Affiliate Program Terms

Eric Lofholm International

Effective Date: November 4, 2026

Earn commissions by referring customers to Eric Lofholm International (ELI) group coaching programs. These terms explain how referrals are credited, how commissions are calculated, and when you receive payment.

1. Your Referrals Stay with You for 12 Months

When a lead is credited to you through your ELI affiliate link or another referral method confirmed by ELI, that lead remains attributed to you for **12 months from the recorded referral date**.

You earn commissions on eligible group coaching purchases made by that lead during those 12 months, including additional eligible purchases.

Please use your assigned affiliate links when promoting ELI programs. If a referral appears to be missing or incorrectly credited, contact our team so we can review the tracking records.

2. Commission Rates

Our regular affiliate commission rate is **10%** on eligible group coaching sales.

For eligible sales closed between **[Promotion Start Date] and March 31, 2027**, we are doubling the commission to **20%**.

New eligible sales closed beginning **April 1, 2027,** earn the regular **10% commission**.

Promotion deadlines are based on Pacific Time. A sale is considered closed when the customer accepts the purchase terms and ELI receives the first payment.

These terms cover ELI group coaching programs. Commission arrangements for other products or services must be confirmed separately in writing.

3. Your 20% Rate Continues Throughout the Payment Plan

If your referred customer purchases an eligible group coaching program on a payment plan during the promotional period, you receive **20% of every payment ELI receives under that original plan**.

That rate continues for the rest of the original payment plan—even after March 31, 2027, or the end of the lead's 12-month attribution period.

Example: Your customer enrolls during the promotion with ten payments of $300. You earn $60 on each payment received by ELI, for a total of $600 if all ten payments are made and retained.

A separate purchase or renewal is treated as a new sale and is subject to the commission rate and referral eligibility in effect for that sale.

4. When You Receive Your Commission

Commissions are paid **within 40 calendar days after ELI receives the corresponding customer payment**.

For payment plans, each installment has its own payout timeline. Commissions are paid as customer payments are received, rather than in advance on the full purchase price.

The 40-day period begins when ELI receives the payment. It is not an additional 40 days after a separate 30-day waiting period.

5. Refunds and Payment Adjustments

Commissions are calculated on eligible payments received by ELI, excluding separately charged taxes and any amounts refunded, reversed, or charged back.

No commission is payable on unpaid installments.

If a customer payment is refunded or reversed after the related commission has been paid, ELI may deduct that commission from future payouts and identify the adjustment on your commission statement.

Please keep your payment information current and provide any required tax documentation.

6. Promoting ELI Programs

Use accurate program descriptions and ELI-approved promotional materials. Do not make unauthorized promises, guarantees, or claims about results.

Clearly disclose that you may earn a commission from referrals. Follow applicable advertising, email, text messaging, and privacy requirements.

Affiliates may not make commitments or collect customer payments on ELI's behalf without written authorization.

You participate as an independent affiliate and are responsible for your promotional expenses and taxes on commissions received.

7. Ending Participation and Updating Terms

You or ELI may end your affiliate participation by written notice.

Ending participation does not cancel commissions on qualifying sales already closed or reduce the commission rate on an existing qualifying payment plan. Previously recorded referrals remain eligible for the remainder of their 12-month attribution period.

ELI will communicate proposed changes to these terms and obtain acceptance before applying them to future referrals or sales. Changes will not retroactively reduce earned commissions or the rate on existing qualifying payment plans.

8. Accepting These Terms

By selecting “I have read and agree to the Affiliate Program Terms” when enrolling or accepting updated terms, you agree to the terms shown on this page.

Questions?

Contact **customerservice@ericlofholm.com** for help with affiliate links, referral tracking, or commissions.