

Electronic Retailing Self-Regulation Program

ERSP Review Program: General Activity Report

Since 2012, the Electronic Retailing Self-Regulation Program (ERSP) has expanded its purview to monitor and review the advertising and telemarketing practices of the coaching and mentoring industry.

As part of this ongoing review, four companies, Prosper, Inc., Professional Marketing International ("PMI"), FortuneBuilders, Inc. and Income Solutions, Inc. voluntarily submitted their advertising and current telemarketing scripts to ERSP for each coaching or mentoring program that they offer. In addition, Participants provided access to call recording systems so that ERSP can randomly select and review a sample of telemarketing calls (i.e., calls whose primary purpose is to sell a coaching or mentoring program).

On December 1, 2013, ERSP broadened the scope of its monitoring review with the inclusion of EvTech Media, LLC as a new participant in the ERSP Review Program. As part of its review, ERSP will monitor audio recordings of live, free real estate seminars offered by EvTech. As is the case with its monitoring of recordings for the existing ERSP Review Program Participants, ERSP will be monitoring the Participant's live seminar recordings for adherence to general advertising principles regarding the truthfulness and accuracy of the representations being made to consumers.

More specifically, ERSP evaluates the "*primary*" or "*core*" claims made in Participants' advertising materials, scripts, and telemarketing recordings, i.e., those representations which are deemed by ERSP to be the most significant and fundamental in the communication of material attributes or characteristics of their coaching or mentoring program. The "*primary*" or "*core*" claims in a script, telemarketing call, or a live seminar for a coaching or mentoring program include (but are not limited to) claims relating to the objective benefits of the coaching or mentoring program (especially financial benefits) and the qualifications of coaches or mentors or the nature of the assistance.

The Electronic Retailing Self-Regulation Program (ERSP) continues to monitor representations made in telemarketing sales calls, along with direct response advertising of lead generation marketers.

I. Telemarketing Activity Report

Professional Marketing International (PMI)

During the period of September 1, 2013 through December 31, 2013, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by PMI.

Prosper, Inc.

During the period of September 1, 2013 through December 31, 2013, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by Prosper.

FortuneBuilders, Inc.

During the period of September 1, 2013 through December 31, 2013, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by FortuneBuilders.

Income Solutions, Inc.

During the period of September 1, 2013 through December 31, 2013, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by Income Solutions.

II. ERSP Review of Live Seminars

EvTech Media, LLC. voluntarily submitted its official company website to ERSP for review. In addition, beginning December 1, 2013 the Participants provided ERSP with recordings of their live real-estate investment seminars so that ERSP is able to randomly select and review a sample of events (i.e., those whose primary purpose is to sell entry to a real estate investment seminar).

Similar to inquiries administered pursuant to the current ERSP Procedures for the direct response industry, ERSP evaluated the "*primary*" or "*core*" claims made during seminars i.e., those representations which are deemed by ERSP to be the most significant and fundamental in the communication of material attributes or characteristics of the product or service being offered.

III. Case Reports

As part of its expanded monitoring review of the advertising practices of the lead generation industry, since the inception of the program, ERSP has closed eighteen (18) cases regarding the truth and accuracy of core claims communicated in lead generation advertising. More detail regarding the results of the completed reviews can be found at www.asrcreviews.org.

About Advertising Industry Self-Regulation: The Advertising Self-Regulatory Council establishes the policies and procedures for advertising industry self-regulation, including the National Advertising Division (NAD), Children's Advertising Review Unit (CARU), National Advertising Review Board (NARB), Electronic Retailing Self-Regulation Program (ERSP) and Online Interest-Based Advertising Accountability Program (Accountability Program.) The self-regulatory system is administered by the Council of Better Business Bureaus.

Self-regulation is good for consumers. The self-regulatory system monitors the marketplace, holds advertisers responsible for their claims and practices and tracks emerging issues and trends. Self-regulation is good for advertisers. Rigorous review serves to encourage consumer trust; the self-regulatory system offers an expert, cost-efficient, meaningful alternative to litigation and provides a framework for the development of a self-regulatory to emerging issues.

To learn more about supporting advertising industry self-regulation, please visit us at: www.asrcreviews.org.