AMERICAN RATINGS

Referral Partner User Manual

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➢ UNDERSTANDING THE CONCEPT

The Referral Partner Process operates in two key stages.

Stage 1 – Account Creation by Authorized Account Holder

- The Authorized Account Holder (Business Owner) is responsible for creating the account on the Referral Partner Portal.
- A one-time payment must be completed during registration to activate the account.
- This stage ensures that the account is securely registered and verified under the owner’s credentials.

Stage 2 – Direct Selling Agency (DSA) Involvement for Profile Setup & New Client Acquisition

- Once the account is active, the Direct Selling Agency (DSA) Representative assists in completing the account profile.
- The DSA supports distribution of QR Postcards and acquisition of new clients under the referral program.
- DSAs act as official representatives of American Ratings , helping partners expand their network and maximize earning potential.

Stage 1 – Account Creation by Authorized Account Holder - Illustration

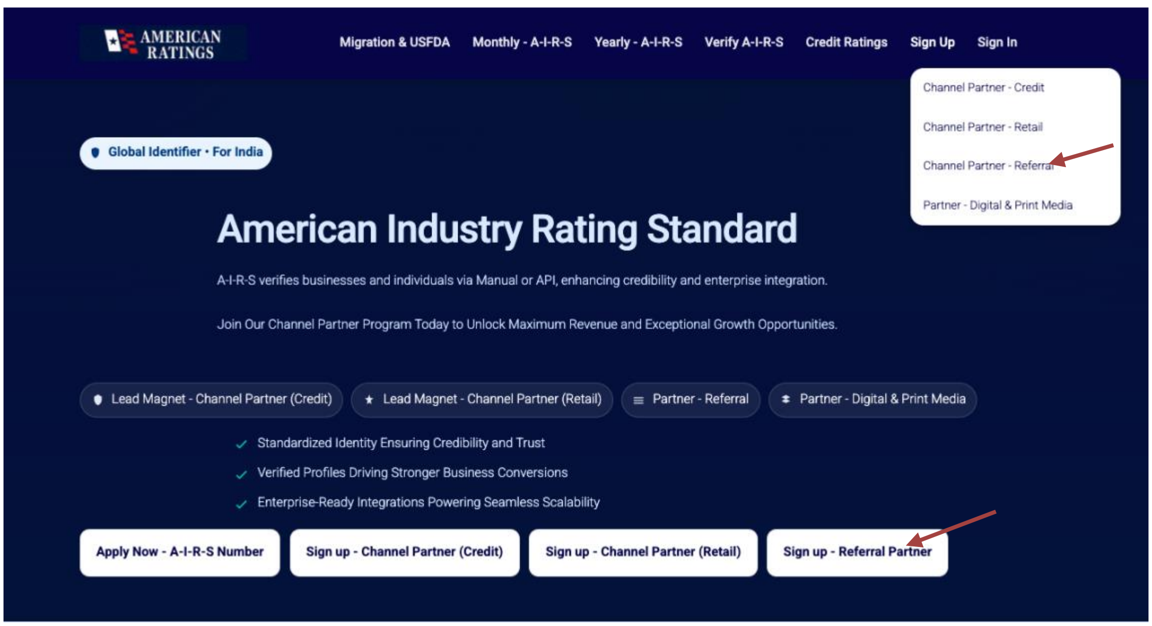
➢ SCREEN 1 – LOGIN PAGE

Purpose: To securely access the Referral Partner Portal using registered credentials created exclusively by the Account Holder — the authorized person responsible for account creation and one-time payment.

Steps (Refer to Screen 1.1 - 1.3 below)

1. Click Sign Up and Select **"Referral Partner"** from the dropdown menu or directly from the dashboard — either option works. (Screen 1 below)

