



**Affiliates  
Information  
Packet**



**Federated Services**

NOTHING BUILDS TRUST LIKE RESULTS™

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*Fortune Magazine consistently ranks Executive Recruiting in the top 10 most “lucrative” professions in the U.S. A Federated Services Executive Recruiter (or “Affiliate”) develops relationships with very interesting and talented people, both candidates looking for a new career opportunity and employers seeking those candidates. They achieve the personal fulfillment that comes from positively impacting a candidate’s career, family and quality of life. It is an exciting opportunity!*



# About Federated Services

## **Build your own dream!**

Federated Services is consistently seeking talented, strongly motivated individuals who would like to stop working to build someone else's dream and start building their own. These are entrepreneurial individuals who are interested in building their own "future" based on their own efforts and reputation. They are people who want to be solely in control of their own income and earning potential and who understand that a commission driven opportunity puts them in full control of their financial future.

## **The Strength of Experience**

Federated Services has enjoyed unique success because we're different from other recruiting companies. Candidates and clients find our approach so refreshing that many of our Affiliates' new placement assignments are generated from referral and repeat business.

Federated Services has built an extensive referral network in each of its strategic niches. Our Affiliates use personal contacts, not just advertising, to find the best candidates to fit our clients' needs. This approach leads to long-term relationships between our clients and the candidates they hire. We are proud of our tremendous tenure and low turnover at Federated Services. Our company managers cultivate people for longevity, and our clients appreciate knowing their recruiter will be there to serve them in the future.



## **Credibility and Commitment**

Federated Services recruiters serve their clients and candidates with integrity. It begins with our relationship with our recruiters. We offer the most ethical, professional standards in the industry. Because we consider our candidates and clients to be our partners in the recruiting process, we take a very personal approach and remain committed to delivering high-quality work. We listen to our clients' and candidates' needs and work quickly to maximize opportunities to assist our candidate and client partners.

## **Broad Scope and International Reach**

With many Affiliates nationwide and a commitment to future growth, Federated Services's size and reach work to our clients' and candidates' advantage. Our Affiliates form an integrated national alliance. For candidates, Federated Services expert recruiters offer established relationships with companies across the country. Federated Services can meet your career needs, regardless of your location.



When searching for candidates, we don't just get to know those candidates interested in making an immediate career move. We build and maintain an extensive database of professionals satisfied with their current position but open to opportunities that will allow them to achieve their ultimate career goals. As a result, Federated Services identifies properly motivated candidates who choose to make positive, well-considered moves toward superior opportunities.

## **Extensive Industry Experience**

Our Affiliates specialize in a broad range of functional areas and niche industries allowing our candidates and client companies the opportunity to work with an expert in their field. We know our client's business, understand where it's going and who is taking it there. Federated Services is not all things to all people. We choose to specialize in our niches and serve as a high-end, high-quality talent-provider in those markets. Our Affiliates target only the top 10 percent of high-profile candidates within their recruiting niche, building our reputation of offering top talent.

Small, medium and large-sized companies are continually looking for professionals and Federated Services wants to be their talent provider. Whether we are working with a candidate looking to make a career move who has contacted a Federated Services representative or a company, our Affiliates will always have the information needed to put the deal together.



# 12-Step Business Model

For far too many years recruiting has followed a pattern of simply matching job seekers to employers by the crudest of methods. The process is normally traditional, the methods are often unimaginative, and the costs almost always are excessive. Federated Services utilizes modern methods, procedures and financial alternatives that provide motivation for our Affiliates and extraordinary and professional placements for our candidates and employer clients.

Federated has implemented a streamlined and effective process to guarantee results for all parties involved. The Federated Services 12 Step Process is noted below:



## **Affiliate Joins Federated Services**

Federated Services selects Affiliates on the basis of their experience, work application, location and compatibility to Federal Services' high standards. Because of the generous income-sharing program the Affiliates are anxious to stay and work hard.



## **Affiliate Obtains Listings**

Federated Services recruiters work with client companies to obtain a FedS listing and develop an effective search campaign. A similar process is employed to obtain candidate listings for FedS. The FedS Affiliates Pay System actually enables Affiliates to earn significant income by obtaining FedS listings, without completing the placement.



