



PARK•LANE
JEWELRY | EST. 1955

THE PARK LANE OPPORTUNITY

SAY YES TO NEW ADVENTURES

parklanejewelry.com

OUR MISSION



Park Lane Jewelry was founded with a revolutionary idea & a noble objective: to offer women and men entrepreneurship that adorns their life with style & success. Dream it & achieve it with Park Lane Jewelry!

In 1955, co-founders, Arthur and Shirley LeVin established their company based on the philosophy of providing a business model that allows everyone to pursue their dreams. As the world's leading direct sales jewelry company, Park Lane proudly offers exceptional quality jewelry that is backed by an unconditional guarantee. Today, the second generation has embraced the founders' philosophy and has expanded the opportunity to countless people in international markets. For over six decades, Park Lane has inspired and empowered women & men to be their best.

Our history. Your future.





HAVE IT ALL

INDEPENDENCE

- 30% - 50% Commission
- No quotas
- Weekly Income
- Choose your own hours

GROWTH

- Advancement Opportunities
- Leadership positions for prior experience
- Network with like-minded people

REWARDS

- Dream Vacations
- Fabulous Incentives & Recognition
- Enjoy more family time

WHY CHOOSE US

CUSTOMER SALE YEAR ROUND

Purchase two items at full price & you may purchase up to 4 more expensive items at half price!

**BUY 2
GET 4
HALF OFF**

PRODUCT GUARANTEE

We offer a 120 day replacement guarantee. Exchanges / replacements are easily initiated online! For details visit parklanejewelry.com/guarantee

#1 HOST REWARDS PROGRAM

Park Lane boasts the most generous Host Reward program in the industry. Getting friends and family together for a Style Show is a fun way to learn about fashion and earn a new jewelry wardrobe.

MULTIPLE BUSINESS BUILDERS

In person Style Shows
Virtual Style Shows
Fundraisers
Social Media Events
Personal Appointments
Office Get-togethers

STYLE SHOW HOST REWARDS

“THANK YOU” For having your Style Show

Select any item valued up to \$200 for only \$30

FOUR ITEMS Of your choice at 50% off

May purchase up to four items for half price.

EXTRA Thanks

May purchase an additional “Thank You” for each qualified Style Show booked, when held.

FREE Shopping

Receive \$20 shopping credit per order. CREDIT DOUBLES (per order) to \$40 with 10 or more orders.

BECOME A Stylist

Earn 30% - 50% commission on your Style Show.

WHETHER IN Person or Virtual

Park Lane’s Style Shows offer personalized attention and accessorizing ideas for friends, family and co-workers while bringing them together for a fun & social shopping experience.



PARK LANE **BENEFITS**

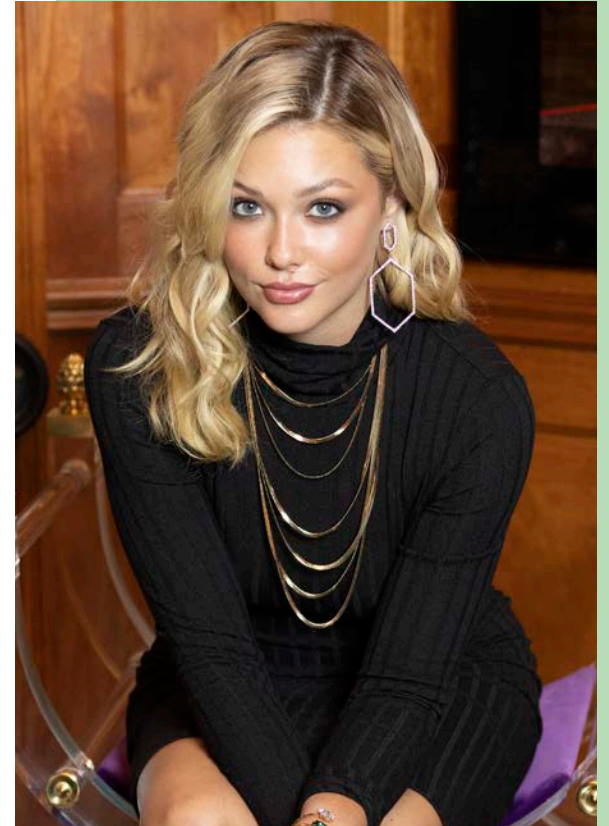
A Park Lane Stylist's primary role is to show jewelry samples.

Your customers simply place orders on the link you provide!

Most Stylists set an initial goal of conducting 2 to 3 personal Style Shows per week however, you set your own schedule.

WHAT IS MOST IMPORTANT TO YOU?