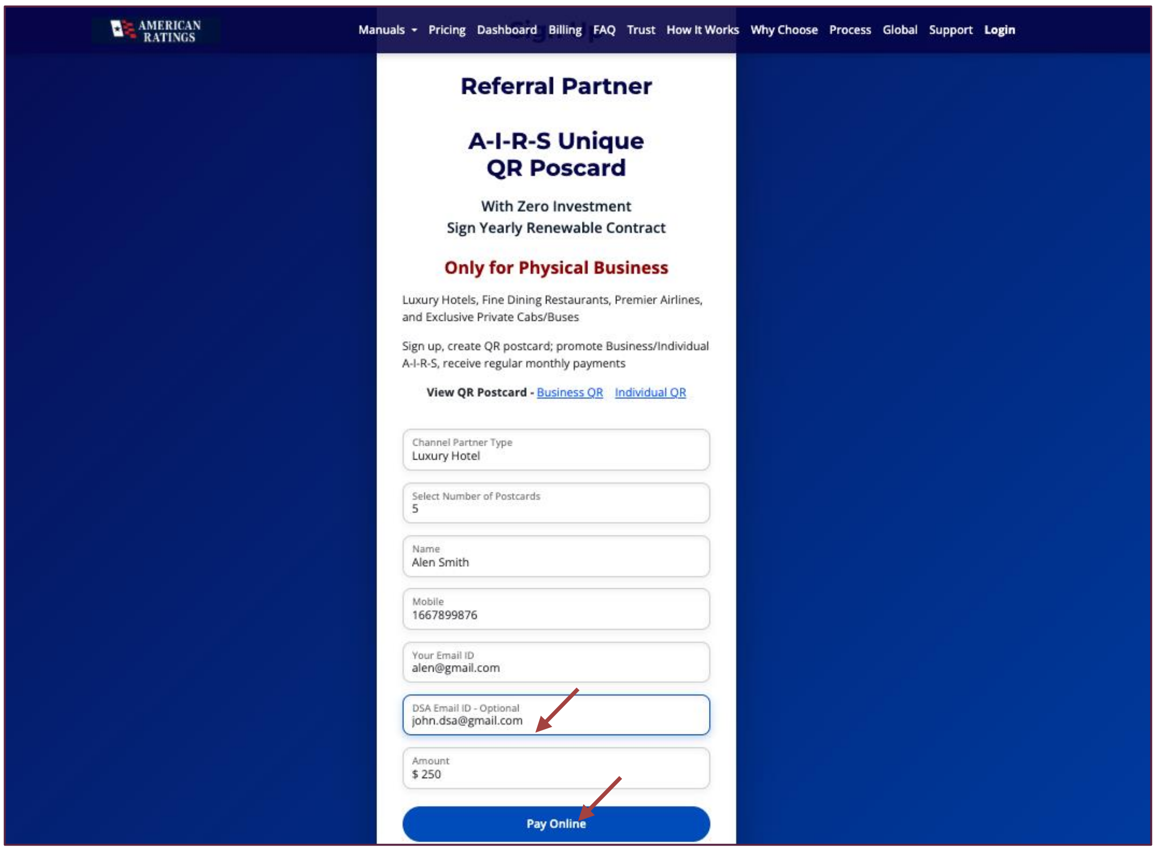
Screen 1.1 – Dashboard Screen (For Illustration Purpose)



2. Fill in the required details by selecting the Partner Type and the Number of Postcards Required (minimum 5).
The amount will be automatically calculated based on the number of postcards selected.
Then, enter all other mandatory credentials to proceed.
After verifying the information, click “Pay Online” to complete the registration process.

Screen 1.2 – Referral Partner Registration Form (For Illustration Purpose)

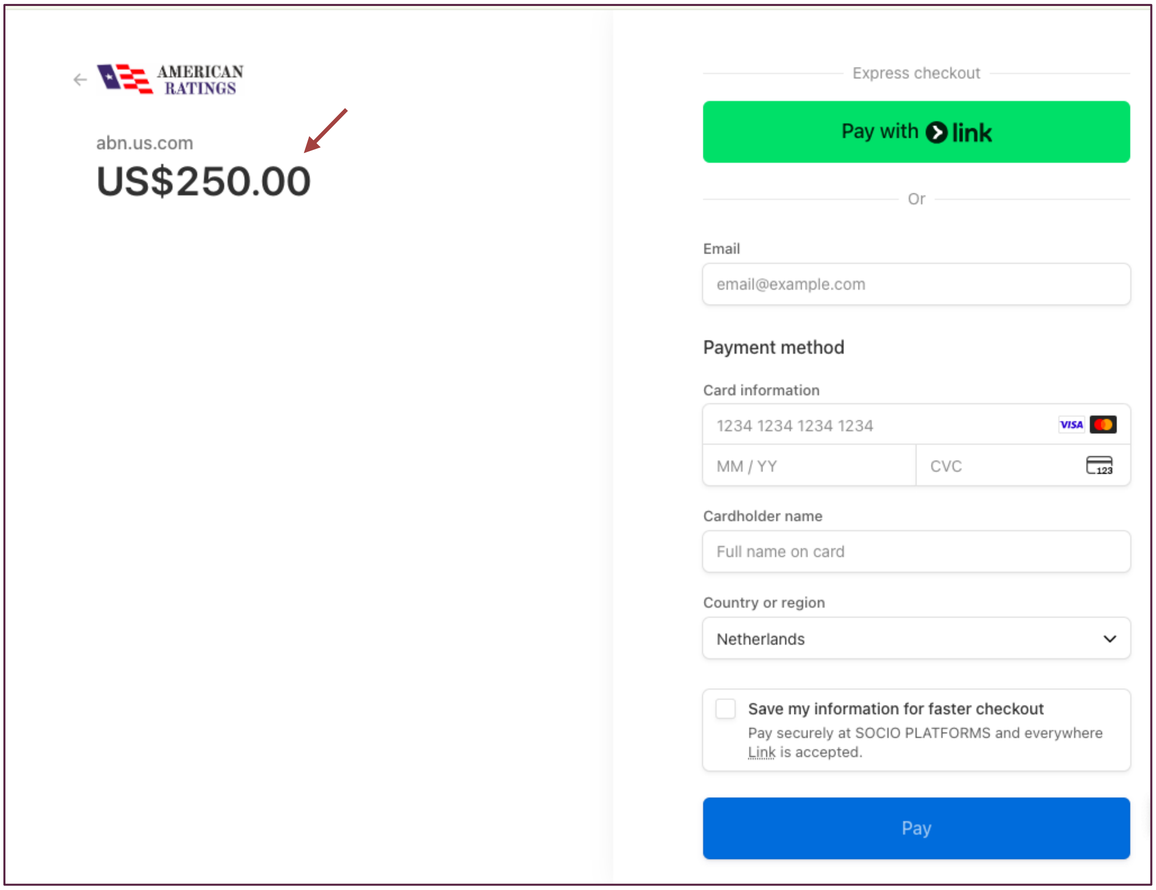
Email ID used – alen@gmail.com will be used by DSA for creating stage 2 process below mentioned (For Illustration Purpose)



