

helpfinder™

13940 W. Meeker Blvd – Suite 115-160 - Sun City West, Arizona 85375

623-455-3399

helpfinder.us, findhelp4.us & findhelp4us.com

About *helpfinder*

helpfinder is a registered trademark for a general partnership company created in Sun City West, and licensed in the city of Surprise, Arizona. *helpfinder* is originally designed to provide an on-line directory for local businesses, and website hosting for home owners associations, planned unit developments and our customers. Future expansion of *helpfinder* features and other electronic applications are anticipated. Initially there will be three referenced domains, <http://helpfinder.us>, <http://findhelp4.us>, and <http://findhelp4us.com>.

helpfinder.us is designed to be a LOCAL area directory for use by newcomers and longtime residents alike, as an alternative to looking through a phone book. Listings will be limited in number and monitored for quality as well as overall performance (similar to the Better Business Bureau). A local area directory link will be included with each website deployment.

Conceptually – *helpfinder* will be subdivided into two separate and distinct groups, a *helpfinder* group for Local Area Directory listings and another for managing websites hosting (including obtaining and transferring of domains, creation of websites, and servicing and maintaining websites).

It is intended that *helpfinder* will grow very quickly and may even be franchised at some point in the future. Independent Local Area Directory Associates (IDA) will be used to offer listings and website hosting. Total growth potential is only limited by the number of local directories which can be created, and the 25,000 or so listing capacity in each directory.

Operationally –

Directory Listings –

- Independent Directory Associates, hereafter referred to as IDAs, will offer listings for each local directory. In most cases listings for each group or subgroup will be limited to 5 listings. Some exceptions may be granted, under special circumstances.
- Each IDA receives 25% of the annual listing cost, after the listing subscription fee is collected by *helpfinder*.
- Each IDA will receive 25% of renewed annual listings, after the listing subscription fee is collected by *helpfinder*.
- Customers may list in multiple categories and in multiple directories.
- IDAs will be able to add listings on the spot via the internet, and take the incoming revenue.
- IDAs will be able to direct customer on how to make online listing with a credit card.

helpfinder™

13940 W. Meeker Blvd – Suite 115-160 - Sun City West, Arizona 85375

623-455-3399

helpfinder.us, findhelp4.us & findhelp4us.com

- Customers may list online with a credit card without any IDA involvement.
- *Helpfinder* intends to advertise, but is not limited to, press releases, newspaper ads and inserts, billboards, transportation signs (buses and bus stops) and bulk mailings.

Website hosting –

- *helpfinder* creates and hosts websites.
- *helpfinder* local directory listings are included as a link in on the each website.
- Each *helpfinder* hosted website will include a description of the website as collected or issued by the website subscriber.
- Each *helpfinder* hosted website for HOA and PUD associations is designed to include critical contact inform, CC&R's link, By-Laws link, links to critical laws and a fiscal soundness statement by the board of directors. It is intended that this will be used by prospective buyers, listing and selling agents and title companies to make their information gathering and disclosures readily available. Each IDA will solicit listings for each local directory. In most cases listings for each group or subgroup will be limited to 5 listings.
- Each IDA will receive 25% of each renewed annual hosting subscription, after the hosting subscription fee is collected by *helpfinder*.

Fees and payments –

Independent Directory Associates (IDA)

Directory listings – Standard listing price is \$90 annually. A \$30 discount will be allowed for listing customers that place a link on their home page to www.helpfinder.us; making the net cost per listing \$60 (that averages out to only \$5.00 per month).

Individuals who list with an IDA may list in multiple local areas and/or multiple categories. An IDA may initiate a listing in another IDA's area or have the customer perform this action online. In these circumstances the income commissions are shared with the IDA of the additional area in the following manner:

The associate referring the listing to another IDA's directory will receive the commission for the listing for the first year; the IDA who is manages the directory the in which the listing was placed will receive the commission in subsequent years (not in the first year). The acceptance into the additional area is contingent on the acceptance of the client by the IDA managing the directory in which the listing is placed. Additional local area listings are NOT offered at reduced rates.

helpfinder™

13940 W. Meeker Blvd – Suite 115-160 - Sun City West, Arizona 85375

623-455-3399

helpfinder.us, findhelp4.us & findhelp4us.com

When two individuals TEAM, they are considered one IDA, and are paid as one IDA.

HOA websites listings – each *helpfinder* IDA will be allowed to sell website hosting and services in any area. Single page websites as part of *helpfinder* (*don't require a unique domain name*) will start at \$120 annually. This includes Home Owner Association and Condominium Association home pages which will have sufficient web pages to display By-laws, CC&R's, a legal page reference, and a statement of financial soundness, for an annual fee of \$120.00.

Most business website will start at \$240.00 Current pricing is available at host with us on any *helpfinder* webpage (<https://www.helpfinder.us/hostnow.php>). Compare what you get with *helpfinder* verses other hosting services and you will be pleasantly surprised.

Only one IDA will be used for each local *helpfinder* listing area (local area directory). It is intended that the IDA will perform due diligence within his or her local area. However, IDA's within each area may use additional sellers at their prerogative, but are solely responsible for their local area.

IDA's may, by agreement with *helpfinder*, have more than one area.

IDA's shall have first right of refusal to purchase a *Helpfinder* franchise for a specific area, should *Helpfinder* decide to franchise.

IDA's will be required to open a bank account with a bank used by *Helpfinder* and permit automatic transfer of commissions being paid by *Helpfinder*.

Franchises [not yet available]

All franchises will be hosted by *helpfinder* on *helpfinder* servers.

Franchises shall pay an annual fee for each *helpfinder* local directory and website hosting within their local area.

*****END*****