- Flexibility to choose my own hours
- Balance family and school with business
- Having fun while earning an unlimited income at my own pace.
- Personal and professional growth
- The possibility of building a team
- Traveling for free to exciting locations
- The security of knowing I work for myself
- Expanding my circle of friends
- Recognition for my achievements



RETAIL NET SALES	\$400 SHOW	\$500 SHOW	\$600 SHOW	\$700 SHOW	\$800 SHOW	\$900 SHOW	\$1000 SHOW
FASHION STYLIST PROFIT @ 30%	\$120	\$150	\$180	\$210	\$240	\$270	\$300
BRANCH PROFIT @ 35%	\$140	\$175	\$210	\$245	\$280	\$315	\$350

START UP KIT OPTIONS

BASIC KIT

Pay \$99 & get \$500 in jewelry of your choice! Jewelry is packaged in Park Lane logo boxes.

BUSINESS KIT

Pay \$229 & get \$1,000 in jewelry of your choice! Jewelry is packaged in Park Lane logo rollers.

BOSS KIT

Pay \$439 & get \$2,000 in jewelry of your choice! Jewelry is packaged in Park Lane logo rollers.

After purchasing any kit, a new Park Lane Stylist will earn commission on their very first sales submitted.

ALL KITS INCLUDE:

1 year website membership for FREE
Catalog
Style Show Rewards Brochure
Style Snapshot Brochure
Ring Sizer

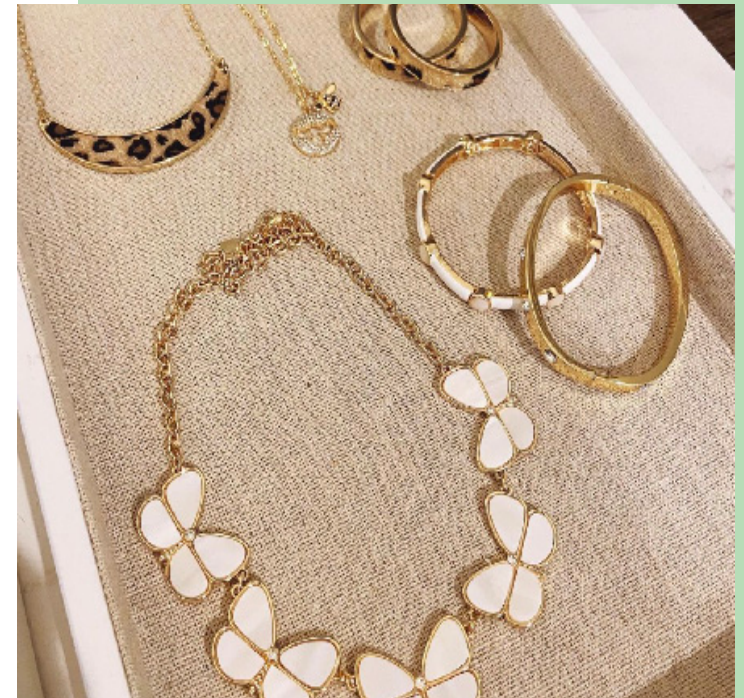
WEBSITE MEMBERSHIP

Includes:

Personal Park Lane Website
Online Order Submission
Access to all Online Training
Online Invitations
Link Multiple Orders to Shows | Nationwide
Customer Shopping 24/ 7
Real Time Reports and Stats

Annual website renewal fee: \$100

parklanejewelry.com



COMPENSATION PLAN

FASHION STYLIST

**30% TO *32%
COMMISSION**

*Earn an extra 2% when you reach
\$5,000 personal net sales
-no time limit!

Say Yes
to New
Adventures



TO BRANCH DIRECTOR

- 1) Personally sponsor one *qualified career recruit.
- 2) Submit a minimum of \$1,000 in personal net/non sales within any commission month. Promoting Branch Director and one team member must be active with a min. \$300 net show at time of promotion.

BRANCH DIRECTOR

**35%
COMMISSION**

Weekly Team
Volume Override:

5% on \$1 - \$399.99
6% on \$400 - \$799.99
7% on \$800 - \$1,199.99
8% on \$1,200 - \$1,999.99
10% on sales over \$2,000
(% is paid on sales volume increment)

Mercedes Car Program Eligibility



TO AREA LEADER

- 1) Add 3 new *qualified team members (min. 1 personal).
- 2) Generate a minimum of \$5,000 personal/ team net sales within one commission month between you and any 3 active team members (minimum 1 personal). Team members must be active with a minimum of \$300 net sales during the promoting month.

A *qualified recruit is one who submits a minimum \$1,000 in personal net/non sales within their first five commission weeks.



COMPENSATION PLAN

AREA LEADER

**40% TO *50%
COMMISSION**

Weekly Team Volume Override:

10% on Fashion Stylists

6% on Branch Directors &
their team net sales

Annual Bonus:

\$100,000 Central Area Team
Net Sales = \$2,000 Bonus

\$150,000 Central Area Team
Net Sales = \$5,000 Bonus

\$250,000 Central Area Team
Net Sales = \$10,000 bonus

*Earn an extra 10% commission with
\$2,500 personal net sales plus 8
active Directors who submit
minimum \$300 personal net sales within
the same commission month.