Note: The Direct Selling Agency (DSA) serves as the authorized representative of American Ratings. Referral Account Holders who have a designated DSA Representative may enter the representative’s official email address in the DSA Email field during registration.

3. Enter all required details on the payment page to finalize your registration. The amount reflects based on the number of postcards selected.

Screen 1.3 – Payment Page (For Illustration Purpose)



Stage 2 – Direct Selling Agency (DSA) DSA Role & Process

(Applicable after successful account creation and payment in Stage 1)

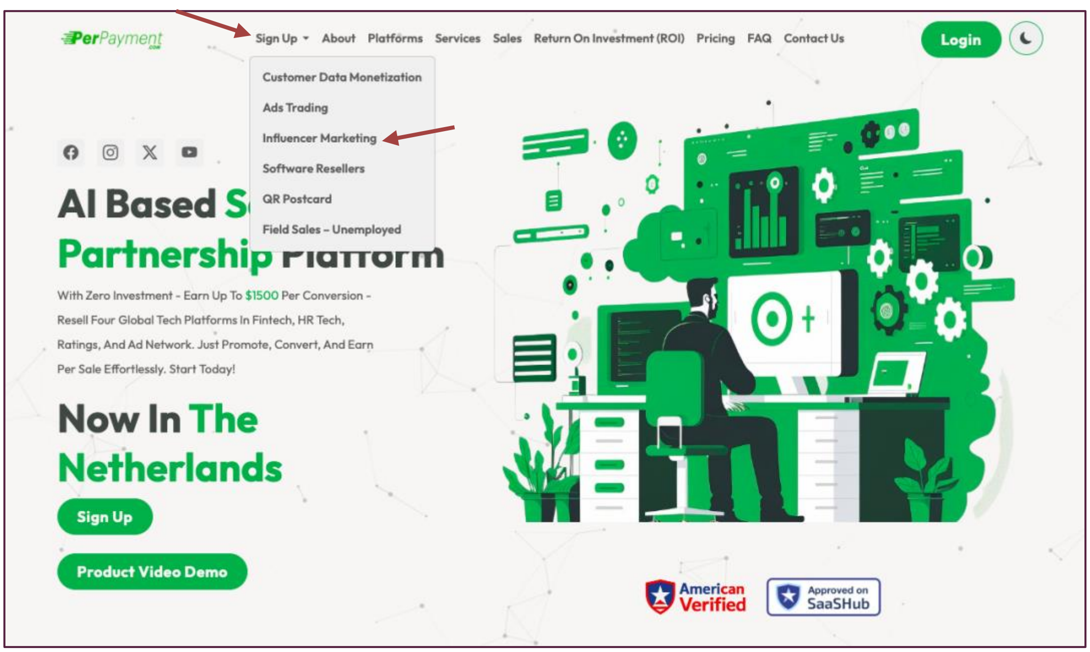
➢ SCREEN 1 – LOGIN PAGE

Purpose: To securely access the PerPayment dashboard setup using registered credentials created by the Authorized Account Holder.

Steps (Refer to Screen 1.1 - 1.5 below):

