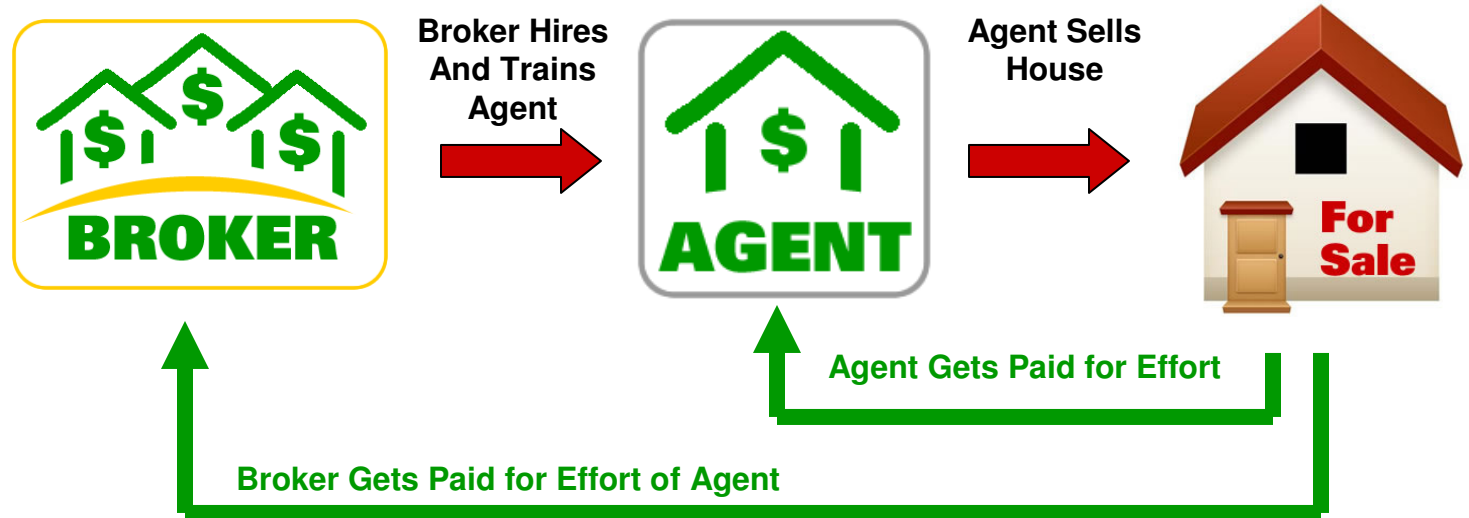


Network Marketing vs. Real Estate

This presentation will explain how the Oxygen4Energy Network Marketing Business Model compares to a Real Estate Business Model.