## **Listings Available To Affiliates**

All Affiliates in Federated Services have access to all listings – candidate and client. This step allows all Affiliates to maximize placements while sharing income with other Affiliates who may have provided one or both of the listings used to complete the final placement.



## **Affiliate Researches and Evaluates**

Each Affiliate researches the available opportunities and evaluates the most likely scenario for completing the placement. Each FedS Affiliate can draw from the collective resources of the FedS network alliance to help finalize the candidate evaluations.



## **Affiliate Screens Candidates**

Upon completion of the research and evaluation phase, the Affiliates screen the prospective candidates for the eventual employer interviews. A short list is developed to ensure a simplified and effective review by the employer clients.



### **Affiliate Arranges Interviews**

The Affiliate contacts the employer and obtains permission and available times for interviews. The Affiliate then contacts the candidates and finalizes employer interviews. The Affiliate follows-up with both candidate and client to finalize any remaining items left unresolved.



### **Employer Client Makes an Offer**

The Affiliate works with the client to prepare and present a final offer to the candidate. If either party wishes to negotiate the offer's terms, the Affiliate may serve as mediator between the candidate and the client.



### **Candidate Accepts Offer**

The Affiliate telephones the candidate to obtain a verbal acceptance of the final offer, and the employer client mails the candidate an offer letter. If necessary, the Affiliate instructs the candidate on resigning from his or her current position.



### **Candidate Starts New Position**

The candidate accepts the offer letter and prepares to start the new position. If the candidate will be relocating, the Affiliate may be able to provide relocation assistance.



### **Affiliate Follows Up**

The relationship between Affiliate and candidate continues even after a placement has been made. Many candidates maintain a strong professional relationship with the Affiliate recruiter throughout their professional career.



### **Affiliate Submits Closing**

At the completion of the placement closing, the finalizing Affiliate submits to Federated Services the final report and notice of income due for each participating affiliate.



### **Federated Compensates Affiliate**

Within 48 hours of the receipt of the payment from the client, Federated Services will submit all revenue sharing fees earned by participating affiliates.





## Developing Skills and Income



It takes at least several months to build your skills and relationships (depends on your interpersonal communication skills and your motivation) to where it can start being profitable and so first year earnings are usually back end loaded. Success is based on a combination of networking with other Affiliates within the Federated Services community as well as your own motivation and efforts.

**Success is based on your ability to build personal relationships over the telephone and the self-motivation to stay on the phone.**

Your success is tied directly to the amount of time you spend talking to client companies and potential candidates on the phone.

*Consistent efforts are important. Keep practicing and trying, even when you face repeated rejection and it seems that all you hear is "no." Your goal is to continue calling until you get a "yes."*





# The Compensation Plan

We seek to partner with professionals who can learn fast and contribute to both their own personal growth and Federated Services growth. Using the telephone, E-mail and your communication skills, you will be accountable for networking and establishing long-term relationships with client companies and candidates.

The key function of an Affiliate is developing new client company and candidate relationships. The Affiliate works for his/her client companies to search and fill critical positions and to convert that client into a long-term key account through your integrity, performance and communications. The Affiliate will also develop lasting relationships with candidates for future placement.

Partnering with Federated Services is a tremendous opportunity. As an Affiliate, you will be on an attractive commission plan (see schedule below), and no travel unless of course you win contests and no weekends. The requirements for your success are excellent communication skills - written and oral, that inner drive to excel financially, the ability to learn quickly and be relationship-driven.



*"The key function of an Affiliate is developing new client, company and candidate relationships."*

## Industry Compensation Standards

Based on informal research of management recruiters in 2001 the top 50% of successful industry recruiters - with more than 12 months experience - earned an average income of over \$105,000 - \$145,000. Even the top 50% of first year recruiters ("Rookies") earned an approximate average of \$60,000 in 2001.



## **Registering as an Affiliate**

The information requested on the Federated Services Registration form (provided by your Federated Services contact) is for the exclusive use by Federated Services. Federated Services considers this information extremely confidential and no part of its content (Federated Services Registration Form) will be shared or released without your expressed consent.

Please take the necessary time to fill out the form as completely as possible. Federated Services will respond only to completed forms. If you desire to submit additional information by E-mail, please submit in Microsoft Word. All fields in the form require an entry. If the requested blank does not apply to you, please enter NONE.

