

WE'RE WAITING
FOR YOU!

P R E M I E R D E S I G N S

How may we serve you?



**Tim Horner, President, and
Andy Horner, Co-Founder & CSO**



**2010: Andy and Joan Horner,
Co-Founders, and Tim Horner, President**

When my wife, Joan, and I founded Premier in 1985, we based our business plan on Biblical principles, such as the philosophy that God created every person with worth and value. Our purpose has always been to enrich every life we touch. We put people before profits, and service before selling. Our independent distributors – Jewelers – serve and sell with a personal touch through Home Shows. “Keeping It Personal” was always Joan’s passion. We worked together at Premier for 25 years. Our eldest son Tim took over the reins of the company as President in 2007.

Joan passed away in December 2010 and our loss is keen, but the legacy she left will live on. We all miss her dearly, yet have committed to remembering Joan and all the ways she made our company something special.

Tim and I encourage you to ask your Jeweler about joining her team. She’ll be able to tell you exactly why Premier’s marketing plan is the best. In addition, you will find that Premier is a well-managed, profitable company committed to conducting business with love and integrity. Our desire has always been to honor God and serve our people.

Andy

What have *you* been searching for?



- ✓ Extra Money?
- ✓ Reduce Debt?
- ✓ Work From Home?
- ✓ Recognition?
- ✓ Friendships?
- ✓ Significance?



Premier can help meet these needs!

Why jewelry?

- ✓ Jewelry is a top-selling gift item all year long
- ✓ It's fun and easy to sell
- ✓ New jewelry is a less expensive way to update a wardrobe
- ✓ No complicated demonstrations

Women love jewelry!

Why Premier Designs jewelry?

- ✓ High Quality
- ✓ Affordable
- ✓ Beautiful
- ✓ Backed by Premier's Golden Guarantee


Our Golden Guarantee

Premier Designs stands behind every piece of jewelry that is sold. If there is a manufacturer's defect (excluding normal wear and tear) detected within 60 days of ownership, we will replace it at no charge. If there is a manufacturer's defect detected after 60 days, there will be a five dollar service charge, plus tax, for each item returned.

How do I make money?

Retail Sales

You make **50% gross profit** on everything you sell at suggested retail. Plus, you get paid on the spot! Your customer pays you the retail amount plus sales tax and shipping; you pay Premier Designs the wholesale amount with sales tax and shipping — and you keep your profit. Your net profit will vary due to miscellaneous business expenses.



Hold 5 Home Shows
with \$400 retail each:
 $\$400 \times 5 = \$2,000$ in sales
Gross Profit = \$1,000

This example is not intended to imply that a Jeweler will earn a specific amount of money.

How do I sell jewelry?

Premier Designs' Hostess Plan is one of the most generous you will find anywhere. A Home Show, with at least \$100 in retail sales, qualifies the Hostess to receive:


Free jewelry of her choice equal to 30% of the Home Show's total retail.

Up to 8 half-price items depending on the Home Show's total retail.

Up to four \$25 bonus awards for free jewelry may be earned for:

- Holding her Home Show on the originally-scheduled date;
- Collecting at least \$100 in advance sales before her Home Show;

- Having at least 10 guests at her Home Show (must be at least 18 years of age);
- Obtaining three or more bookings for future Home Shows.

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- ✓ The Jeweler pays only an \$8 fee for each Home Show, regardless of the amount of free Jewelry the Hostess receives.
 - ✓ The Jeweler pays \$3 for each Hostess Bonus earned.
 - ✓ There is no additional fee to the Jeweler for half-price items purchased by the Hostess.

All you have to do is show the jewelry!.....

How do I build my business?

Sponsoring — helping someone become a Jeweler — is a great way to create income for you, and even more, it is a way to help enrich the lives of others.

- ✓ You will earn a commission of 10% of the wholesale amount of everyone in the first three levels of your Premier family.
- ✓ There is no limit to the number of first-level Jewelers you can sponsor, and you'll earn 10% commission on their total wholesale.
- ✓ When a Jeweler in your first-level sponsors, that new Jeweler is in your second-level. You will make 10% commission on their total wholesale.
- ✓ When your second-level sponsors, her new Jeweler is in your third-level. You will make 10% commission on their total wholesale.



Premier Designs has a family attitude built into your business!



All you have to do is share it!

How do I get started?

An Authorization & Application Fee of \$395

As a Jeweler you are an authorized Independent Distributor of Premier Designs. You may purchase products at wholesale prices and sponsor others.