Real Estate Model

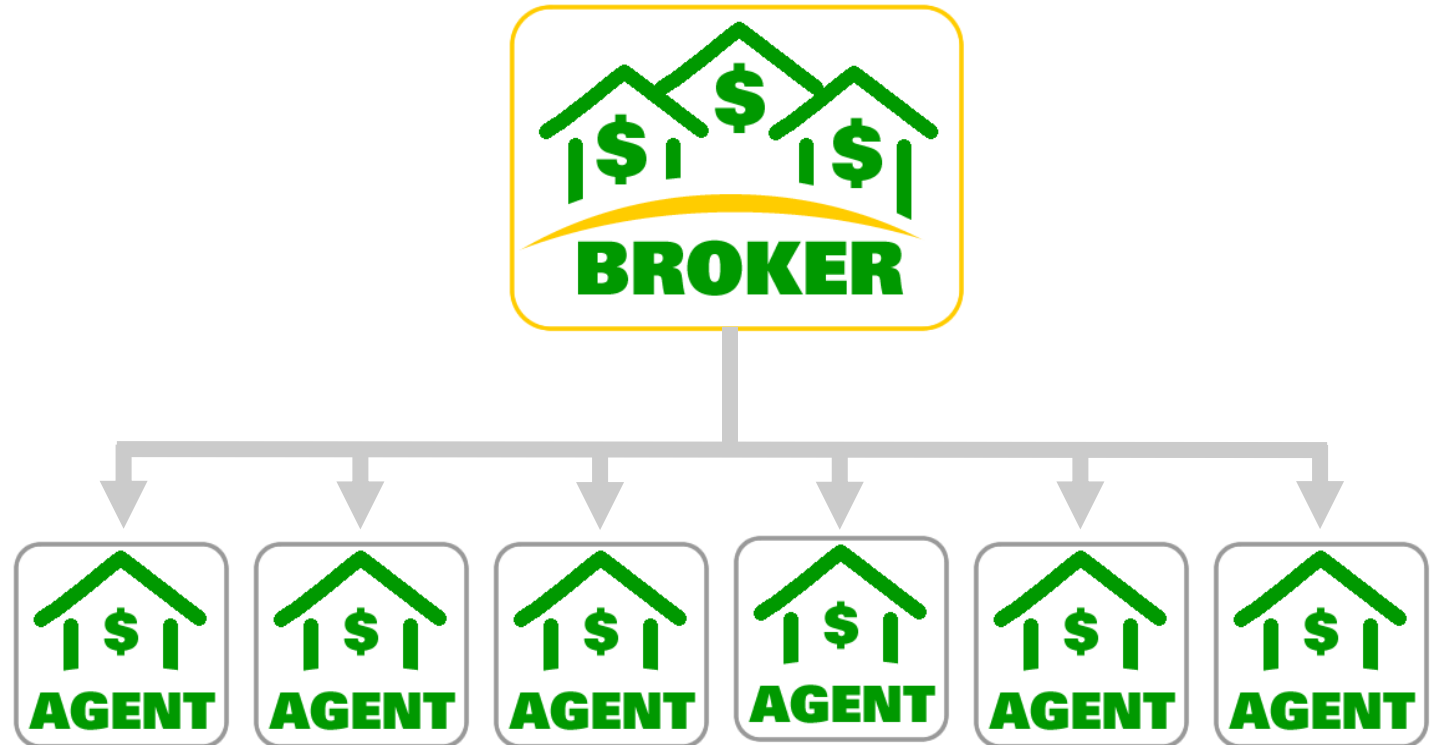


It's a Simple Business Model:

- Broker Hires Agent.**
- Broker Trains Agent.**
- Agent Sells Property.**
- Agent Gets % of Selling Price.**
- Broker Also Gets % of Selling Price.**
- Broker can have multiple agents.**
- Agent cannot have multiple brokers.**



Real Estate Model



By hiring and training **MULTIPLE** Agents, Brokers create multiple sources of revenue for their business and can make money from other people's efforts in addition to their own.

This is referred to as LEVERAGE.



Why Network Marketing is Better

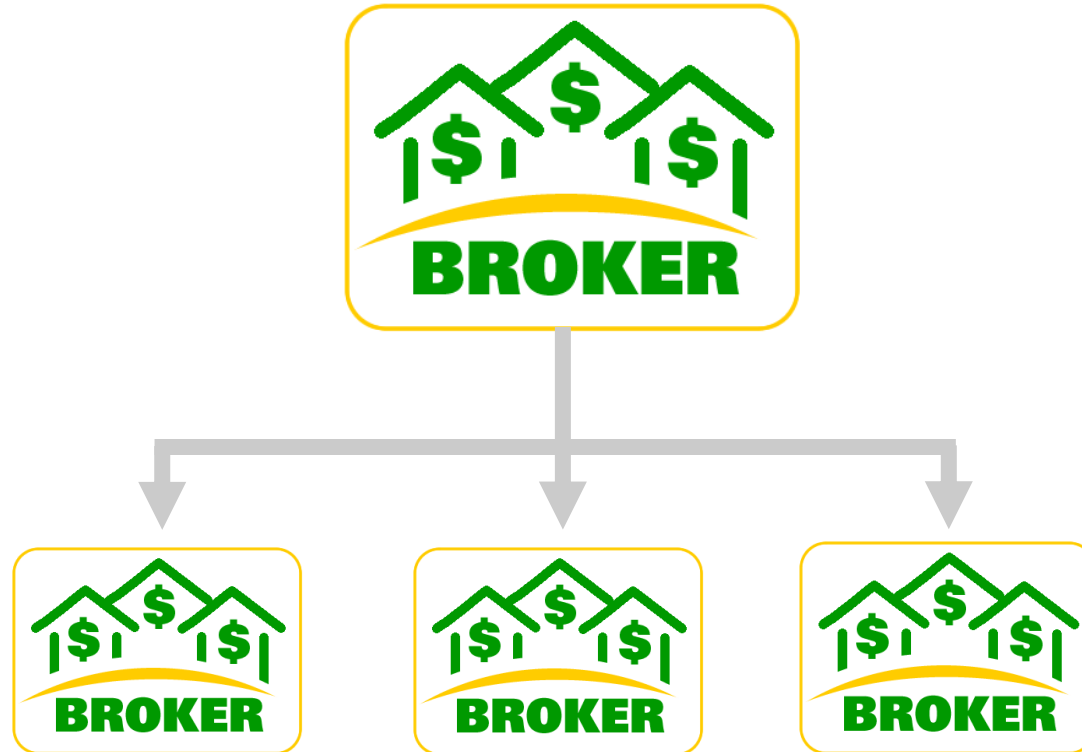
When you start a Network Marketing business like Oxygen4Energy, you are both a “Broker” and an “Agent.”

When you sponsor a new person into the business, it’s like a Broker hiring an Agent.

Unlike the real estate business model, however, with Network Marketing you WANT your Agents to become successful Brokers. You want to train them and have them go out and find as many Agents as possible for their business.

