



# WATER TREATMENT REFERRAL PROGRAM

Launching May 2022

Sell more water treatment systems by being a Safe Home® Water Treatment Affiliate. Purchase your annual subscription today!

When you become a member of the Safe Home-Approved Water Treatment Referral Program, you'll receive great benefits that will help you sell more water treatment systems. You'll secure links to your company's website from SafeHomeTestKits.com's geo-targeting map, an alpha-listing on our website that links out to your website, and referral to 100% of our Safe Home® DIY and In-Lab test kit customers. We even advertise about our preferred water treatment vendors in our Amazon.com listings!

## Subscription Programs and Fees

	LOCAL LISTING	REGIONAL LISTING	NATIONAL LISTING															
<b>Your Listing Appears on our Geo-Targeting Map when a Prospective Customer Types in their Zip Code and...</b>	The prospective customer resides within a 100-mile radius of one of your listed locations.	100% match to anyone searching who resides in the same state as one of your listed locations. (10 states max.)	100% match to all searches by prospective customers in all 50 states of the USA.															
<b>Best Choice if...</b>	You mostly provide in-person services close to each store (one or multiple stores).	You mostly provide in-person services to one state or a group of states.	You have just a few stores but sell nationally mostly through internet sales.															
<b>Annual Subscription Fee</b>	\$500 /store /year	\$1,000 /store /year	\$2,000 /store /year															
<b>Benefits*</b>	<ul style="list-style-type: none"> <li>✓ Placement on our website's geo-targeting map.</li> <li>✓ Link on Pg. 1 of each customer's Safe Home Test Kit lab report to our geo-targeting map.</li> <li>✓ An alpha-listing on our website that links out directly to your website.</li> <li>✓ A QR-code inside 100% of our In-Lab &amp; DIY test kits directing customers to our geo-targeting map.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Placement on our website's geo-targeting map.</li> <li>✓ Link on Pg. 1 of each customer's Safe Home Test Kit lab report to our geo-targeting map.</li> <li>✓ An alpha-listing on our website that links out directly to your website.</li> <li>✓ A QR-code inside 100% of our In-Lab &amp; DIY test kits directing customers to our geo-targeting map.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Placement on our website's geo-targeting map.</li> <li>✓ Link on Pg. 1 of each customer's Safe Home Test Kit lab report to our geo-targeting map.</li> <li>✓ An alpha-listing on our website that links out directly to your website.</li> <li>✓ A QR-code inside 100% of our In-Lab &amp; DIY test kits directing customers to our geo-targeting map.</li> </ul>															
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\*See next page for additional details.

# Program Benefits

## PLACEMENT ON OUR WEBSITE'S GEO-TARGETING MAP

Users browsing our website type their zip code into the map's search bar. When one of your company's locations matches with a prospective customer's zip code, a bubble will pop up. When hovered over, your company's name, address, and link to your website will appear. Your subscription level will determine when a customer will be able find you:

**NATIONAL LISTING SUBSCRIPTION**—If you cover all 50 states, prospective customers will find you 100% of the time.

**REGIONAL LISTING SUBSCRIPTION**—Prospective customers will find you if you cover 1 to 10 different states (including a state that matches the customer's zip code).

**LOCAL LISTING SUBSCRIPTION**—If we have an address on file for one of your locations that is within a 100-mile radius of the entered zip code, the prospective customer will find you.

## OUR IN-LAB TEST KIT CUSTOMERS COME TO YOU

48% of the end-users of our in-lab test kits seek some kind of water treatment after testing. We provide a link on Page #1 of each Safe Home lab report, directing these customers to the Geo-Targeting Map on our website. They then type their zip code into the map's search bar and find your business as outlined above.

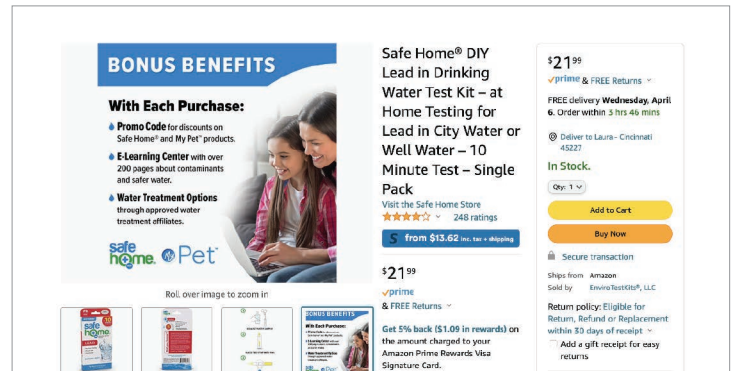
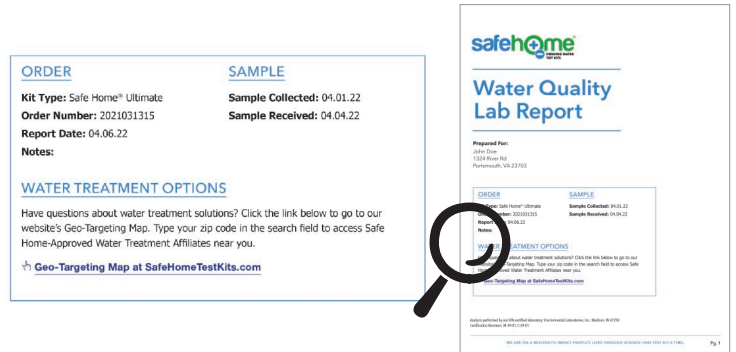
## ACCESS TO OUR "BONUS BENEFITS" CUSTOMERS

We sell millions of dollars worth of test kits (DIY and In-Lab) each year. Each of these kits has a "Bonus Benefits" card inside with a QR code that takes customers to our website to redeem their Bonus Benefits. One of these benefits is referral to Safe Home-Approved Water Treatment Affiliates, like you. We also advertise these Bonus Benefits with *every one of our products listed on Amazon.com*. Our customers can find you on our Geo-Targeting Map, or they can go to our National, Regional, and Local alpha-listings of preferred water treatment vendors and link to your company's website.

# Discount Guidelines

If you subscribe 5–99 stores to the Safe Home Water Treatment Referral Program, you'll receive a 25% subscription discount. Subscribing 100-199 stores earns a 50% subscription discount, and 200 or more stores earns a 75% subscription discount. Subscription duration is one year.

**Note:** You may earn an additional 25% discount when you commit to purchasing at least \$250 of Safe Home products per store at the same time you pay your annual affiliate subscription. If you are an existing seller of Safe Home kits, you must still commit to the minimum test kit requirements per store during the subscription period to receive additional discounts. A purchase of \$50,000 or more of Safe Home products in one purchase order will earn you free listings for all of your store's locations for one year. Subscriptions must be prepaid by credit card. Kit orders may be prepaid by credit card or EFT.



# Current Metrics for SafeHomeTestKits.com

WEBSITE TRAFFIC MONTHLY AVERAGE	PAGES/SESSION	AVERAGE SESSION DURATION
32,414	5.78	5:56

% BOUNCE RATE	% NEW SESSIONS
1.25	61.55