

CONSUMER IMPRESSIONS, INC.

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Thank you for your interest in becoming a shopper for Consumer Impressions, Inc. Mystery shopping is a fun way to earn extra money, as well as help to improve the service at your local restaurants and other businesses.

As a mystery shopper, we would ask you to frequent a business as an average customer. After your visit, you will fill out a questionnaire regarding your visit. Details about the visit as well as a written description are part of the questionnaire.

You are paid a fee of \$5 to \$7 for your services, as well as reimbursed for the cost of your meal. We do not reimburse for mileage.

Copy and paste the following documents into an email, fill them out and return them to us at gmoulderci@comcast.net. The documents we will need from you are:

- 1) Mystery Shopper Application
- 2) Mystery Shopper Quiz
- 3) Location Preference sheet with locations and times of day of your choice

We will not be able to send you on an assignment unless we have all the above documents completed.

As Whataburger Restaurants are our largest client, we require our shoppers to choose one late night shop (11:00 PM - 2:00 AM) at the location closest to your home. You may choose to visit all times of day at any location, but choosing one location to visit the late night shop is the minimum.

Please keep in mind that if you have any friends or relatives that work for any of the clients listed you are not eligible to be a mystery shopper for Consumer Impressions, Inc.

Upon the receipt of your application and its approval, we will send you training information regarding the surveys you will perform.

We appreciate shoppers who are reliable, detailed and willing to provide comments concerning your experience during the shop.

Thank you again for your interest.

Sincerely,

Jodi Paul

COPY AND PASTE THIS INFORMATION INTO AN EMAIL, fill it out and email to:
gmoulderci@comcast.net

Consumer Impressions, Inc.

Mystery Shopper Application

Name:
Home Phone: _____ Work Phone:
Fax Phone: _____ Restrictions on when we can fax:
Address:
City: State: Zip Code:
Social Security #:
Correspondence. E-Mail address:

Our preferred method of payment is Paypal. If you do not have a Paypal account we would prefer that you set one up. However, if you cannot set one up we will pay you by a check in the US Mail.

Do you have a Paypal account: Yes _____ No _____

Paypal E-Mail address (if different than correspondence.)

Previous professional shopping experience: Company:
List cities, towns most convenient to you:

Employment History - list present or most recent employer
Present Employer: Position:

Education Completed: __ High School __ Some College
__ Bachelors __ Masters

Why do you feel you would be a good mystery shopper?

Date of Birth: _____ Gender: _____

Independent Contractor Agreement

With this application, I am offering my services as an independent contractor for Consumer Impressions, Inc. As an independent contractor, I understand there will be no withholding or other payroll taxes deducted from my payment. Should my fees for services exceed \$600 in one year, Consumer Impressions, Inc. is required by law to report my earnings to the Internal Revenue Service and will provide Form 1099 for reporting purposes.

I have read and understand the mystery shopping guidelines provided with this application. I understand that I must provide the receipt for each survey I perform in order to receive payment for the survey. I understand that in the event I fail to fulfill these guidelines Consumer Impressions has the right to withhold compensation and reimbursement for expenses for the evaluation. I understand that providing this information does not guarantee that I will be given assignments. Assignments are given at the discretion of Consumer Impressions, Inc, based upon the needs of clients.

I understand that everything dealt with in a shopper survey is strictly confidential, and if hired I will not discuss the date, time or any information obtained during the survey with anyone. If any false or misrepresentation of information is given, I understand that I am subject to prosecution to the fullest. I understand that I am subject to legal action if the terms of this agreement are violated. I understand and agree to the terms of this agreement.

Signature

Date

Mystery Shopping Guidelines

The following are guidelines that you must follow to insure that your survey is performed correctly, and can be utilized by Consumer Impressions, Inc. Failure to follow these guidelines could result in an invalid evaluation, and you will not be compensated for the evaluation, or reimbursed for expenses.

Keep this for future reference.