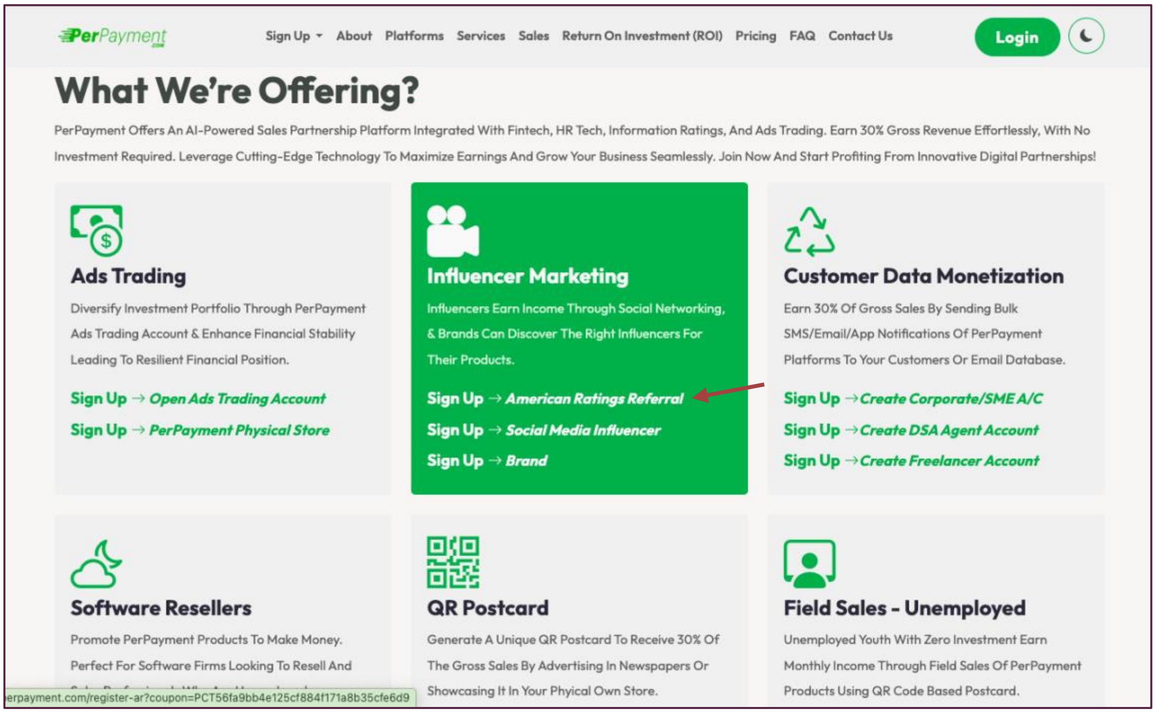
1. Visit PerPayment.com and Select **Sign Up** and from the dropdown menu select **Influencer Marketing** (Screen 1 below)

Screen 1.1 – Dashboard Screen (For Illustration Purpose)



2. From the Dashboard, click on the "American Ratings Referral" section under Influencer Marketing to proceed.

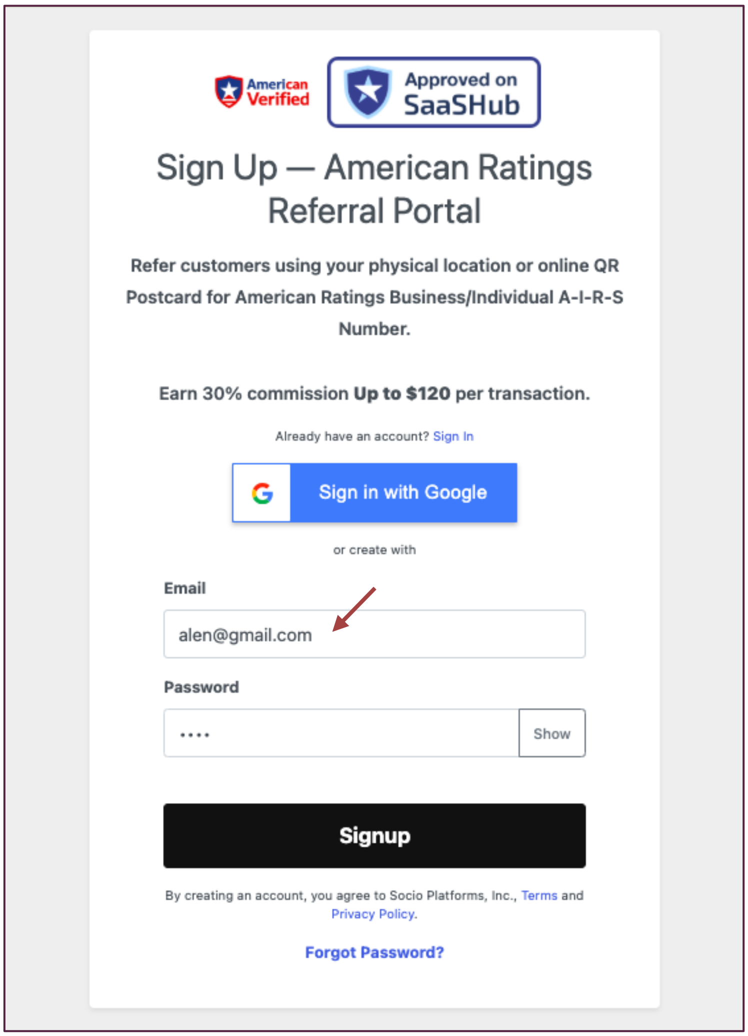
Screen 1.2 – Dashboard Selection Screen (For Illustration Purpose)



