



# DSA Annual Dues

What they are

## WHAT ARE DSA DUES?

DSA dues are the annual fee that each member company pays in order to maintain its association membership and its access to DSA services and benefits. DSA dues fund the general operations of the association and, generally, obviate the need for special assessments for special challenges. DSA dues support the work of the association and make it possible for the association to represent the interests of the direct selling industry effectively at the Federal, state and local levels, as well as globally. At the same time, DSA dues provide a direct return to members in the form of legal, research and public relations benefits, and management educational programming at discounted fees.

## HOW MUCH ARE DSA DUES?

Each member company computes its DSA dues individually, in confidence, and on an honor system. Each company who wishes to be listed in the directory and on the DSA website, who wishes to be recognized as a separate member of DSA, calculates its DSA dues individually. Dues are based upon net sales for the prior year. DSA dues are calculated based on net sales. Minimum dues are \$1,600 (for companies with net sales below \$500,000 annually), and maximum dues are \$150,000 (for companies with net sales in excess of \$500 million annually).

| Net US Sales                  | Annual Dues   |
|-------------------------------|---|
| Under \$500,000               | \$1,750 (flat fee)  |
| \$500,001 - \$1,000,000       | \$3,450 (flat fee)  |
| \$1,000,001 - \$5,000,000     | \$4,860 plus 0.150% of Domestic Net Sales in excess of \$1M     |
| \$5,000,001 - \$10,000,000    | \$11,340 plus 0.130% of Domestic Net Sales in excess of \$5M    |
| \$10,000,001 - \$25,000,000   | \$18,360 plus 0.075% of Domestic Net Sales in excess of \$10M   |
| \$25,000,001 - \$50,000,000   | \$30,542 plus 0.045% of Domestic Net Sales in excess of \$25M   |
| \$50,000,001 - \$100,000,000  | \$42,660 plus 0.042% of Domestic Net Sales in excess of \$50M   |
| \$100,000,001 - \$300,000,000 | \$65,340 plus 0.015% of Domestic Net Sales in excess of \$100M  |
| \$300,000,001 - \$500,000,000 | \$97,740 plus 0.012% of Domestic Net Sales in excess of \$300M  |
| >\$500,000,000                | \$123,660 plus 0.010% of Domestic Net Sales in excess of \$500M |

\* Maximum dues \$162,000

## ARE DUES CONFIDENTIAL?

Absolutely! DSA member company dues are maintained in confidence. By necessity, dues are known to a limited number of DSA staff working with membership applications, renewals and DSA's financial activities.



# DSA Annual Dues

How they are computed, who computes them

## HOW ARE "NET SALES" COMPUTED?

According to DSA's Bylaws, dues computations "shall include all monies received by a member from the sale of its primary merchandise or services, by dealers, agents and independent contractors, and any person affiliated with it as its subsidiary, as its parent corporation or as another subsidiary of its parent corporation, less refunds and less those commissions paid to the ultimate seller of the product or service".

## EXPLANATORY LANGUAGE

"All monies received" shall **exclude**:

- commissions paid to the ultimate seller of the product or service
- refunds
- sales taxes
- interest
- penalties
- late fees
- appointment fees
- shipping and handling

The sale of "primary" merchandise and services shall **exclude**:

- training materials
- literature
- catalogs
- other materials or services intended to facilitate the sale as opposed to selling the goods and services primarily marketed by the member company.

## SAMPLE CALCULATIONS

**Alpha** sells its product through sales representatives. Tom solicits orders and collects payment, both of which are sent to headquarters for fulfillment and processing. Payment includes sales tax and shipping and handling. Alpha then issues a commission check to Tom, as well as his upline, based on the sale. Alpha remits all sales taxes to the appropriate authorities.

The basis for dues would be calculated as follows:

- Total collected from Tom for products
- Less sales taxes paid
- Less commissions paid to Tom, but not his upline

**Beta** sells its products through sales representatives. Dick purchases products from the company, which he then sells through personal demonstrations. No additional money is remitted to Beta. Dick remits all sales taxes to the appropriate authorities. Beta issues commission checks to Dick's upline, based on the products purchased by Dick.

The basis for dues would be calculated as follows:

- Total collected from Dick for products

*Note that no deduction would be necessary for sales taxes or commissions to Dick since the company did not pay them. No deduction is allowed for commissions paid to uplines.*

**Please contact VP, Operations Jennifer Dunleavy at (202) 416-6418 or [jdunleavy@dsa.org](mailto:jdunleavy@dsa.org) with any questions. Submit payments to [membership@dsa.org](mailto:membership@dsa.org).**