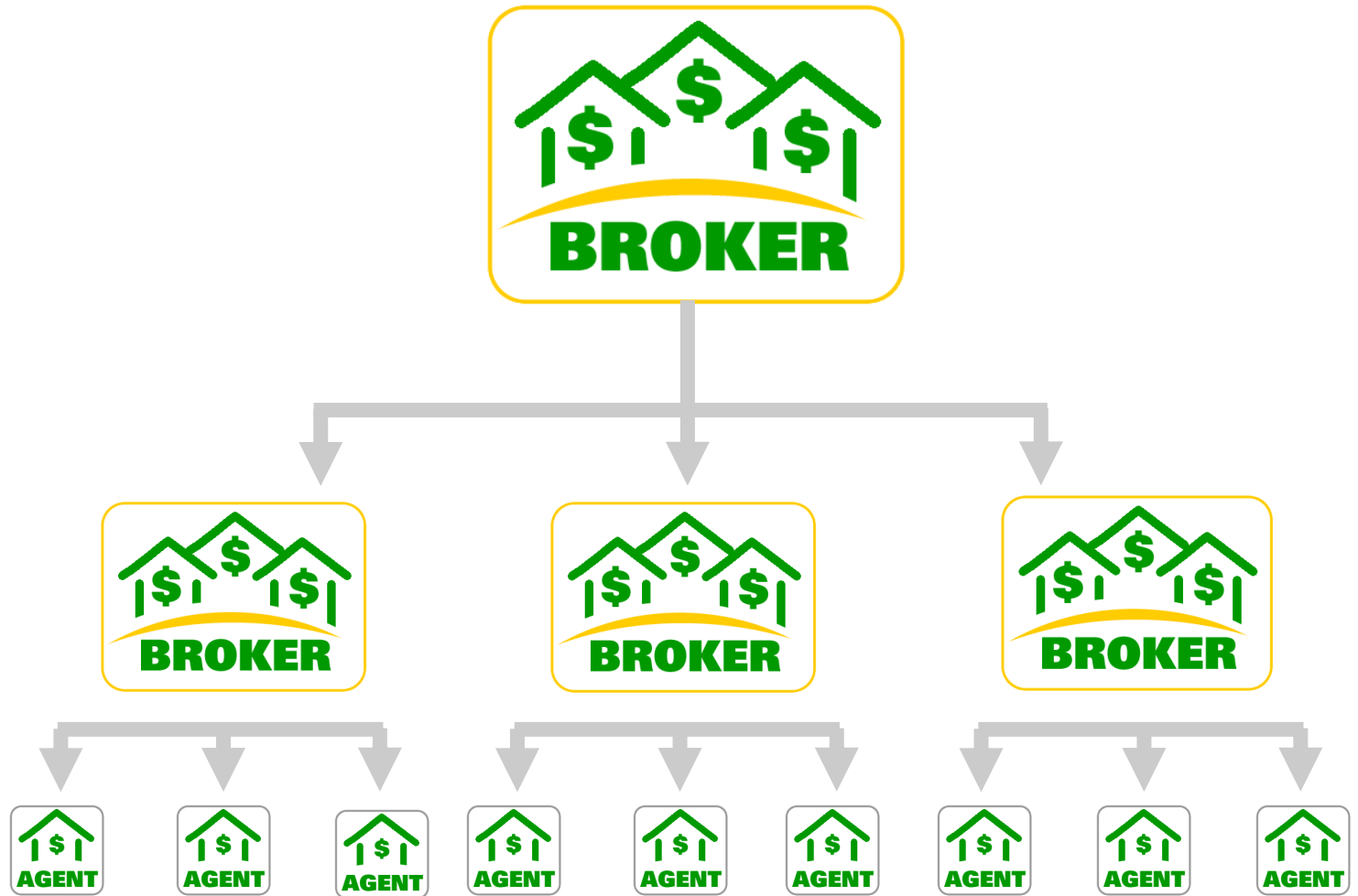
By helping your Agent to become a Broker, you are not creating a competitor... you are creating a revenue generating asset to your business that has no reason to want to leave.

This is TRUE LEVERAGE, because the incentive to have your Agents go out and become Brokers creates a winning scenario for ALL Parties all the time!



Then you take the time to train your Agents and have them become Brokers who will then go out and try to find Agents to create additional sources of revenue for their own businesses.

With the Real Estate business model, you would never want to do this because it would lead to loss of revenue and the creating of viable competitors.



Now your new Brokers go out and find three Agents each.

Guess what?... Your business is now generating revenue off of the three Brokers you referred to the business and the nine Agents they referred to the business.



Here's Where it Gets Exciting!

This process can continue to occur through an UNLIMITED number of generations of referrals, and you can potentially earn revenue from EVERY Broker or Agent in your Network!

PLUS... There is NO LIMIT to the number of Agents and Brokers you can refer. Some people may not refer any, but some may refer dozens... all of whom you can generate revenue from!

Over time, you could potentially build a network of THOUSANDS off Business Owners all working to make you money!

How's that for EXCITING???



As successful as the Real Estate Business Model has proven to be over time, it has serious flaws and does not offer TRUE LEVERAGE.

TRUE LEVERAGE only occurs when everyone in an organization has the same amount to gain. That way, business owners are always rewarded and never penalized for hard work and for creating success for others.

Network Marketing is the ONLY Business Model that offers TRUE LEVERAGE for Entrepreneurs.