3. Enter the Email ID shared by the Authorized Account Holder to Sign Up and proceed to the next stage.

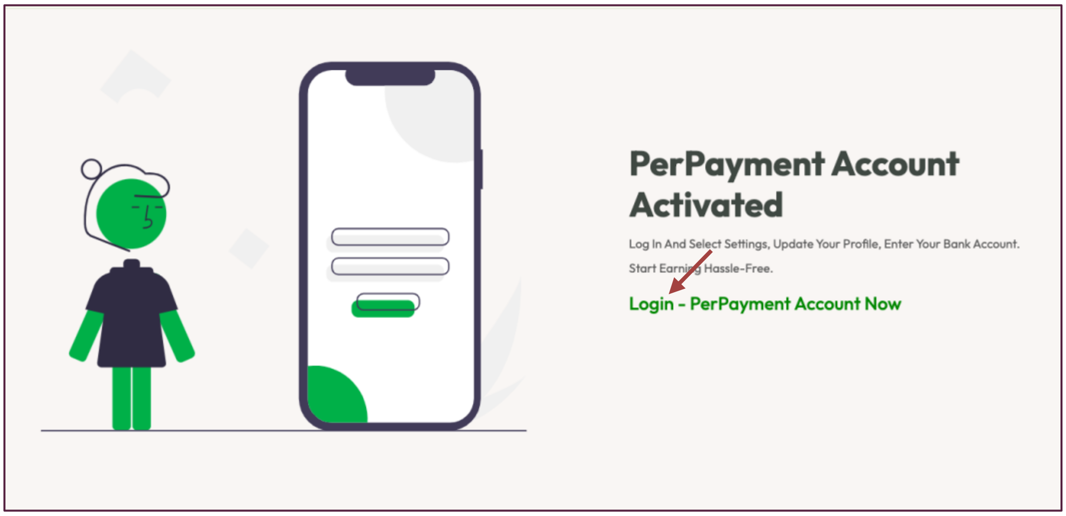
For Example:
If the Authorized Account Holder used alen@gmail.com during registration (as shown in Stage 1 – Screen 1.2), use the same email credentials to continue and setup activities. Password can be used as per your choice.

Screen 1.3 – Sign Up Page (For Illustration Purpose)



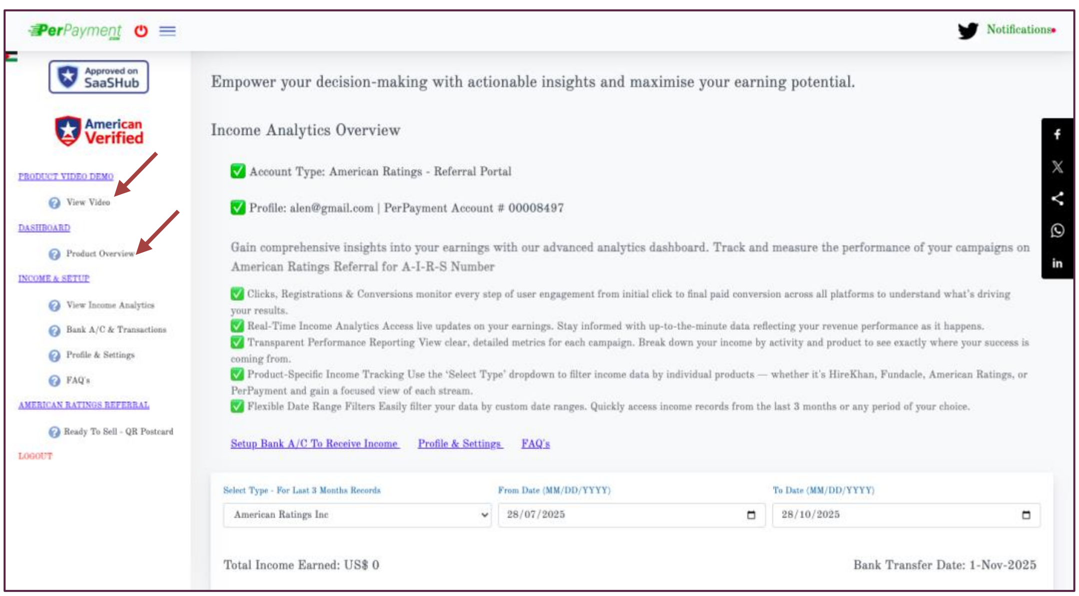
4. Click on Login and enter the same credential used for Sign In

Screen 1.4 – Login Page (For Illustration Purpose)



5. Once logged in, the Dashboard Screen will be displayed where you can see **View Video** and **Product Overview**

Screen 1.5 – Dashboard Screen (For Illustration Purpose)



