



BETTER HOMES AND GARDENS® LICENSING FEE

Licensing fees are a part of any exclusive licensing agreement, like the one FTD has with Better Homes and Gardens. A licensing fee is paid to Better Homes and Gardens for each brand name product sold on FTD.com. As a result, the suggested retail price (SRP) for Better Homes and Gardens include additional funds to the cover licensing fee.

The FTD Clearinghouse Statement is used to process the licensing fee.

The licensing fee is 6% of the filling florist's 73% split (or current Clearinghouse rate if different) on each Better Homes and Gardens® Flowers by FTD® order as shown in the illustration below.

The licensing fee for this order is \$2.63. That amount is calculated using the following: $\$59.99 \times 73\% \times 6\%$.

LICENSING FEE FORMULA

ITEM		NEW SRP
FTD.com Suggested Retail Price		\$59.99
Florist Percentage	⊗	73.0%
Dollar amount paid to FTD Filling Florist	=	\$43.79
Licensing fee to BHG	−	\$2.63
Net payment to FTD Filling Florist	=	\$41.16

The total licensing fee will appear on the Clearinghouse Statement as a debit in Section B of the FTD Member Activity Statement. For a breakout of filled (incoming) Better Homes and Gardens orders, each separate order will appear in the Combined Report identified by a lower case "b" preceding the operator's initial in the last column of the report.

**If you have any additional questions, please contact
FTD Member Services at 800-788-9000.**