



The Ultimate Jeweler Resource



**RJO, Inc.**

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**Member-to-Member  
Incentive Program**  
*taking stake in your organization.*

Please contact the RJO Office if you have any questions regarding the Member-to-Member Program.

# RJO PROGRAM BENEFITS

In order to increase member and vendor participation in the recruitment and promotion of RJO membership to non-member jewelers, RJO is proud to present the Member-to Member Incentive Program. Upon the successful recruitment of a new member to RJO, you will receive a:

## \$1,000.00 Finders Fee.

Following your prospect's six month trial membership, your reward check will be sent.

## BENEFITS OF RJO MEMBERSHIP

Below is a list of RJO Membership benefits to use when encouraging prospective members to join the Retail Jeweler Organization:

- **Patronage Dividend.** Purchase from RJO vendors and receive a dividend at year-end for all purchases made within the group.
- **Centralized Billing.** Send only one check for all purchases made from RJO vendors during a billing cycle.
- **RJO Buying Shows.** RJO holds two buying shows per year with free education programs, the opportunity to purchase the latest trends and a chance to relax and rejuvenate with fellow independent retailers. Please note as a member of RJO you must attend one out of every four shows. As a member of RJO you will also receive:
  - ◇ Three free room nights at the host hotel. Four nights if it is your first show.
  - ◇ Qualifying members receive additional discount vouchers on all purchases made at the show.
- **Hosted Buying Trip to Antwerp and Idar-Oberstein.**
- **Free, one-year subscription to *The Guide*.**
- **Bi-monthly RJO newsletter, *in the loupe*.**
- **Exclusive access to the RJO website, [www.rjomembers.com](http://www.rjomembers.com).**
  - ◇ RJO On-line Chat Room
  - ◇ Weekly Vendor Specials
  - ◇ Free marketing materials, including print ads and radio scripts.

## BEGIN RECRUITING

**1. Inform and educate the prospective jeweler.** Use this brochure to educate a prospect on the many benefits of RJO membership and answer any questions they may have. *Contact the RJO office if you would like a list of prospective stores to get you started.*

**2. Contact the RJO Office.** If the prospect is interested, contact the RJO office (800) 247-1774. This allows us to give you credit for the prospect and to send an application, beginning the membership process. You may also direct the prospect to apply at [rjomembers.com](http://rjomembers.com).

**3. Wait for RJO Approval.** RJO will contact you once information from your prospect has been received and reviewed. The RJO Office will notify you on the outcome of the request for membership.

**4. Collect your \$1,000.00 FINDER'S FEE.** Once your prospect member's six month trial membership has concluded and he/she decides to continue membership, your \$1,000 finder's fee check will be sent! (Please note: Yearly dues for new members are \$375.00.)

## MEMBER REQUIREMENTS

Listed below are the requirements for RJO Membership:

- **Credit-worthy jewelers** as indicated by the Jewelers Board of Trade and other credit reporting agencies.
- **Business must have a store front and operate under regular business hours.**
- **Store must be in business a minimum of two (2) years.**
- **Store must meet the exclusivity requirement of RJO.** If a store is within a twenty-mile radius of an existing member, who purchases over \$75,000.00, the existing member must give permission to RJO to accept the prospective member.

*"RJO is the ultimate jeweler resource for uniting retailers with manufacturers to share knowledge and achieve professional success."*