



Dealer Income Disclosure

Independent AMSOIL Dealers earn commissions on personal and team sales as outlined in the Dealer Policies. No money is earned for recruiting others to become Dealers. AMSOIL Dealers pay an annual fee of \$49.95 in the U.S. and \$64.95 in Canada. There are no other required costs. The following information is based on data relating to incomes earned by all U.S. and Canadian Dealers who were active for any part of fiscal year¹ 2022 (FY 2022). An “active” Dealer is one who earned some commission in at least one month during FY 2022. Approximately 69.8% of registered Dealers in FY 2022 were active, whereas approximately 30.2% were inactive.

Active Dealer Income

The average annual income earned by active Dealers in FY 2022 was \$1,797.² Approximately 11.9% of active Dealers earn an annual income of \$1,000 or more. The chart below shows the percentage of active Dealers that fell within different income ranges.

ANNUAL INCOME	% OF DEALERS IN THE RANGE	AVERAGE EARNINGS
\$25,000+	1.4%	\$79,021
\$5,000 - \$24,999	3.5%	\$11,607
\$1,000 - \$4,999	7.1%	\$2,266
Under \$1,000	88.0%	\$95
Total	100.00%	

Customer-Certified Dealers

AMSOIL has developed a Customer Certification program to help its Dealers develop better customer skills and increased income. This program is provided at no additional cost and AMSOIL strongly encourages all Dealers to become “Customer Certified.” Once Customer Certified, AMSOIL will assign the Dealer new customers from its website and the Dealer will earn commissions from all the purchases made by those new customers.

To become Customer Certified, a Dealer must (1) complete the required training program and (2) register at least two “qualified” new customers in 12 months.³ In order to maintain his or her Customer Certified status, a Dealer must register four or more new qualified customers every 12 months.⁴

In fiscal year 2022, approximately 5.8% of active Dealers achieved Customer Certified status. Average annual income for Customer-Certified Dealers in FY 2022 was \$20,092. Approximately 64.8% of active Customer-Certified Dealers earn an annual income of \$1,000 or more. Customer-Certified Dealers typically invest more time and effort into running their Dealership than non-Customer-Certified Dealers.

The chart below shows the percentage of Customer-Certified Dealers that fell within different income ranges.

ANNUAL INCOME	% OF CUSTOMER-CERTIFIED DEALERS IN THE RANGE	AVERAGE EARNINGS
\$25,000+	19.2%	\$83,189
\$5,000 - \$24,999	26.4%	\$13,202
\$1,000 - \$4,999	19.3%	\$2,699
Under \$1,000	35.1%	\$300
Grand Total	100.00%	

No Guaranteed Income

The earnings disclosed above constitute gross income and do not include any deductions for costs or expenses incurred by a Dealer in the operation or promotion of his or her Dealership. AMSOIL does not guarantee any income or success. Dealer success will depend on individual diligence, work, effort, sales skill and market conditions.

¹ July 1, 2021-June 30, 2022.

² AMSOIL pays all U.S. and Canadian Dealers in U.S. dollars. All currency listed in U.S. dollars.

³ A “qualified” new customer is an AMSOIL Preferred Customer (PC), commercial account or retail account that purchases at least \$100 of AMSOIL products within 12 months of registering as a customer.

⁴ Requirement increases to four (4) new qualified customers annually after 24 months of being a Dealer. Qualified customer counts are performed monthly and are based on a 12-month rolling count.