

HyperLink

HYPERLINK: SPG Residual Program and Replenishment Enhancements!

Dear Hyperlink Dealers,

In an effort to continue to make the BR (Branded Retailer)/PR/Co-Branded Program both rewarding and competitively advantageous for its participants, SPG has made a valuable change to its Residual Program. The change takes effect February 1st, 2012.

Effective March 1st, 2012, SPG is also increasing the replenishment compensation for BR locations from 10% to 15%. Please note that in order to receive the replenishment rate increase, a BR location must be processing their transactions through the SPARTAN platform.

RESIDUAL CHANGES

The way SPG pays residuals hasn't changed. The program still pays out according to a percentage-based system, where a portion of your Customers' airtime is paid back to your pocket, depending on their duration with SPG as a subscriber. The Sales Portal is a requirement for all transactions; so is the mandate that BRs only earn residuals on handsets acquired from their Master Agent. Only new activations remain eligible for residuals.

	OLD STRUCTURE	NEW STRUCTURE
Customer tenure of 0-6 months	2.25%	3.00%
Customer tenure of 7-12 months	3.00%	4.00%
Customer tenure of 13+ months	4.00%	5.00%

All percentages are on monthly replenishment value



You will earn the new amounts on your entire Customer base, starting 02/01/12, and on all new Customers you add to your base going forward!

REPLENISHMENT CHANGES

Starting March 1st, 2012, BR locations transacting through SPARTAN will start earning a 15% discount on Boost and Virgin Mobile RTR!

Earning this exciting new percentage on your airtime refills is dependent on the successful transition to SPARTAN, where your location has installed the necessary digital certificate and provided one Static IP address to process your transactions through. As you know, Hyperlink has already worked with you to install the certificate, and we are working closely with epay to ensure the proper Static IP address is on file! It is our pleasure to take the steps on your behalf to ensure you are properly transitioned, and therefore eligible for the rate increase! We will of course reach out to you with any questions we may have!

So do all these changes mean that I will be making more money???

YES!!! That's exactly what it means!!! If your base consists of 500 Monthly Unlimited Customers with a tenure of 13+ months, you just went from earning \$1000 a month in residuals to \$1250! That's an extra \$3000 a year!!! Your monthly residual checks will be larger, your cash flow will increase, and you will find yourself watching your payment amount increase as you continue to add new Customers to your base!

And just imagine the possibilities when you're making \$7.50 per \$50 Monthly Unlimited refill instead of \$5!!! Might as well write yourself a blank check on that one!

May we recommend?

Your Hyperlink Team encourages you to take a look at some of the business building tools we have available in our Retail Playbook. If you have this much extra money coming your way every month, why not really work to increase your traffic so that you can ride the \$\$\$ wave all the way to the bank! The [Retail Playbook](#) consists of easy-to-implement, inexpensive ways to increase sales. We would jump at the opportunity to help you execute one or two ways that catches your eye; please give us a call at 877-237-4040 to get the ball rolling!

Sincerely,

Your Hyperlink Team
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