➢ SCREEN 2 – ACCOUNT & PROFILE SETUP SCREEN

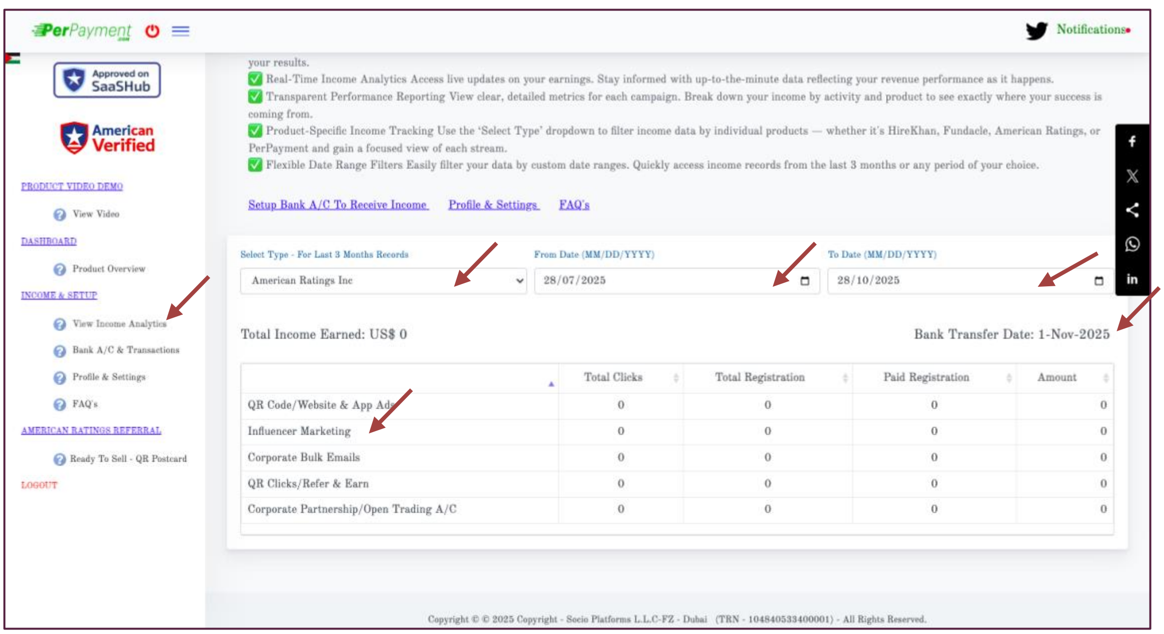
2.1 View Income Analytics

Purpose: To access and review income analytics details generated from multiple earning sources under the registered PerPayment account. This section allows the Authorized Account Holder to track total earnings, view transaction summaries, and verify the scheduled bank transfer date within the selected time period.

Steps (Refer to Screen 2.1 below):

1. Go to INCOME & SETUP → View Income Analytics.
2. Select the record type (e.g., *AMERICAN RATINGS INC*) and set the From Date and To Date.
3. View Total Click, Registration, Paid Registration and Income Earned and the scheduled Bank Transfer Date.
4. Review the income table showing earnings from all active sources and campaigns. For example – Influencer Marketing

Screen 2.1 – View Income Analytics Screen (For Illustration Purpose)



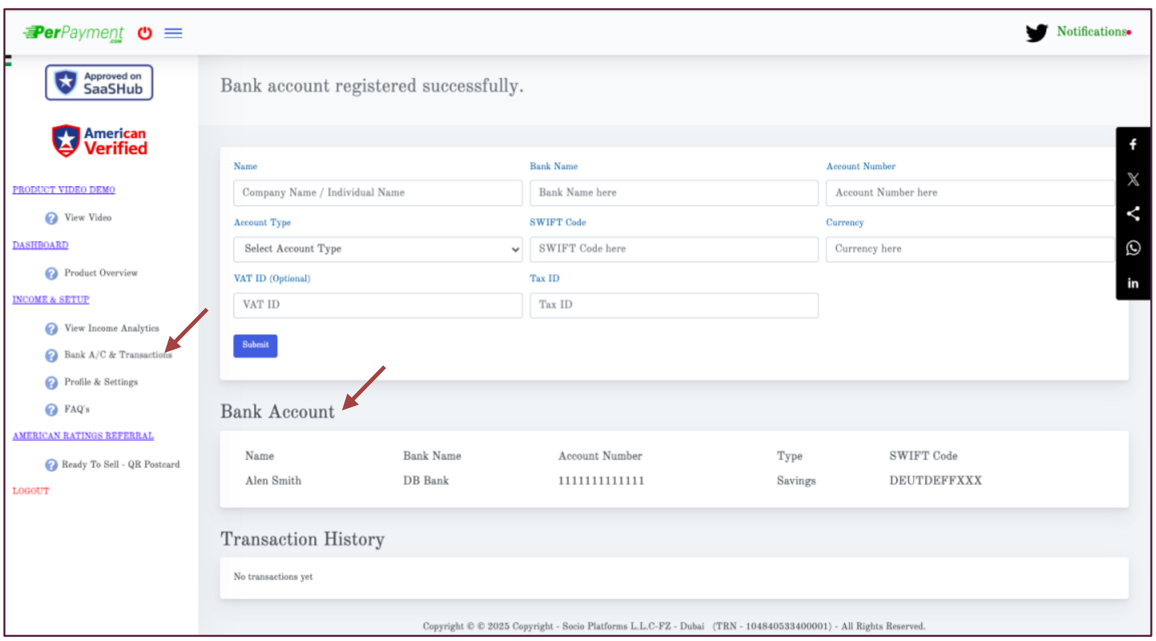
2.2 Bank Account & Transaction

Purpose: To view linked bank account details and monitor payment transactions.

