

**Chapter Ag 121****REFERRAL SELLING PLANS**

## Ag 121.01 Definitions

## Ag 121.02 Prohibition

**Ag 121.01 Definitions.** (1) "Compensation" means anything of value, including commissions, fees, money, credits, discounts, rebates, premiums, goods, or any other kind of property, and services.

(2) "Consumer sale" means a sale or lease of goods, services, or an interest in land primarily for personal, family, or household use.

(3) "Referral selling plan" means any method of sale where the seller or lessor, as an inducement for a consumer sale, offers compensation to a prospective buyer or lessee either for (a) names of other prospective buyers or lessees, or (b) otherwise aiding the seller or lessor in making consumer sales.

(4) "Seller" or "lessor" means individuals, corporations, partnerships, or any other organization, but does not include banks, savings and loan associations, insurance companies and public utilities to the extent exempted from department regulation under section 93.01 (13), Wis. Stats.

**History:** Cr. Register, December, 1968, No. 156, eff. 1-1-69.

**Ag 121.02 Prohibition.** No seller or lessor shall use any referral selling plan unless the compensation is given or paid prior to the sale.

**History:** Cr. Register, December, 1968, No. 156, eff. 1-1-69.