



Diamond-Star Rating System

What is it?

Like other star ratings for restaurants and hotels; businesses also have a rating system-the Better Business Bureau or BBB rating. Due to Pure Foundation's core nature and unsurpassed commitment to delivering and offering the most "breaking ground" business strategies and information to its clients, we've decided to incorporate a star rating system. The star rating system will be applied at ALL businesses that participate, implement Pure Foundation protocols along with further participating in any courses, webinars, info sessions, events, etc. Enrolled businesses can receive corresponding levels of recognition for fulfilling various requirements for each star level.

How does it work?

As mentioned above, when an owner signs up, completes and implements the required protocols and/or procedures within the determined star level requirements then that business will receive a new star level. Star levels are from 1 to 5 with a potential for an exclusive star recognition to be created at an undetermined time.

To receive the first star a business must enroll and complete the Introduction to Pure Foundation online workshop which is 5 weeks in length. Business owners must meet and complete required tasks in order to be awarded Level One or Star One Rating.

It's Purpose?

It's simple. To further, level the playing field. Pure Foundation is the only business system strategy protocol that not only levels the playing field for all businesses, regardless of size or length of existence. Pure Foundation opens up the gates to the limitless opportunities for those who never believed that they could find a way to earn and attract the amount of business that they could ever consider dreaming.

Across this globe, customers want real customer service, real services that deliver and products that do what they say they do. Customers want real respect, honesty, quality and integrity when interacting with any business. There are far too many swindlers, misrepresented advertising and straight out business soul stealing owners that a vast majority of consumers would easily "abandon ship" and become loyal customers to a business that fills the aforementioned criteria.

Pure Foundation Star Recognition Rating will do exactly that! Pure Foundation as it presents the stars to well earned businesses and their owners, Pure will also strive to market and advertise this

new business rating system to the general public and also help the starred business with their own promotion by offering tips and suggestions to increase public and market recognition.

Advantages to obtaining PFR recognition?

- The uniqueness of what Pure Foundation's rating system is that it would be the "cherry on top" of any other business rating that could or would be obtained.
 - Recognition of brand
 - Increase of brand loyalty
 - Attracting better skilled and talented employees
- Build and increase business power for negotiation, acquisitions and market share
 - Reduce length of slow times (low sales due to seasonal or economic shifts)
- Gain the "cutting edge" and stand out from the crowd. The difference between being competitive and being in competition...it's a whole lot less stressful!!
- Build and grow your business with confidence and a level of assurance not offered by other avenues
 - An empowering sense of fulfillment and accomplishment
 - Ratings are updated on quarterly or bi-annual reviews

If you've decided that you want your business to stand out from the rest and be able to win at just about every turn then please click on the best applicable link below and follow the proceeding steps within the free Insider's Look booklet:

For those who currently have a business <https://purebusiness.clickfunnels.com/business-owner-optin-page-free-pdf>

For new or inspiring Entrepreneurs <https://purefoundationalist.com/optin-page-free-pdf>