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## LuLaRoe Fashion Consultant Business Overview

The business opportunity for each LuLaRoe Fashion Consultant is quite simple; sell LuLaRoe clothing at Pop-Up Boutiques or Open Houses and make between 35-50% profit on every item you sell based on the suggested retail price. Additionally, if you choose to build a team, you can earn additional income from your team's sales.

### HOW IT WORKS

LuLaRoe clothing is sold by Fashion Consultants, on the spot, at Pop-Up Boutiques and Open Houses. Think of them as mobile dress-up parties where your friends and neighbors can just come and shop. Based on the number of attendees at a Pop-Up Boutique we see an average sales volume of around 20 items, with an average profit of \$15 per item. The more parties you have and the more products you sell, the more money you will earn. As a company, we recommend rewarding the hostess of a boutique with one free item for every 10 items that are sold. This is a guideline, and we encourage you to be generous in your hostess rewards as you seek to build your business through strong partnerships within your individual network.

Wholesale prices range from \$8 to \$30 per item, and suggested retail prices range from \$15 to \$55. Because products come in a wide array of colors, patterns, prints and fabrics, you will receive an assortment of clothing in the sizes and body styles you choose. Adult sizes run from XXS to 3XL (0-26), and girls' sizes run from 2-14. LuLaRoe pays for all costs to ship your product to you. All orders ship from the warehouse within 3 business days from the time that we receive your payment.

Many Consultants choose to share the LuLaRoe opportunity. Helping others build their own LuLaRoe businesses can increase your personal income. By building your team, you have opportunities to become a leader, earn extra income and to help others succeed.

### WHAT COMES IN MY INITIAL ORDER?

Your ability to showcase and market the product depends in large part on the variety and size of inventory you carry at any given time. The more options your customers have to choose from, the more likely they are to make multiple purchases and to tell others about your products. To best establish an appropriate initial inventory, your first order will include 275-350 pieces.

You will be shipped one of each of our adult product styles in your size. This allows you to become familiar with each product and to help you to decide which styles you may want to order, and add to your future inventory.

Your initial order will include a total of 70 pairs of OneSize leggings, which come in packs of 2.

The next step is to choose a product style from each of the following categories: Group A (Skirts), Group B (Dresses), and Group C (Tops). The fourth product style can be selected from any of the previous groups of Skirts, Dresses and Tops, or you can elect the Kids Option, which includes a mix of Dotdotsmile Dresses, Sloan Tees and Kids Leggings.

The total cost of your initial order will vary depending upon the product styles selected. You will receive 44-75 items in each of the product styles you choose, and they come in size breakdowns based on what our Fashion Consultants are selling most frequently. When you order and pay for at least 300 pieces in your Initial order, you will receive an additional 25 free skirts as a bonus

## INITIAL INVENTORY FUND (FORMERLY KNOWN AS "CONSIGNMENT PLAN")

LuLaRoe desires the success of each Fashion Consultant, and some need extra help getting started. The Initial Inventory Fund (formerly known as Consignment Plan) is available for qualifying Fashion Consultants. A Fashion Consultant may apply to be considered for participation in the Initial Inventory Funding Program. If approved for the Initial Inventory Fund, we require a minimum down payment of \$2,500 towards the total cost of your Initial order. Additionally, there is as much as \$3,500 available from the Initial Inventory Fund to go towards your order total. **\*We allow credit card payments for your initial order ONLY.**

The Initial Inventory Fund has been designed to give additional purchasing power towards building your inventory while keeping startup costs low. If you choose to use the Initial Inventory Fund, you are required to pay a minimum of 25% of your product sales until the initial inventory items are paid for. This process of repayment is automated through Audrey. The goal is to help you become self-sufficient and to have the ability to build your own inventory as soon as possible.

When you pay off your Initial Inventory Fund balance within 120 days, and have sold at least 400 pieces, you will receive 25 free skirts.

## HOME OFFICE SUPPORT

LuLaRoe continues to be vested in your success by providing tools, sales materials, and training to help you succeed, with the goal of making this a profitable and enjoyable business opportunity for you.

We look forward to serving you and we trust that you will love the incredible opportunity that awaits at LuLaRoe!



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# INITIAL ORDER PRICING

1 ITEM OF EACH BODY IN YOUR SIZE    14 items + 1 legging 2 pack    16    \$294.00

**Leggings** ONE SIZE - 15 x 2 Pack (30) // TALL & CURVY - 10 x 2 Pack (20)    25    \$20    **TOTAL**  
 TWEEN - 5 x 2 Pack (10)    5    \$18    \$670.00  
 KIDS - 5 x 2 Pack (10)    5    \$16

Group A	XXS	XS	S	M	L	XL	XXL	XXXL	TOTAL		
MAXI	5	9	14	14	14	9	5	5	75	\$20.00	\$1,500.00
CASSIE		10	15	15	15	10	5	5	75	\$13.00	\$975.00
AZURE		10	15	15	15	10	10		75	\$13.00	\$975.00
LUCY	5	10	15	15	15	10	5		75	\$22.00	\$1,650.00
LOLA	5	10	15	15	15	10	5		75	\$20.00	\$1,500.00
MADISON		15	15	15	15	15			75	\$22.00	\$1,650.00

Group B	XXS	XS	S	M	L	XL	XXL	XXXL	TOTAL		
AMELIA		7	10	10	10	7			44	\$30.00	\$1,320.00
NICOLE		10	10	10	10	10			50	\$22.00	\$1,100.00
JULIA	5	10	10	10	10	10			55	\$17.00	\$935.00
ANA		6	8	8	8	6	6	6	48	\$26.00	\$1,248.00

Group C	XXS	XS	S	M	L	XL	XXL	XXXL	TOTAL		
IRMA	10	15	15	15	10	10			75	\$14.00	\$1,050.00
RANDY	5	10	15	15	15	10	5		75	\$15.00	\$1,125.00
MONROE			25		25				50	\$20.00	\$1,000.00
LINDSAY			15	15	15				45	\$20.00	\$900.00

## Kids Package

CHILDREN    **DDS**    24 pcs    **Sloan**    28 pcs    **Leggings**    **TOTAL**  
                   6 in each size                    4 in each size                    23 x 2 packs                    75                    \$1,136.00

\* Alaska & Hawaii orders - add \$1 per item \*

06/3/15