

FULLER BRUSH'S BIGGEST MISTAKE EVER

- Division Director Roland Rhoades, Sept 13, 2016.

Edited as new answers become available: 9/14, 9/15,

Fuller's original message is at the bottom.

I was away Friday-Sunday. Monday was catching up and processing orders. Today I am digesting all this crap to see if I have any suggestions. I will try to fill in between the lines here, in order to answer your questions. Larry Gray DID at least call me on Thursday afternoon 9/8 to give me and other Fuller leaders a heads up and we talked an hour or so about what it meant, integrated here as I think of questions he talked about. Nice timing, as I was trying to concentrate on preparing and writing my presentations for the Leavitt Family Reunion. I made a few website updates before I left for the weekend. It appears everybody on their email list received the announcement on Friday Sept 9. Frankly, it would have been more fitting for them to announce it on Sept 11.

I will copy all the emails that I've received, below. I still haven't checked my voicemails [9/13]. **Sorry** about not answering the phone either, because I know why you are calling and I need to sort this out on paper to see what answers I may have to tell you. We can talk after you get this. 207-892-0923

I am editing my website in various steps as time permits, cutting down on the recruiting aspects. I am emailing this to everyone subscribed to my e-newsletter, and placing it on my fb4me training page. It would be a good idea to email this or call all of your downline to make sure they know too.

<http://FullerBrushDWT.com/fb4me.htm> FBDWT@maine.rr.com

Sept 15 update: Our websites will be totally offline October 1-6 while they dismantle all recruiting aspects and change the commission levels. If you have downline or volume data on there that you might want for reference, I would download to your own computers.

WHAT IT MEANS

1. Fuller Brush management is STUPID, with no foresight or knowledge of what the Fuller brand is all about. They have shown this the past four years, trying to get us to sell Chinese walmart crap instead of respecting the American Fuller brand that people buy Fuller Brush for. Larry Gray has just repeated the Company line that most Americans love buying Chinese stuff instead of creating American jobs. I've tried talking sense into them, but, see how much better those business professionals knew the business! Larry Gray says they have been deep in the red for some time, necessitating a major change to try to stay in business at all.
2. IF all you do is sell products now and then anyway, or for a few of you who have full-time retail businesses, you won't notice too much difference. Carry on.
3. No more Annual Registration. Without the overhead of maintaining downline data, they don't need the \$19.95 each year, and they haven't been organized enough to keep track of renewals since the new website anyway. So, Everybody still in their database is still in their database as a distributor (see if your website still works or call them at 1-800-732-1116). Larry said it would be counterproductive to require a fee for people to continue to just sell. Future distributor kits unknown, but only the company can recruit after October 1.
4. No more monthly sale catalogs after the October one, but they will post in your back office, the one-page preview that I've been posting. Just print off a few copies to give customers with the

master catalog. If you order, get the free September catalogs #LP09F. Get the October & Holiday catalogs special.

