

Research & ACN



My name is Matt Rasmussen, CMA, MBA and as an Accountant for over 20 years, I have done an extensive amount of "research" on a myriad of companies to ascertain viability and legitimacy.

When people say they want to "research" ACN, I get quite excited because the research on this amazing multinational company is impeccable. ACN have been written about in major business journals, won industry excellence awards, have an outstanding customer service record as recorded by the BBB and even have 3 former Attorney's General on their legal advisory council.

The challenge is that people think "Googling" something is valid research. Doing a Goggle search and reading random websites is NOT 'research'. The internet is a community where anyone can post anything they desire without accountability for their statements and without documentation of their credentials. As proof, Google "Bill Gates - he is the devil", or "the Holocaust was a hoax" and see the hundreds of disgusting websites that appear. Unless you can document the background or motive of a random internet post, they are not to be relied upon, EVER!

ACN is the dominant player in the industry and sometimes the competition will resort to devious means to attack such success. Much of what is posted anonymously on the internet are quitters jealous of other's success and competitor's posting blatant lies.

For a source to be valid it must be third party, unbiased and documented. Always ask yourself those three questions when doing any research on the internet. I applaud you for desiring to validate the background of ACN so allow me to provide a list of credible and documented sources of information:

The Better Business Bureau (USA) *The BBB is a consumer protection organisation. They exist for the protection of the consumer, rating companies based upon their performance in the market. You'll find that ACN Inc. has been given an exemplary rating; they have a higher rating than Wal-Mart and many other brand name companies.*

The Direct Selling Association (USA) *The DSA is an industry regulatory organisation just like the CPA is for Accountants. The DSA monitors the direct selling industry for company compliance and ethics. You'll find that ACN is exemplary and was even given the "Success Award" in 2009 by the DSA for their outstanding performance and growth.*

The Direct Selling Association Australia *The DSSA monitors the local direct selling industry for company compliance and ethics.*

The Legal Advisory Committee *Three former Attorneys' General form the legal advisory board for ACN. An Attorney General is the legal advisor to the government for consumer protection law.*

Direct Selling News *A third party industry magazine that ranked ACN Inc. as one of the top 20 companies in the industry with half a billion dollars in annual revenue and growing.*

Dr Charles King & Tim Sales *An industry review performed by a Harvard business school graduate and a multi-million dollar industry earner. Get the correct facts on this industry.*

ACN & Foodbank Pay Your Bill, Feed the Need Program

ACN has joined forces with Foodbank and by becoming an ACN customer and paying your bill each month, you are not only getting great services, you are also helping to feed an Aussie family in need.

Ronald McDonald House *ACN Inc has donated over \$1 million in charitable donations.*

Whether you decide to join ACN as a means of achieving financial freedom or not is solely your choice. Just be sure that the opinions you take to make this decision are credible and documented. Could you imagine passing up the opportunity of a life-time based upon the opinion of a competitor, liar or quitter?

To link to any of the above mentioned articles simply go to Residual Wealth Strategy: www.rws1.com.au

*NB: The above article has been adapted for Australia & reprinted with permission of the author.
Mr Rasmussen has achieved the position of Senior Vice President & Presidents Club Member within the ACN organisation.*