓ A one time mandatory Orientation and CPE Program fee of \$175.00

Additionally, I agree to pay the following on a monthly basis (by the 30th of each month)

Annual renewal fee of \$350.00

- ✓ Optional ongoing CPE at \$10.00 per hour after the Orientation year
- ✓ Additional CPE for other members in your firm of \$10.00 per hour
- ✓ An annual promotion fee based on new clients secured through the DSWA of \$25 per client in the first year and \$10 on same client thereafter. This fee includes all first generation referrals.

I understand that failure to pay all fees will result in the forfeiting of my DSWA membership and the immediate removal of my listing from the Accountant Referral Network. In addition, I agree to abide by the terms set forth in the DSWA's Code of Ethics and Usage Agreement.

Print Your Name: _____

Sign: _____ Date: _____

Once again, thank you for your interest in the DSWA's Accountant's Referral Network. You will receive notice of the status of your application via e-mail within five working days.

Sincerely,

Vicky Collins

Director of the DSWA Accountant's Referral Network

AccountantNetwork@mydswa.org

Privacy Policy: The information you provide herein will be held in the strictest of confidence and will not be shared with any individual or entity. For more information on the Association's Privacy Policy please go to "About Us" at www.mydswa.org.