5. YES, it means that they are stealing all that I have worked for in the past 25 years, and same with all of you other recruiters. My genealogy report says I have 1200 downline distributors who call or email me or their other upline when they have questions. Sue? They have nothing left to sue for. They are trying to stay in business.
6. You CAN still recruit this month - but it only makes sense if you both want to take advantage of current specials and order \$200+ before Sept 30.
7. They will be firing Customer Service in Kansas - nobody to take orders by phone - and have a person in their Napa CA office handle telephone inquiries. After this month, maybe President David Sabin will answer your calls and questions from 10,000 distributors at his personal extension 1-707-266-5500 x103. See how he likes his decision then. Maybe he will realize how much work he is getting done for free by people he doesn't pay employment wages to. [you can also find this phone # via searching through google, so you can truthfully say you got his number that way.]
8. Larry Gray mentioned that if someone doesn't want to order on their own online, they could order through me to push me to a higher commission. I said, Huh? Not currently allowed, but he said, we will take sales by whatever means. This would work better locally, but you could create your own local sales force, giving them a slightly higher commission than if they did order on their own. I've actually done that for some time with former distributors who did not want to rejoin.
9. The new website we got two years ago is nice in many ways, but I've been complaining to them the whole time that I can no longer tell (like I could with the old website) who is active, or how active, or what their group volume was, or if they were qualifying as Director, or if it appeared they needed help or not, or even if I was getting paid correctly. Their statement that it was all there in my back office, was like saying "the gold needle is right there" and point to the hayfields of Kansas.
10. The new commission structure begins Oct 1 and won't be announced until then. I will post anything new that I hear on our training page. Larry said S&H may increase also. All announcements will be in your back office. Larry did say my 51% Director commission will be gone, maybe even 46%. They will only have a Manager pay scale, based on monthly volume, exact commission levels to be determined.
11. What will I do? Fuller is my only income. I can collect social security in one more year. Until then I will continue the retail aspect to see how it goes. It certainly won't hurt to make customers feel sorry for me either, as I tell them what Fuller has done. An announcement will go on my retail pages of my home-made website, offering them personal service or my fullerdirect link. I will encourage them to buy in September while my commission and prices are the best for them, saying "my cost will be increasing Oct 1, so my prices may rise after that". Most of my income is over-rides from my time spent recruiting and providing training materials, and answering hundreds of phone calls and emails. That income will be gone.
12. SEPTEMBER will stay the same as normal. It is the LAST month to earn any of the recruiting or new distributor bonuses. I will be stocking up on many of the products that I sell lots of, locally or that I mail myself; mostly light items like hairbrushes, the new USA bottle brush that I have a waiting list for, and so on.

13. WHAT SHOULD YOU DO? NEW DISTRIBUTOR DEADLINES. If you joined in August or September, this is your last month to earn the free Carpet Sweeper bonus. If you recruited people in August or September, it is the last month for you to earn a free Carpet Sweeper if you encourage your new distributors to earn theirs. If you joined after July 1, it is the last month to earn the Fast Start bonuses. If you joined after April 1, it is the last month to earn Manager Drive bonuses. Stock up on the below-wholesale new product demos. Go to New Order in your back office and type "demo" in the search list to find what is still available, one per distributor. Buy now what you can use or sell. I LOVE the new Witch Hazel lotion; I've always sold a lot, but didn't like the old scent; the new one is very nice.
14. If you have a retail business, stock up on your best products if they are on sale in the Sept, Oct, or Holiday catalogs, or the weekly specials, while you are at higher commissions. October catalog begins Sept 15. If you joined to get a discount on your own products, buy in September. EMAIL your entire Fullerdirect customer list [in your back office] with an update, and ask for the sale in September while Fuller is still compensating you, since all Fuller will tell you now is that your wholesale cost will be increasing while the retail price may or may not increase. [the way that I'm wording it, rather than saying "I won't make as much off you". I have a huge fullerdirect customer list that I haven't had time to followup with, because I've been too busy on the recruiting/training aspect.
15. I am available by email or phone until Sept 30 at least, email preferred, allowing for replies any time of day. I WILL keep my fb4me page up for you, even though I won't be compensated.

QUESTIONS/COMMENTS RECEIVED BY EMAIL SO FAR, that I think I have answered above.
Thank you for your concerns.:

