

# Referral Partner Program Agreement

## Provider Partners as Referral Partners

Provider Partners who opt-in the Referral Partner Program are recognized as Referral Partners in Nutrition Factors' back-office system. A Referral Partners is a special participatory class of Provider Partner. Referrals can be very profitable for a Referral Partner. Referral Partners operate independently or as members of Nutrition Factors Teams.

## Disclosure

The Nutrition Factors Platform is an integrated set of interactive tools that promote wellness. Our Provider Partners are Healthcare Providers including licensed; Physicians, Nurse Practitioners, Dietitians, Health Coaches, Nutritionists, Personal Trainers, and others. The platform is designed to help operate and grow each provider's independent business.

The platform's marketing and sales tools function as a lead generator for individuals seeking help. They are encouraged and incentivized to become Nutrition Factors members. Nutrition Factors refers new member leads to qualifying Referral Partners. Referral Partners must understand that through the marketing effort of the Company, leads are generated at the paid expense of the Company, and therefore belong to Nutrition Factors. However, Partners can profit from this wonderful service. Referral leads are a way for Nutrition Factors to actively support members and Partners that use the Nutrition Factors Platform.

### In signing this agreement, I understand that:

- Nutrition Factors is not responsible for building a Partner's business. Rather, it is the sole responsibility of the Partner to find and engage their own clients and build their business through their own efforts. Nutrition Factors makes no representation of income claim. However, the Nutrition Factors Platform is designed to bring Partners and Clients together to help each achieve their goals.
- Leads are not guaranteed. Nutrition Factors cannot control the supply and demand of referrals coming into the program. Team Leads have discretion for routing referrals to the "right" Partner. If a lead is requesting help with menu planning, the lead would be routed to a Registered Dietitian and not a Personal Trainer. Conversely, if a lead has requested help with fitness, the referral would be routed to a Personal Trainer. As new members engage services their needs change. We encourage team networking to help achieve a higher degree of member wellness. For example, a Dietitian can work with a Health Coach or Personal Trainer to develop specific menu plans where both the referring Partner and the receiving Partner can share in the profit.

## How the Referral Program Works

Referral leads are generated from Nutrition Factors' marketing efforts to promote membership sign-ups. As new members sign-up for a Free, Core, or Full Access account, they are offered a "Free" fifteen (15) minute consultation with a Nutrition Factors' Partner. The client can specify the type of service(s) they are interested in, such as; wellness, weight loss, nutrition, or fitness plans, etc. Once the member opts-in for the consultation, Nutrition Factors' support team is notified, and the member is contacted and

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screened. Once screened, the referral lead is then routed to a Team Lead or to a Partner with a matching profile in the same geographical area of the client.

Referral leads are routed in one of two ways; 1) Referral leads are added directly to a Partner's calendar, 2) Referral leads are routed to the Team Lead in the same geographical area, then routed to a Referral Partner by the Team Lead.

## Types of Referrals

Nutrition Factors offers both Client and Partner Referrals:

**Client Referrals** - Client referrals are provided to Referral Partners participating in any of the three Commission Plans.

**Partner Referrals** - Partner referrals are only given to Team Leads on Commission Plan 3. Nutrition Factors rewards Partners for training and helping other coaches get started. If you are on Commission Plan 1 or 2 and are a self-starter who wants to mentor and train other coaches, you should consider Commission Plan 3. Commission Plan 3 is a great way to engage Nutrition Factors, other Provider Partners, and your team members at a higher level.

**Non-Solicitation Agreement for Referrals**- A Partner can offer a referred client additional services and products, if the services are billed through the Nutrition Factors Partner Program. The Partner agrees to not circumvent or otherwise provide outside services to clients referred to them for personal gain outside of Nutrition Factors. Any Partner that circumvents or abuses this agreement by working with the referred client outside of the Nutrition Factors platform will be terminated from the Nutrition Factors platform.

### I further Agree That I:

- Will maintain current licensure
- Will provide services only to clients covered by my licensure
- Will be an active, contributing Referral Partner
- Will maintain a paid Provider Portal
- Will provide access to my Portal Calendar
- Will complete Nutrition Factors Training & Certification
- Will be honest in dealing with clients, partners, and Nutrition Factors
- Will honor the Non-Solicitation Agreement defined above
- Will have signed Client/Coaching Agreements before beginning any coaching services
- Will fulfill all Client/Coach Agreements
- Will deliver all services agreed upon and
- Will be responsible for any fees due the client should I default on the Client/Coach Agreement
- Will contact referral leads within 24 workday hours of receiving the referral
- Will not use the referrals for another company
- Will not take Nutrition Factors' leads elsewhere
- Will not be delinquent in paying service fees

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## Failure to Follow Up

If the receiving Partner fails to follow up with the referred lead, the referral will be reassigned after 48 hours.

Affiliate Partner schedules clients on their own time and guides the client. The Company does not get involved between the Partner and the client for counseling services. The Company is the broker of the opportunity.

Note: Nutrition Factors surveys referred clients to monitor quality of services. Nutrition Factors is not obligated to refer any clients to any given Provider Partner.

## Referral Partner Agreement

It is the sole responsibility of the Provider Partner to read, understand and adhere to the terms of this agreement. By using the Provider Partner Portal and the Company's Wellness Platform you agree to these terms. As a Partner you agree to periodically review changes to this agreement, website, content or marketing information. The Company reserves the right to amend, change or update this contract without notification. Any updates will be posted on the website.

## COUNTERPARTS

### Electronic Signatures

This Agreement is executed in any number of counterparts such as by an electronic signature or written signature. These signatures must be treated in all respects as having the same force and effect as original signatures.