Steps (Refer to Screen 2.2 below):

1. Go to INCOME & SETUP → Bank A/C & Transactions.
2. Set up the authorized account holder's (Business Owner's) profile with all required bank account details.
3. Submitted details will be visible once completed.

Screen 2.2 – Bank Account and Transaction Setup (For Illustration Purpose)



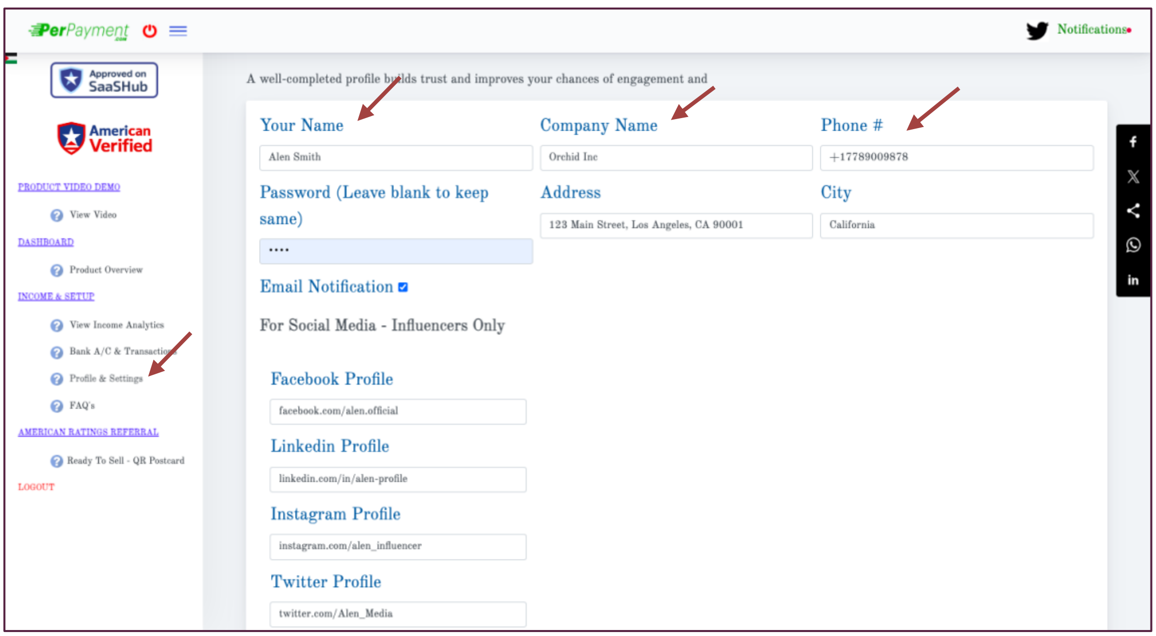
2.3 Profile & Setting

Purpose: To manage personal details and update account preferences.

Steps (Refer to Screen 2.3 below):

1- Open INCOME & SETUP → Profile & Settings.
2- Complete the personal information, contact details, company name, address and social media profile
3- Click **Submit** at the bottom to securely update and save your personal details.

Screen 2.3 – Profile Setup (For Illustration Purpose)



Note - You can visit the FAQ section for a more detailed understanding of features and processes.

➢ SCREEN 3 – AMERICAN RATING REFERRAL

Purpose - Place the postcards at premium or high-traffic locations where professionals and visitors frequently pass by. Ensure they are positioned in a clearly visible area so that both sides of the postcard can be easily seen. Each display should prominently show the Business and Individual A-I-R-S numbers.

Available Record Types and Earnings -

Product Type	Description	Commission Per Successful Conversion
Business A-I-R-S Number	Company credit validation profile	**Up to $120**
Individual A-I-R-S Number	Personal/business owner credit profile	**Up to $30**