We appreciate your diligence in completing the Registration Form. We look forward to reviewing your information and your future involvement/success in the Federated Services Affiliate Network.





## Excellent Training Provided

As an Affiliate with FedS, you will have the opportunity to receive world-class training from one of our Business Development Unit Managers. Special FedS "TrainingPaks™" will also be provided on a periodic bases. Below is an example case study describing searches you might do while being on the FedS Team:



### **Example Situation:**

Client A is searching for a Director of Facilities and Asset Administration for their 3rd party management company. This position was defined as executive level with knowledge of 3rd party property management systems, property accounting and expertise in leases/lease administration over multiple product types. Expectations were high that this position would streamline the existing property management administrations systems and save Client A serious bottom-line dollars.

### **The Recruiting Business Problem:**

Property Management Administration is generally a low level function, and is combined with accounting and/or property management operations. Profit margins are low when services are offered in property mgmt administration, therefore, few companies grow a separate property mgmt administration department. Finding someone with a specialty in property mgmt administration at a senior level could be problematic and time consuming.

### **The Action:**

Identify any 3rd party companies with property mgmt administration departments of any level. Network with high level property managers within a 3rd party environment and find out which Property Administrators they've been pleased to work with in the past. Time line equaled 45 days.

### **The Outcome:**

Identified 4 top level candidates which were presented to the client. All four candidates were matches for the job, although each from a different perspective. One had grown a fee based Property Mgmt Administration department from scratch for a 3rd party management company. The next two candidates had solid expertise in asset management and had heavy experience in property mgmt administration and systems. Our final candidate was a trouble-shooter for a well-known property management company with skills in property accounting and background in all phases of lease administration.



# Federated Services Unique Model

Federated Services Affiliates do more than merely match candidates to job openings. They work closely with clients to determine the exact qualifications and skills needed in a prospect, and they interview candidates extensively to ensure their experience and needs are appropriate for the job and culture offered by the employer clients.

Our Affiliates stay actively in touch and involved with each other. Special tools such as the Affiliate Dashboard™ allows full access to our corporate database where rich candidate and client information can be mined and exchanged. Our objective is to provide a long-term, highly interactive, info-sharing community of Affiliates where key business relationships can be established for successful placements.



## Our Model Sells Itself

What is the value of an established relationship with Federated Services for current and future hiring needs? Here's an equation to determine how much money an employer saves by eliminating the unfilled position. Having a pre-established relationship with a search firm like Federated Services provides employers significant value because it greatly decreases the time to fill open positions, and it reduces the cost of lost revenue from not having that position filled. A vacant position can cost an employer hundreds of thousands of dollars across all open and unfilled hiring needs. To calculate how much an unfilled job costs a potential employer, an Affiliate can use the following equation (this equation has been simplified for illustration purposes):



Annual revenue generated by the company = Revenue per employee per year divided by the number of revenue generating employees.



Revenue per employee per year = Daily revenue per employee divided by 365 Days (not adjusted for vacation and holidays).



Daily revenue per employee X Days position unfilled = Revenue lost per day per unfilled job.



Revenue lost per day X Number of open jobs = Total revenue lost per day for all open jobs.



# Frequently Asked Questions

## **How is Federated Services Different?**

Federated Services (FedS) attracts employer and candidate listings from a unique network of Affiliates. All FedS Affiliates have access to these listings via a proprietary database. This sharing of listings enables FedS Affiliates to complete placements quickly and effectively, whether the Affiliate originally provided the listings or not.

## **How Can I Benefit Financially?**

When an eligible candidate is placed in a new position, FedS Affiliates can share financially by any one or all of the following: A). Providing the listing of the candidate; B) Providing the listing of the available position; and, C). Finalizing the placement of the candidate with the employer. Each contribution to the placement is given a commission.

## **Will I Lose My Independence?**

FedS Affiliates are Independent Contractors and are under no obligation to work exclusively with Federated Services. However, the special commission package that is offered by FedS will be a strong incentive to participate on placement activities across our network.

## **What Resources Are Available to Help Me?**

FedS Affiliates are able to do initiate listings through the FedS website, utilize the FedS Affiliate Network, receive consulting and advice, communicate with other Affiliates through FedS communications, and share in placement revenues.