TO DIVISION LEADER

Generate \$20,000 Personal/Team Net
Sales within 2 consecutive commission
months with 4 active
Branch Directors /Areas Leaders.

DIVISION LEADER

**45%
COMMISSION**

Weekly Team Volume Override:

15% on Fashion Stylists

8% on Branch Directors &
their team net sales

3% on Area Leaders &
their team net sales

\$500 - Monthly Recruiting Bonus
10 personal/team *qualified recruits
(excludes Area recruits)

\$500 - Monthly Sales Bonus
\$10,000 Personal/Team Net Sales
(excludes Area sales)
or
\$15,000 Personal/Team Net sales
(includes Area sales)



TO SENIOR DIVISION LEADER

Generate \$60,000 Personal/Team
Net Sales within 2 consecutive
commission months with 8 active
Branch Directors/Areas Leaders.



COMPENSATION PLAN

SENIOR DIVISION LEADER

45% TO *50% COMMISSION

Weekly Team Net Sales Overrides:

15% on Fashion Stylists
8% on Branch Directors & their team net sales
3% on Area Leaders & their team net sales
3% on Division Leaders & their team net sales

Weekly Team Sales Bonus:

(excludes personal net sales)

\$2,500 = \$100 bonus
\$5,000 = \$200 bonus
\$7,500 = \$300 bonus
\$10,000 = \$400 bonus
\$12,500 = \$500 bonus

\$500 - Monthly Recruiting Bonus

20 *qualified personal/team recruits

\$500 - Monthly Sales Bonus

\$15,000 Personal/Team Net Sales



TO SALES VICE PRESIDENT

Generate \$180,000 Personal/Team Net Sales within 2 consecutive commission months.

SALES VICE PRESIDENT

45% TO *50% COMMISSION

Weekly Team Net Sales Overrides:

15% on Fashion Stylists
8% on Branch Directors & their team net sales
3% on Area Leaders & their team net sales
3% on Division Leaders & their team net sales
3% on Sr. Divisions & their team net sales

Weekly Team Sales Bonus:

(excludes personal net sales)

\$ 5,000 = \$100 bonus \$30,000 = \$600 bonus
\$10,000 = \$200 bonus \$35,000 = \$700 bonus
\$15,000 = \$300 bonus \$40,000 = \$800 bonus
\$20,000 = \$400 bonus \$45,000 = \$900 bonus
\$25,000 = \$500 bonus \$50,000 = \$1,000 bonus

Weekly Activity Bonus:

(min. 300 per Team Member)

50 active = \$100 bonus 400 active = \$400 bonus
100 active = \$200 bonus 600 active = \$500 bonus
200 active = \$300 bonus

Weekly Recruiting Bonus:

(min. \$300 "start")

10 starts = \$100 bonus 40 starts = \$400 bonus
20 starts = \$200 bonus 50 starts = \$500 bonus
30 starts = \$300 bonus

\$500 - Monthly Recruiting Bonus:

30 qualified pers./ grp *recruits

Monthly Sales Bonus:

(includes personal net sales)

\$25,000 = \$500 bonus \$100,000 = \$1,500 bonus
\$50,000 = \$1,000 bonus \$200,000 = \$2,000 bonus



TO COMPANY VICE PRESIDENT

Generate \$400,000 Personal/Team Net Sales within 2 consecutive commission months.

RECOMMENDATION BONUS

Do you know someone who would qualify for a direct appointment to a leadership level in Park Lane?

A parent leader meeting the weekly minimum personal/ group net sales below will be paid 2% weekly override on the GV of leaders promoted to (or recommended for appointment to) a lateral or higher position.

FD/BD: \$1,000 net sales
Area/DV: \$2,000 net sales
SDV/SVP: \$5,000 net sales
CVP/ECVP: \$20,000 net sales

*50% Commission
Senior Division Leaders and Sales Vice Presidents: Earn an extra 5% commission each commission month that you personally sponsor a *qualified recruit.





FREQUENTLY ASKED QUESTIONS

WHAT DO I RECEIVE COMMISSION ON?

Commission is paid on all “Net” sales. Items purchased at full and at half price (includes host 1/2 price!) are considered “Net” sales. Leaders receive override on their team’s Net sales.

NOTE: Sparkle Box, Style Drops, Bonus items, Thank You items and other deeply discounted specials are considered “non-commissionable”. These items may count toward certain contests (where indicated) however, commission is not paid on the sales of these items.

WHEN DO I GET PAID?

