

Jayne Guyer
HomeStyle Specialist with AtHome America, Inc

July 17, 2006

Dear Sir or Madam:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as an AtHome America HomeStyle Specialist. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," yet some of the sections in the proposed rule will make it very difficult, if not impossible, for me to sell AtHome America, Inc. products.

I have been an AtHome America HomeStyle Specialist for more than 7 years. Originally, I became a HomeStyle Specialist with my company because I felt the products were exceptional, I wanted to earn some additional income, the company's Values mirrored my own, and MOST importantly, I wanted to be home with my son to help him with his learning difficulties. I have helped many other women become HomeStyle Specialists also because they had the same desires and goals. To help with the family income and still be there for their children. Our children are our most valuable commodity. They are our future and that future is being threatened.

One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new HomeStyle Specialists. AtHome America offers New HomeStyle Specialists the opportunity to start their careers for only the cost of the Shipping & Handling and Sales Tax of the start-up kit. When the New HomeStyle Specialist submits \$1000 in sales within their first 35 days with the company, the Kit is FREE. If the New HomeStyle Specialist is unable to submit \$1000 in sales during their first 35 days, they are charged only \$149 for their kit. People buy TVs, cars, and other items that cost much more and they do not have to wait seven days. This waiting period gives the impression that there might be something wrong with the company or the compensation plan. I also think this seven-day waiting period is unnecessary, because AtHome America already has a 100% buyback policy for the Start-Up sales kit purchased by a HomeStyle Specialist within their first twelve months. Under this waiting period requirement, I will need to keep very detailed records when I first speak to someone about AtHome America and will then need to send in many reports to my company headquarters. This defeats the whole purpose of why I became a HomeStyle Specialist. To BE THERE for my son!! NOT doing UNNECESSARY PAPERWORK!!

The proposed rule also calls for the release of **any** information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It does not matter if the company was found innocent. Today, anyone or any company can be sued for almost anything. It does not make sense to me that I would have to disclose these lawsuits unless AtHome America was found guilty. Otherwise, AtHome America and I are put at an unfair advantage even though AtHome America has done **nothing** wrong.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. I am glad to provide references, but in this day of identity theft, I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. To me and my customers, this is a GROSS violation of privacy. Also, giving away this information could damage the business relationship of the references who may be involved in other companies or businesses including those of competitors. In order to get the list of the 10 prior purchasers, I will need to send the address of the prospective purchaser to AtHome America headquarters and then wait for the list. I also think the following sentence required by the proposed rule will prevent many people from wanting to sign up as a salesperson - "If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers." People are very concerned about their privacy and identity theft. They will be reluctant to share their personal information with individuals they may have never met.

I appreciate the work that the FTC does to protect consumers, yet I believe this proposed new rule has many unintended consequences and there are less burdensome alternatives available to achieving your goals.

Thank you for your time in considering my comments.

Respectfully,

Jayne D Guyer
HomeStyle Specialist
AtHome America, Inc.