



Direct Selling: 20 Million Americans Strong and Growing

Direct selling is among the most accessible paths to entrepreneurship. More than 20 million Americans are involved in direct selling to make a few extra dollars, to build a business, or to buy products at a discount. That's because direct selling offers a low-risk way to participate in a fast-growing part of the economy.

Direct selling is a relationship business. While some of those relationships happen face-to-face, direct selling has changed along with the rest of the economy. Individuals are now building relationships through social media, using e-commerce sites to complete transactions, and sometimes functioning as mobile



“show-rooms” for emerging product lines. The appeal of direct selling is often the ability to experience the product first-hand and build a relationship with a sales person who uses the product themselves. Direct selling fills in an important gap in the growing online economy.

For most Americans involved in direct selling, the revenue they earn is not their primary income but the way to a family vacation, or gifts for the holidays, or just a little extra spending money. In fact, most direct sellers only work part-time in direct selling, and many have other jobs.

Direct sellers are your neighbors, your friends, and your family – and whether they work a few hours a week or full-time, they are American entrepreneurs in the truest sense of the word.

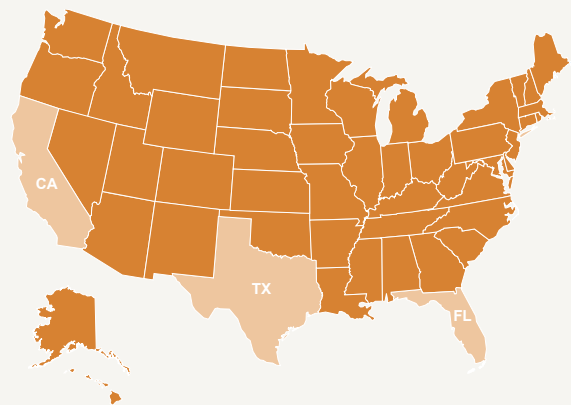
Direct Selling Is Part of the Fabric of America

Direct Selling Touches Every Neighborhood in America

Approximately 1 in 6 U.S. Households Are Involved in Direct Selling



The total number of people involved in direct selling in the U.S. exceeds the population of each individual state in the U.S. with the exception of the three largest.



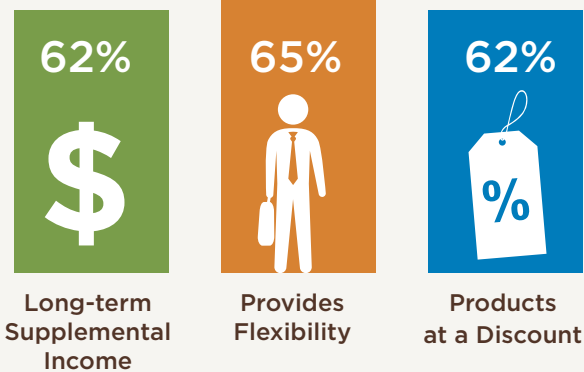
U.S. Census and 2017 Growth & Outlook Survey – Direct Selling in 2016.

Source: 2017 Growth & Outlook Survey – Direct Selling in 2016. U.S. Census (<https://www.census.gov/data/tables/2016/demo/popest/state-total.html>)

Direct Sellers Value Opportunity

Americans Turn to Direct Selling Because it Meets Their Needs

Direct Selling Is Popular by Any Measure



Source: DSA 2014 National Salesforce Study

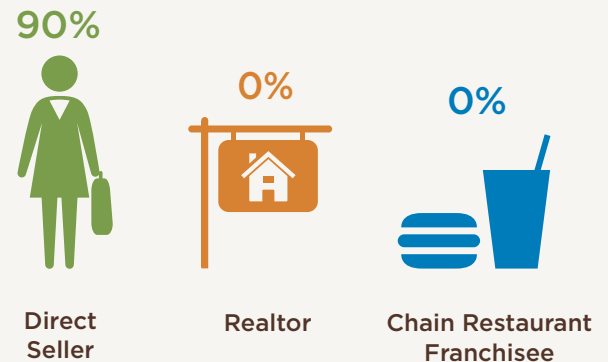
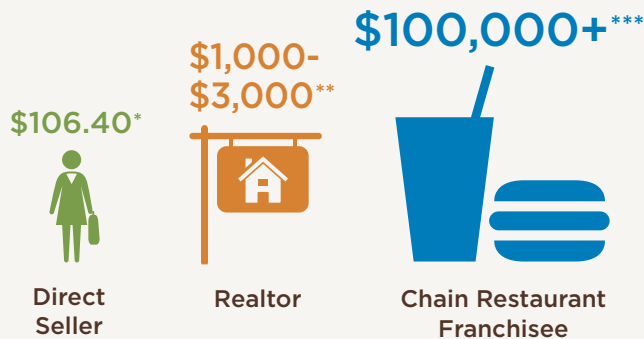
Source: DSA 2014 National Salesforce Study

Direct Selling Is Among the Most Accessible Paths to American Entrepreneurship

Direct Selling Offers Low Cost-of-Entry

Direct Selling Is Low Risk

Refund Percentage if You Decide to Stop



*2013 DSA Sales Strategy Survey

**Source: Conservative estimate based on cost of courses needed to obtain real estate license, pay for initial materials, MLS system costs, REALTOR membership. Costs vary by state.

***Conservative estimate. Many large chain restaurants have start up costs in excess of \$1 million—though some are less.

Source: DSA Code of Ethics

Direct Sellers Are Empowered

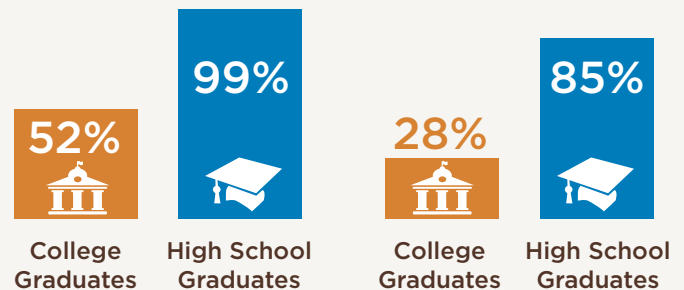
Direct Sellers Are More Affluent than the Average American

Direct Sellers Are Better Educated than the Average American

Percentage of Household Incomes Greater than \$50K

Direct Sellers

U.S. Average



Source: U.S. Census
2014 DSA National Salesforce Study

Source: DSA 2014 National Salesforce Study
National Center for Education Statistics