



ADVERTISING SELF-REGULATORY COUNCIL

Electronic Retailing Self-Regulation Program

ERSP Review Program: General Activity Report

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

As part of this ongoing review, five companies, Response Marketing Group, National Marketing & Learning ("NML"), Professional Learning Institute, LLC ("PLI"), 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 a daily basis.

In addition, two companies, EvTech Media, LLC and FortuneBuilders, Inc., voluntarily submitted their advertising along with presentations and audio recordings of their live, free real estate seminars.

ERSP monitors the Participant's telemarketing and/or live seminar recordings for adherence to general advertising principles regarding the truthfulness and accuracy of the representations being made to consumers. ERSP staff also attends randomly selected free live seminar events to evaluate the substantive representations in the context of the presentations.

More specifically, as part of its self-regulatory undertaking, ERSP evaluates the "*primary*" or "*core*" claims made in Participants' advertising materials, scripts, and telemarketing recordings, and presentations, 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.

In addition to monitoring Participants' advertising, ERSP continues to monitor representations made in direct response advertising of lead generation marketers.

I. Telemarketing Activity Report

Response Marketing Group

During the period of February 1, 2016 through October 1, 2016, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by Response Marketing Group.

FortuneBuilders, Inc.

During the period of February 1, 2016 through October 1, 2016, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by FortuneBuilders, Inc.

Income Solutions, Inc.

During the period of February 1, 2016 through October 1, 2016, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by Income Solutions, Inc.

National Marketing & Learning

During the period of February 1, 2016 through October 1, 2016, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by National Marketing & Learning.

Professional Learning Institute (PLI)

During the period of February 1, 2016 through October 1, 2016, ERSP reviewed the official company website and telemarketing scripts, and monitored random telemarketing sales calls recorded by Professional Learning Institute.

II. Live Seminar Activity Report

EvTech Media, LLC.

During the period of February 1, 2016 through October 1, 2016, ERSP reviewed the official company website and direct marketing materials, along with presentations and audio recordings of live seminar events recorded by EvTech Media.

FortuneBuilders, Inc.

During the period of February 1, 2016 through October 1, 2016, ERSP reviewed the official company website and direct marketing materials, along with presentations and audio recordings of live seminar events recorded by FortuneBuilders.

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 thirty-four (34) cases regarding the truth and accuracy of core claims communicated in lead generation advertising. In addition, ERSP currently has 2 lead generation cases pending. 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.