## **Will I Be an Employee or Independent Contractor?**

All FedS Affiliates enjoy the advantages of being an Independent Contractor.

## **Do I Have to Complete the Placement to Earn?**

No. FedS Affiliates earn commissions by taking any or all of the actions noted in #2 above.

## **How Do I Earn From the Listings Sent to FedS?**

If a listing provided by you is utilized by another Affiliate to complete the placement, you will receive the standard FedS fee for providing the listing.

## **What Is the Managing Experience of FedS Executives?**

FedS executives have 70 years of combined experience in corporate executive, management and Human Resources responsibilities. FedS executives provide an extraordinary balance of experience, capability and managing success to aid you in becoming qualified and successful.

## **Can I Be Trained By FedS To Be An Affiliate?**

Yes. FedS has training programs and procedures to bring you quickly “up to speed” on all that you require to succeed in matching employers with job seekers and professionally closing the position placement.

## **How Will I Communicate With FedS?**

FedS Affiliates are able to immediately receive needed information and support through email, telephone and fax communications that have been positioned for the very purpose of supporting all Affiliates in the network.

## **How Can FedS Compete With Larger Companies?**

FedS Affiliates are located in several states. This provides you with listings and advantages not even available to larger companies. The FedS Ten Step Plan provides a flexibility and revenue sharing that motivates all FedS Affiliates to cooperate and assist each other with the placement. Multiple listings in multiple markets provide you the reach and flexibility of a large company.

## **How and When Do I Receive My Commissions?**

FedS notifies FedS Affiliates, involved in any portion of a placement, immediately upon completion of the placement. Participating Affiliates then respond by emailing invoices to FedS for their portion of the placement. Within 48 hours of the receipt of the placement revenue from the employer to FedS, the FedS Administrative office pays all invoices pertaining to the placement.

## **What Will It Cost Me to Become a FedS Affiliate?**

There are no fees associated with becoming a FedS Affiliate.

## **Can I Enlist Other Affiliates to Work With Me?**

Yes. All FedS Affiliates are encouraged to enlist and train other FedS Affiliates. FedS Training Programs simplify that activity. The FedS Administrative Office may choose to refer prospective affiliates when location and needs match.

## **How Will My Affiliates Be Compensated?**

All FedS commission checks for placements completed by you or one of your Affiliates will be submitted directly to you. The subsequent responsibility for compensating your Affiliate(s) remains with you.



# Affiliate Registration Form

## Application for Independent Affiliate Contractor

*Federated Services is an equal opportunity contractor. It is our policy that all applicants be considered solely on the basis of qualifications and ability, without regard to race, religion, color, sex, age, national origin, disability or veteran status.*

**Please complete the form in detail. Please be specific and fill in all appropriate blanks. All information given will be held in strict confidence.**

		/ /
Name (Last, First, Middle)	Name Called By	Date

Mailing Address	City • State • Zip

( )	( )	( )
Daytime Phone	Evening Phone	Alternate Phone (If Any)

E-mail address	Social Security Number

Have you ever been employed previously by a search firm?  Yes  No

\_\_\_\_\_

If yes, when and where?

Do you have the legal right to work permanently in the US?  Yes  No

\_\_\_\_\_

If no, please explain.

Have you ever been convicted of a felony or misdemeanor?  Yes  No

\_\_\_\_\_

If yes, please explain.

\_\_\_\_\_

Do you have any relatives and/or personal acquaintances employed by Federated Services?  Yes  No

If yes, Name	Relationship	Location

If yes, Name	Relationship	Location

# Work Experience

*Start with present position and work backwards -- or, attach a copy of your resume.*

--	--

Firm Name

Type of Business

--	--

Business Address

City • State • Zip

(      )	
----------	--

Phone

Immediate Manager's Name and Title

	/ /	/ /
--	-----	-----

Your Job Title

Start Date

Finish Date

--

Explain Your Job Duties

--	--

Firm Name

Type of Business

--	--

Business Address

City • State • Zip

(      )	
----------	--

Phone

Immediate Manager's Name and Title

	/ /	/ /
--	-----	-----

Your Job Title

Start Date

Finish Date

--

Explain Your Job Duties

--	--

Firm Name

Type of Business

--	--

Business Address

City • State • Zip

(      )	
----------	--

Phone

Immediate Manager's Name and Title

	/ /	/ /
--	-----	-----

Your Job Title

Start Date

Finish Date

--

Explain Your Job Duties

# Specialized Experience

Do you have any experience in recruiting or human resources? Yes No

If yes, please explain.