Promotional Assets

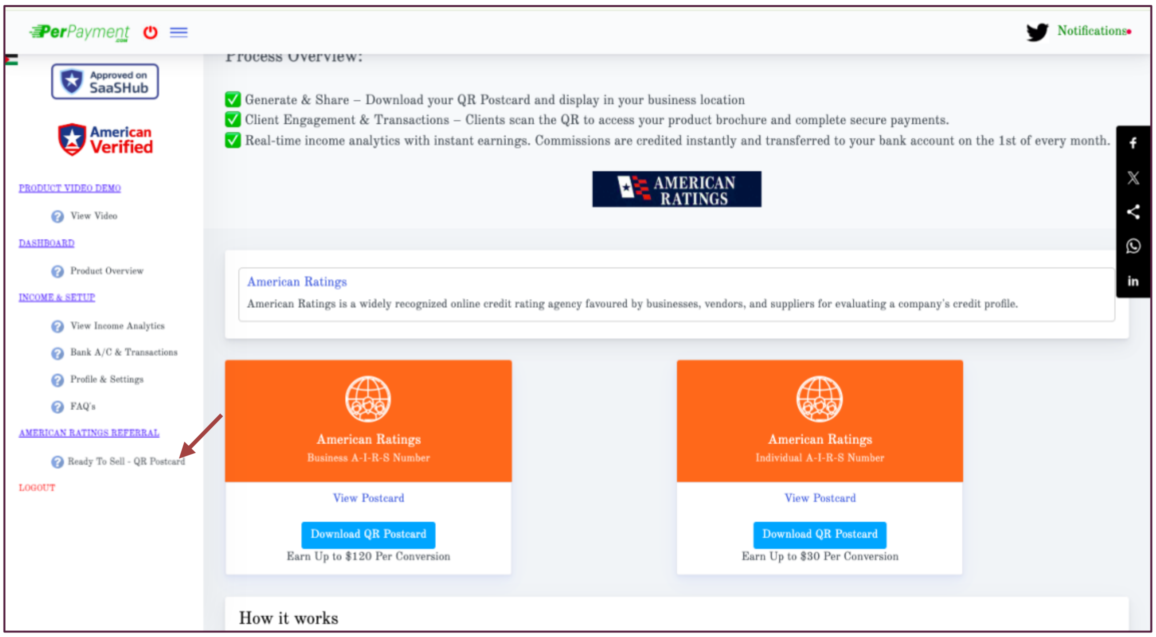
View Postcard
Preview promotional content before sharing.

Download QR Postcard
A unique QR-coded PDF linked to your PerPayment account for earning commission.

Steps (Refer to Screen 3.1- 3.4 below):

1- Go to American Ratings Referral -> Ready to Sell - QR Postcard

Screen 3.1 – Ready to Sell - QR Postcard (For Illustration Purpose)

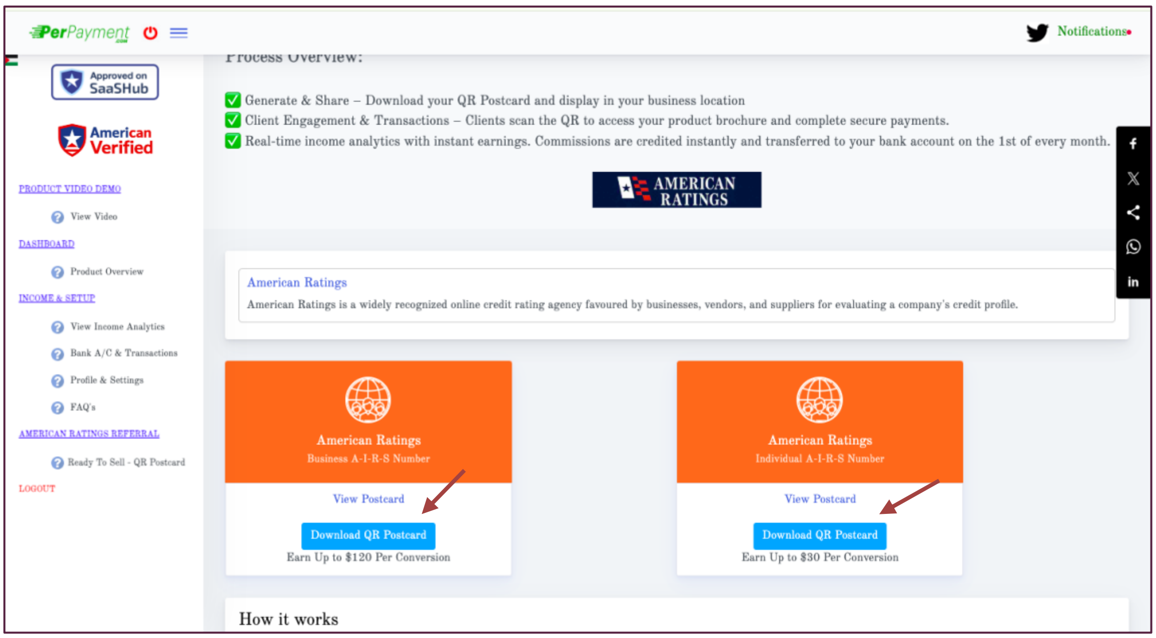


2- Select the desired product category and download

a) Business A-I-R-S Number

b) Individual A-I-R-S Number

Screen 3.2 – Download the desired product to sell via QR Postcard (For Illustration Purpose)



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This will be the format of QR Postcard for Business and Individual A-I-R-S Number

Business A-I-R-S Number Sample

Individual A-I-R-S Number Sample

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3.3 - Place the postcards at premium or high-traffic locations where professionals and visitors frequently pass and commission will be earned on every conversion

Screen 3.3 – Place the Postcard Stand on relevant location for Business A-I-R-S Number (For Illustration Purpose)

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Screen 3.4 – Place the Postcard Stand on relevant location for Individual A-I-R-S Number (For Illustration Purpose)

Note - The postcard stand will feature double-sided visibility, displaying both the Business A-I-R-S Number and Individual A-I-R-S Number postcards. For illustration purposes, two separate samples have been shared; however, in the final version, a single stand will showcase both certificate one on each side.