1. LOL....great timing on the "Kiss Off" Friday night (with all Fuller Offices closed for the weekend)just the way the Politicos of Washington DC would do it LOL - J. R.
2. Roland just got Fullers E letter scary, will have to reread it, shocker thought it was strange when you put on training page no need to pay a registration fee the other day. Then this letter ?? I was just saying to myself I need to get my sh t together and do more with this business and now it might be too late? I have to wait to find out the payout change Oct. - T. D.
3. Big changes. How will this affect your business? - C. M.
4. Hi Roland. I just got the news from Fuller it does not look good. I am just asking do you have any info what will happen to distributors with downlines? and what will be the discount levels in the new program? Thanks. - A. P.
5. Did you see that coming? Are you going to be all right? - G. L.
6. Hi Roland, Cannot believe what is happening with Fuller Brush. After all these years it is heart breaking to know this might be the end of Fuller Brush as I don't see how they will survive with just retail sales made by their distributors as I doubt many will stay now with the loss of sponsoring and bonuses. Has been fun working with you and Mark over the years and have appreciated all you have done for your distributors and the advice and guidance you have given us. I will probably still sell and send people to my website as I still believe Fuller is a great company. I wish the best and know this has to be a real let down for you and hopefully not too hard financially. I will keep in touch and good luck in whatever you do now. Thanks. - H. C.
7. Hi Roland. Received e-mail today from Fuller Brush & am confused as to what is going on & how this affects me. It states Fuller Gold Compensation Plan & SHP Platinum Plan will end.

What does the change in opportunity to sponsor others into business & earn bonuses mean? Is Fuller going away from network marketing & doing business as retail online business? Any idea what discount plan will look like that is to be released on Oct. 1st? - D. C.

8. PHONE CALLS RECEIVED (checking my voicemail 9/13 3pm for the first time since 9/8): Same type of questions, dumbfounded, am I really hearing what I think I'm hearing? Very concerned. But I also had some customers in there wanting products.

More messages received since my 9/13 email:

Total bullshit! No biggie with me since I was only ordering for myself occasionally, but for leaders like you....this is a total crock. They signed their death warrant when they started pushing the chinese bs....which could actually be found cheaper in a lot of other sites... uh duh - L. R.

Hi Roland, My heart goes out to you who have put your life's work into this company. In my case I have barely started although I did manage to make it to manager. I am recovering from hip replacement with another 3 months of PT, should not have waited until 91. This will not be a financial problem for me but will reinforce my lack of respect for corporate America. I appreciate your support in the past and wish you the best. Best regards, A. W.

Andrea let me know about it. We both think it was very unfair to you. I made the right decision when I decided to leave. I have left Avon now also. - A. F.

Roland and Mark, I just want to say Thank You for always being there and ready to offer help or answer questions any time I have asked even though I really have never been an asset to your businesses or your teams. It has always been a desire of mine to build a successful business with Fuller but have let one obstacle or another get in the way. I still believe Fuller has great products. I am shocked and saddened that they are doing away with the team building aspect of the business. And like you, I believe they are making a grave mistake with that decision.

I will be praying for you both as you regroup and move forward, whether with Fuller or other endeavors. Although I have never committed as many years to a single company as either of you have, I can certainly understand your anger for what Fuller is doing to your individual businesses. I was with a network marketing company several years ago that went out of business without a word to anyone except their top earners assuming they would trickle down the information to the rest of us. I found out when I attempted to place an order but discovered disconnected phone lines instead. Finally, got in touch with my upline only to find out they had closed the business.... I also worked for a company that closed its doors without warning two years ago. We were called in for a meeting and told we no longer had a job. So I can understand, at least partially, the feeling of devastation and anger that both of you are experiencing now.

Both of you have been awesome leaders and mentors to me over the years as well as so many others and I wish all of the best to you! Much of what I have learned about this industry over the years is due to all of the training and tireless hours spent keeping your websites up to date with all of the latest info about Fuller and the industry.

As I said earlier, you both are in my prayers as you move forward. Please continue to keep in touch with me and feel free to share any news, sales, or updates with me just as you have in the past. Thanks again for all you have done to impact my life and the lives of so many others. - A. T.

Hi Roland, Very sad that another 100 plus years old, American business is about to end. You and several others have built the Fuller Brush Company, with much work and dedication. Sorry to say, but

when this part of The Fuller Brush Company was sold to David Sabine, this is what I expected. My opinion, he would keep it long enough so he could claim it as a big tax write off, after he let it fail, then dump it. An end of another era for the USA. Very Sad. Wishing you well. - C. M.