Business in by Wednesday, commission checks out on Friday! Commissions, overrides, bonuses, contests and promotion requirements are based on the sales entered and processed each week by the Wednesday commission deadline. Due to multiple time zones, the Wednesday commission deadline is at 3:00 AM CT on Thursday mornings.

WHAT IS MY START DATE?

A new recruit’s start date is the Wednesday commission closing date on which their first sales are processed.

NOTE: Should a recruiter sponsor a Stylist who starts prior to their own “start”, the recruiter will be assigned the same start date as their recruit.

WHAT IS A QUALIFIED SHOW?

Minimum net sales of \$300 constitutes a qualified show. Sales may be submitted in any amount however, Host Rewards only apply to qualified shows of \$300 or more net sales.

DO I HAVE TO PAY FOR FREE HOST REWARDS?

When Host credit is less than \$80, a fee of \$7 will be automatically deducted from your commission check. When Host credit is over \$80, the fee is only \$9. This fee will be waived when the Style Show’s non-commissionable sales are \$150 or more.



FREQUENTLY ASKED QUESTIONS

ARE THERE QUOTAS?

Park Lane does not impose quotas! You may work as much or as little as you desire.

NOTE: Branch Directors and above level leaders have “maintenance” of a minimum \$600 personal net sales or 1 personal new recruit (who starts and submits a minimum \$600 net sales) processed within a commission month to be eligible to earn override and bonuses the following commission month.

NOTE: After six months without receiving a commission check, a Stylist’s website will be terminated and remaining subscription time will be forfeited.

WHAT IS A QUALIFIED RECRUIT?

To count as a qualified recruit for promotions, and bonuses, a recruit must purchase their kit and submit a minimum of \$1,000 personal (n+n) sales within their first 5 commission weeks.

I’VE BEEN AWAY FROM MY PARK LANE BUSINESS FOR A WHILE HOW CAN I RESTART?

After six months without receiving a commission check, a Stylist is eligible to be a new recruit provided they submit a new agreement and purchase a new kit. With Park Lane, Stylists restart at the level they previously attained!

I’VE READ THE PROMOTION REQUIREMENTS, WHAT ELSE DO I NEED TO KNOW?

Promotions are based on sales submitted within the commission dates of a calendar month.

Branch Promotion requirements include both net and non-commissionable sales!

For Area and above level promotions, only Net sales count toward the promotion requirement.

NOTE: A sub leader cannot account for more than 50% of the promotion requirement.

However, the personal/team net sales of a promoted-out (or Direct Appointed), personal recruit at the same level or higher can count for up to 50% of a Leader’s promotion requirement!

HOW CAN PARK LANE OFFER CONTESTS ABOVE AND BEYOND THE COMPENSATION PLAN?

From the monthly Rich Rewards Contests to the two dream vacation contests each year, Park Lane’s contests are designed to promote personal and team growth.

For this reason, qualifiers must be active and exclusively representing Park Lane. Park Lane reserves the right to disallow any prize application if the person presenting the application is inactive or is not performing at the function of her/his level.

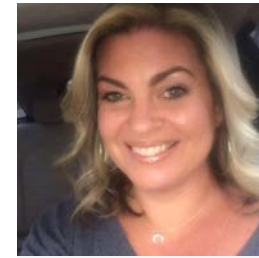
Park Lane reserves the right to audit personal and team sales and to question and/or disallow any relative, friend, etc., recruited specifically to win contests or earn bonuses and not thought to be in the interest of promoting organizational growth.

PARK LANE TESTIMONIALS



Mary Grace Lewandowski

"I worked myself up the ladder in another company but when I compared profits programs I discovered that Park Lane would have paid me 2 1/2 times more! At Park Lane I found my true home."



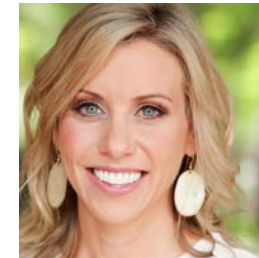
Michele Zito

"I've been able to be the mom and wife that is enjoying flexibility and fun, while running a very lucrative business. Park Lane is truly a lifestyle dream come true!"



Tysh Mefferd

"I LOVE Park Lane because it's a simple business model that anyone can have success with. We have jewelry for every style type and every age group. I LOVE that you can earn SIGNIFICANT INCOME very quickly. This allows our stylist community to give back to their families, communities, churches and causes near and dear to their heart. Park Lane gives me the BEST of everything to accomplish this!"



Sara Clement

"I'm a 'boymom' of 2 kiddos ages 11 & 13. I love to cook, ski and hang with my family. I love direct sales because it is a business that anyone can do with a little resilience, enthusiasm and dedication. The Park Lane opportunity offers a level playing field for anyone to grow and make real money. First, I liked the high earning potential with flexible hours. Then, I was very drawn to the incredible support system and positive community of women. The best part of my job is helping women to realize their full potential and inspiring others to believe in themselves!"