

OBO Certified

	OBO Plus+	OBO Certified
Directory Listing	Yes	Yes
Enhanced Listing with Verification	No	Yes
Directory Assistance for High Conversion	No	Yes
Access to List in Resources, Trainings, Products and Services	No, additional fee on orderbump of \$97 per directory	Yes
Community Access	Yes	Yes
OBO Badge	Yes	Yes
OBO Certified Badge	No	Yes
OBO Certified Plaque	No	Yes
OBO Welcome Package	No	Yes
Press Release for Entry	No	Yes
\$500 OBO Lead Generation Credit	No	Yes
Media Network Shortlist	No	Yes
Discount on Sponsorships and Lead Generation Credits	No	Yes - 10%
New Member Introduction to OBO Newsletter	No	Yes
Access to OBO Tools, OBO Books and OBO Training	No	Yes
	\$1 upfront + \$9/month	\$997 + \$297/year

Intent for OBO Plus +

Biggest reason is for someone to be able to be part of OnlineBusinessOwner.com and everything that is inside.