Roland, I am so sorry, that is awful for you, so much much time and energy put into it. I will keep you in our thoughts and prayers. Thank you for always staying in touch, I am glad to have you for a friend. - K. G.

Roland this is shameful. I signed up a couple of years ago, but did not do well, but I did notice some stuff was made in China and it surprised me. I don't order much but won't be ordering any more. I feel sorry for you people that have worked for them all these years. - M.

Original Message from Fuller-Stanley:



September 2016

Dear Valued Distributor / Consultant:

Everyone at Fuller Brush and Stanley Home Products would like to express our deepest appreciation for your support and dedication. Only with your continued loyalty have we been able to achieve 110 years and 85 years of top notch service to Customers across the Country. We sincerely "Thank You" for your time and efforts devoted to Fuller Brush and Stanley Home Products.

In the past 4 years, we have made substantial improvements to help move these 2 Companies forward. We introduced over 120 New Products in cleaning, personal care, kitchenware and skincare categories. We re-designed our Catalogs and Brochures with a more modern up-to-date look and format. We enhanced our promotions with weekly 72 Hour Special Offers. We launched a completely new IT Platform (including your own Replicated Website for Customers) allowing all orders to be placed online 24 hours a day, 7 days a week.

Unfortunately, we cannot continue with the current business structure. We must move these 2 Companies into a new and challenging era. Effective October 1, 2016, numerous business processes of both Fuller Brush and Stanley Home Products will either change or no longer be effective. These decisions have been made with the ultimate goal of preserving an income opportunity for the highest number of Independent Distributors and Consultants. The following changes will occur effective October 1, 2016:

- Fuller Gold Compensation Plan and SHP Platinum Compensation Plan will end.
- All currently existing Distributors / Consultants will have the opportunity to purchase products from Fuller Brush and Stanley Home Products at a discount and sell the products to Customers.
- The opportunity to sponsor others into the business and to earn bonuses and commissions on the sales of downline will end.
- Commissions will be paid on sales generated in the September Sales Period.

Beginning October 1, Orders will be accepted only via Online in your BackOffice, by Mail or by Fax. Customer Service telephone numbers will remain the same as in the past, but our limited Customer Service Staff will be available to answer only Customer Service inquires via telephone.

Again, these difficult decisions have been made to preserve the ongoing availability of Fuller and Stanley products and to preserve the income opportunity for the highest number of Independent Distributors and Consultants.

As always, we sincerely appreciate your support of these 2 great Companies.

Fuller Brush and Stanley Home Products

Effective October 1, 2016 . . . What is available? . . . What are the changes?

Beginning October 1, 2016 . . . the following will be effective and available to Independent Distributors and Consultants:

- All Distributors / Consultants may purchase Products at a Discount
- Discount Chart to be released on October 1, 2016
- Acceptance of Orders via Online in your BackOffice, by Mail or by Fax
- Acceptance of Orders placed by Customers on Replicated Websites
- Retail Commissions on Customer Orders (based on the Discount Chart) will be paid monthly
- Customer Service will be available to answer only customer service inquiries (No Order Taking)
- New Master Catalog will continue on a yearly basis
- Monthly Specials will be featured and available in your BackOffice
- All information such as New Products and Special Offers will be available in your BackOffice
- Weekly 72 Hour Special Offers will be announced via Email and in your BackOffice
- Sales Hotline Updates on a monthly basis

Effective October 1, 2016 . . . the following Plans, Programs and Processes will be discontinued and will no longer be effective:

- Fuller Gold Compensation Plan and SHP Platinum Compensation Plan
- Party Plan and Party Host Rewards Program
- Incentives and promotions based on Personal Volume (such as SHP Business Builder)
- Incentives and promotions based on sales volume of downline sales groups
- Sponsoring of others into the business
- Monthly Sales Brochures
- Acceptance of Telephone Orders
- Literature Packs included with Orders

Fuller Brush and Stanley Home Products