Do you have any experience with international business? Yes No

If yes, please explain.

# Education

Name of Institution

City and State of Institution

Degree Received

Major/Minor

Finish Date

Name of Institution

City and State of Institution

Degree Received

Major/Minor

Finish Date

If you expect to complete an educational program in the near future, please indicate what type of degree and expected completion date:

Other certifications or seminars that are of significance.

# Skills

Foreign Language, if any

Speak  Read  Write  Live Interpretation

Foreign Language, if any

Speak  Read  Write  Live Interpretation

I proficient in the following software applications:  MS Word  MS Excel  MS PowerPoint  MS Access

Web Design Application(s)  Desktop Publishing Software  E-mail  General Internet Navigation

# General Information

Indicate membership, degrees of participation, and offices held since leaving school in civic, professional, social, athletic or other organization or activities, except those organizations the name or character of which may indicate your race, color, creed, religion or national origin.

Current Hobbies and recreational activities

In what additional activities would you like to engage?

# Professional References

Name and Occupation

Phone

Name and Occupation

Phone

Name and Occupation

Phone

# Declaration

By signing this application, I certify: That this application is complete and accurate to the best of my knowledge and that I have not made any attempt to conceal information and that falsification could be cause for dismissal. Further, Federated Services or its agents may request information from my previous employers and persons or corporations who provide information related to my previous employment and will be released from any liability or damage. I have noted that Federated Services is an Equal Opportunity Employer Contractor and ad applicants receive consideration for independent contractorship without regard to Race, Religion, Color, Sex, Age, National origin, Disability, or Veteran Status. I realize that if I enter into an independent contractor relationship with Federated Services, the company reserves the right to terminate my contractual relationship whenever the need arises.

Signature

Date

Please select a system password

## FOR INTERNAL USE ONLY

Date: \_\_\_\_\_

Action: \_\_\_\_\_

\_\_\_\_\_



## **Covenant Not To Compete**

This provision restricts an Affiliate’s ability to compete with Federated Services for a reasonable period of time after leaving the company.

If the independent Affiliate contractor is terminated or leaves Federated Services for any cause, Federated Services (“the company”) shall not, for a period of 24 months after leaving the company, engage directly or indirectly, either personally or as an employee, associate partner, partner, manager, agent, independent contractor or otherwise, or by means of any corporate or other device, in the executive or management recruiting business within \_\_\_\_\_ [restricted area], such as: \_\_\_\_\_ (city) and \_\_\_\_\_ (city)] \_\_\_\_\_ [if appropriate, add: nor shall independent Affiliate contractor for such period and in such localities solicit placement business, directly or indirectly, from any customers of Federated Services, or from any customers of its successor, for such services as are sold by Federated Services or its successor, either for \_\_\_\_\_ (himself or herself) or as an employee of any person, firm, or corporation].

**AFFILIATE CONFIDENTIALITY AGREEMENT:** This provision restricts the independent Affiliate contractor from divulging Federated Services’ trade secrets (including database information, and proprietary business processes and systems).

Independent Affiliate agrees that any and all knowledge or information that may be obtained in the course of the employment with respect to the conduct and details of the business and with respect to the secret processes, systems, information, etc. used by Federated Services in its services will be forever held inviolate and be concealed from any competitor and all other persons and that he or she will not engage as employer, employee, principal, agent, or otherwise, directly or indirectly, at any time in a similar business, and that he or she will not impart the knowledge acquired to anybody and that should he or she at any time leave Federated Services, he or she agrees not to enter into the employ or service or otherwise act in aid of the business of any rival company or concern or individual engaged in the same or in similar lines of business. If he or she does so in violation, Federated Services shall be entitled to an injunction by any competent court of equity enjoining and restraining him [her] and each and every other person concerned from continuance of employment, services or other acts in aid of the business of the rival company or concern. Nothing shall prevent him [her], upon the termination of the independent contractual relationship, in engaging in any occupation in which the processes, systems, and other secrets of the Federated Services will not be directly or indirectly involved.