1. A package will be emailed or mailed to you at the end of each month containing your survey forms for the next month. The date on the survey form is selected randomly by the computer. It is likely that you could receive two or more surveys with the same assignment date. Look at your schedule, and go to our on-line rescheduling system to request dates that work best for you to perform the surveys. We will review your date selections and reply to your request with approval or an alternative date. We initially send the assignments out with a date assigned to give us a starting place, but are very flexible regarding rescheduling the date to meet your needs.
2. Once you have completed the survey, the form must be submitted on the web/mailed/faxed to Consumer Impressions, Inc. within 24 hours of performing it. Should the postmark, e-mail or fax be later than 24 hours you will not be paid for your time or reimbursed for the expenses. If you mail your receipt, we will reimburse you for the 39¢ stamp. You must send an e-mail, fax or call us to let us know that your shop is complete. Include your shopper number and unit number, inform us that the shop is

complete and the method that you are returning it to us. Once you have submitted the survey on the web, and you receive the message that it was successfully submitted, print a copy for your records.

3. **A RECEIPT MUST BE RECEIVED BY OUR OFFICES FOR EACH SURVEY.** If we do not receive the receipt for the survey it will not be included in your shopper payment. If you do not receive a receipt, you must explain fully on the survey form. We understand that this will occasionally happen.

4. Be as discrete as possible when you perform the survey. Do not take the form into the facility with you, as this would identify you as the shopper and prevent you from performing future shops at that location.

5. If we call or e-mail you and leave a message for additional information regarding the shop, you must return the call or email within 24 hours or your shop could be considered invalid.

6. **YOU MAY NOT ORDER ADDITIONAL MEALS WHEN PERFORMING A SURVEY.** If someone accompanies you on the survey, they must order as if they are a completely separate customer. If additional items are purchased with the items indicated on the form, the evaluation will be considered invalid, and you will not be compensated for your time, or reimbursed for expenses. Management is compensated based upon the service time for one meal. Ordering additional meals will increase the service time, and unfairly effect management of the restaurant.

7. Consumer Impressions, Inc. will keep a record of the number of surveys performed by you each month, as well as expenses for each, and will issue payment to you for the entire month. If you have an email account, it is our preference to pay you electronically through PAYPAL. If you do not have an email address, we will send you a paper check in the mail. Payments are distributed on the 18th of the month following the month that the survey is performed. For example, surveys performed during January will be paid to you on February 18th. (PLEASE NOTE, WE MUST RECEIVE YOUR RECEIPT IN ORDER FOR YOU TO BE PAID FOR YOUR SURVEY)

8. Each "mystery shopper" is an independent contractor; therefore, no taxes will be deducted from your earnings, and you are responsible to report your earnings to the IRS. Should you earn \$600 or more in one calendar year, we are required to file a 1099 form with the IRS, along with a copy given to you to include with your tax return.

9. You will not be reimbursed for your mileage to complete surveys unless arrangements are made in advance of the survey. Our goal is to have you visit locations that are in your normal area of travel, therefore making you a typical consumer for that location.

10. You must utilize a timing device with a second hand or a stop watch feature when performing a survey.

11. The number of surveys you receive will be based on the following:
Your dependability and accuracy of information
Available number of surveys in your area

Application Quiz

After reading the enclosed information please fill out the following and return with your application.

In making application as a mystery shopper I understand the following requirements.

1. If my application is approved I will be hired as a _____.
2. In order to be eligible as a Mystery Shopper I must be available to perform the _____ visit. Time frames for this visit are between 11:00 PM - 2:00 AM.
3. I will receive my assignments in the _____. A specific date and time will be assigned for each shop. If the dates are not convenient for me I must go online to _____ the shop. I must arrive _____ the time frames assigned. I understand that if I perform the shop outside of the time frame I will not be paid for the visit.
4. When filling out the form if any of the answers are ____ I must provide a comment as to why.
5. Consumer Impressions must receive my _____ for the survey or it will not be included in my payment for the month.
6. Once the visit is complete I must _____ Consumer Impressions to inform them. Completed shop to be mailed or faxed within _____ hours of completion.
7. Should Consumer Impressions have further questions regarding my visit, I must return their call within _____ hours. If I fail to provide this additional information my shop could be considered invalid.
8. I understand that I _____ purchase additional meals when performing a visit as it will adversely effect the time to receive the one meal.
9. I should be objective in my statements. True or False (circle one)
10. If I complete a shop in January then I will be paid for that shop in _____.

11. If I have a friend or relative that works for any of our clients I am _____ to be a mystery shopper.

12. Consumer Impressions will take _____ action if any information provided is false or misrepresented.