- 1 A Literature Package, including:
 - The Jeweler Handbook
 - A Home Show Package with material to get you started selling
 - An audio training CD with tips from our top leaders
 - A Home Show training DVD to help you develop your own Home Show presentation

2 A monthly report reflecting all your personal Retail and that of your Premier Family, including Commission Check (if applicable)

3 Filing of State Sales Tax, (if applicable)

4 No Shipping & Handling fees on your personal orders

5 Free insurance on your personal shipments

6 Pre-Packing of individual orders for each Customer and Hostess

7 Toll-Free 800 Numbers to the Premier Designs Home Office to serve your needs

8 Access to the Premier Designs Jeweler website to help track and place orders, keep up to date with current promotions, training tools and much more

On your annual Anniversary there is a \$350 Renewal Fee. This includes this same level of service for another year.



The Home Office is here to serve you!.....

How do I get my jewelry samples?

*Premier gives you
3 options for purchasing
your samples.*

1 Gold Sample Package

(Over \$2,000 retail value)

Cost: \$750 if purchased with
Authorization and Application fee;
otherwise, cost is \$1,000

or

Gold Package

*70 pieces of pre-selected
jewelry*



Sample Package contents subject to change based on availability of items.

2 Silver Sample Package

(Over \$1,200 retail value)

Cost: \$475 if purchased with Authorization and Application fee; otherwise, cost is \$600

or

3 Jeweler's Choice Sample Package

You may order one each of any jewelry item for 50% off.

The Gold & Silver Sample Packages include a jewelry case with trays and pads, ring sizer, necklace sizer, and jewelry tags
A \$110 VALUE!

Silver Package 40 pieces of pre-selected jewelry



Sample Package contents subject to change based on availability of items.

The Premier Card makes it easy...

- No annual fee
- 25-day grace period
- Interest paid is tax-deductible
- Earn a Premier "Reward Point" for every dollar you spend
- Purchase the Gold Sample Package with your Application Fee and receive 6 months deferred interest. If paid in full within six months, it will be interest free.



The Premier Card is offered by a third-party vendor as a payment option with reward points for your business.



Now that I'm a Jeweler, what's next?

Your Training Show is the best way to get started.

Your Sponsor will teach you how to conduct a Home Show. She will lead the Training Show and you will reap both the Hostess benefits and the Jeweler benefits.

As the Hostess, you'll receive:

- 30% of the Retail Sales in free jewelry
- 4-8 Items at 50% off added to the Retail Sales
- Up to four \$25 Hostess Bonuses

As the Jeweler, you'll receive:

- ALL the Profit
- ALL the Future Bookings



Get your business off to a "Quick Start"

Hold **6** Home Shows within 45 days from the date of your Training Show and you will receive a **\$200 RETAIL JEWELRY CERTIFICATE!**

Hold **9** Home Shows within 45 days from the date of your Training Show and you will receive a **\$300 RETAIL JEWELRY CERTIFICATE!**

Is Premier Designs Right for Me?

- **It's Profitable**

Jewelry is easy to sell. It's a top-selling gift item all year long.

You make 50% gross profit on jewelry sold at the suggested retail price.

- **It's Affordable**

No inventory is required.

Sample jewelry is purchased at 50% off suggested retail price.

- **It's Practical**

Jewelry is easy to transport and set up.

Home Show orders arrive individually packaged, making it easy for your Hostess to deliver the jewelry.

- **Local & National Support**

Recognition, motivation and training help you succeed.

- **It's Your Business**

No quotas!

No territories!



The choice is yours!.....

Premier Designs was founded on Biblical principles in 1985 with the desire to be unique and put people before profits. Premier Designs Independent Distributors — known as Jewelers — sell high-quality fashion jewelry through Home Shows. We are members of the Direct Selling Association, but consider ourselves to be a direct service company rather than a direct sales company.



OUR FOUNDING VERSE:

"The Lord demands fairness
in every business deal.
He established this principle."

PROVERBS 16:11 (LB)

our philosophy

We believe God created every person with value.

We believe life's priorities should be God, family, and then career.

We believe in America and the free enterprise system.

We believe people are our most important asset.

our purpose

To enrich every life we touch;

To provide people a way to find identity, achievement and success;

To meet the personal and financial needs of all who become part of our Premier Designs family.

our objectives

God demands fairness in every business deal. He sets the standard, and we desire to HONOR Him.

To grow WISELY and PROFITABLY.

To ENRICH every life we touch.

To provide excellent SERVICE.

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