\_\_\_\_\_

Affiliate Signature

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Date

\_\_\_\_\_

Affiliate Signature



## **Independant Affiliate Agreement**

FEDERATED SERVICES (FedS) provides training, database management, listing support, and instruction for the Affiliate to maximize candidate and client listings and placement closures. FedS anticipates that the Affiliate will be an Independent Affiliate. As an Independent Affiliate, the following requirements and operating procedures apply:

1. The Affiliate will have an Independent Affiliate relationship with FedS and, as such, will not be an employee of FedS. No other relationship is implied or intended by either of the parties.
2. The Affiliate will sign a non-compete, non-disclose agreement with FedS commencing upon certification by FedS that the Affiliate has met the requirements of FedS. This agreement will be in effect for the entire period of affiliation with FedS and for a period of one-year following the termination of this agreement.
3. FedS may provide listings or assist in placement closings. If the Affiliate fails to provide the listing or the placement closing, and even though the Affiliate made efforts to do so, the Affiliate will not be compensated. The Affiliate will receive only the compensation specifically designated in the FedS Affiliate Compensation Agreement.
4. FedS herein contracts with the Affiliate to perform candidate and client listings and placement closings for the company according to prescribed public procedures and guidelines of FedS. FedS expects a high standard of performance and integrity from the Affiliate in this regard.
5. The Affilate will be an Independent Affiliate. The Affiliate will not be employees of FedS. FedS may choose to license the Affiliate to be a Business Development Unit (BDU) Operator. If so, the Affiliate understands that all Affiliates in the new BDU will be Independent Affiliates. If a new BDU is licensed, FedS will not participate in hiring or firing of any subsequent Affiliates deemed appropriate by the new BDU Operator. The BDU Operator must perform such hiring and firing actions.
6. FedS will not establish the working hours of the Independent Affiliate, nor will it control the procedures necessary to accomplish the agreed-upon services. If FedS chooses to license the Independent Affiliate as a BDU Operator, he/she will hire other Independent Affiliates of his or her own choosing to perform BDU services. FedS may refer others who are interested in becoming Independent Affiliates to the Independent BDU Operator.
7. FedS may provide information regarding listings, prospective opportunities, or general consulting, but those efforts will not change the independent relationship of the Affiliate. The Independent Affiliate will be fully responsible for the training of all Affiliates selected by the BDU Operator to perform services for the BDU.
8. The Affiliate understands that FedS does not require the Independent Affiliate to perform services exclusively for FedS.

9. FedS will process commission fees only upon receipt of the invoice for the completed placement. Payments will be made to the Affiliate within 48 hours after the check has cleared the bank of the employer client.

10. FedS will not require regular written progress reports. Independent BDU Operators may choose to do likewise.

11. FedS will provide training and information and will expect the Independent Affiliate to provide the listing(s) and/or complete the placement, and furnish the necessary tools, materials and equipment to perform the service.

12. FedS will not pay the travel expense, meals and expense, materials expense, educational expense or the business expenses of the Independent Affiliate.

13. At the end of each calendar year, FedS will provide to the Independent Affiliate a 1099 Form, a copy of which FedS will file with the IRS.

14. No other agreement or contract is in place between the signature parties noted below and there are no other implied obligations or relationships.

15. The Independent Affiliate is in charge of initiating, completing and following-up to all steps required to complete a FedS placement closing.

16. No insurance – liability, fire and theft, worker’s compensation, or disability – will be provided by FedS. FedS may choose to provide advantageous information from time to time to assist the Affiliate find needed insurance programs.

17. FedS will not guarantee the Independent Affiliate an office or working space.

18. FedS will not guarantee candidate and client listings opportunities to the Affiliate, nor will it guarantee successful placement closings.

The above information has been read and is understood by the under signed representatives:

\_\_\_\_\_

Independent Affiliate

\_\_\_\_/\_\_\_\_/\_\_\_\_

Starting Date

\_\_\_\_\_

Federqated Services

\_\_\_\_/\_\_\_\_/\_\_\_\_

Date of Contract



# **Federated Services**

NOTHING BUILDS TRUST LIKE RESULTS™

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