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Case #261-2026: Monitoring Inquiry – Green Compass LLC

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Direct Selling Self-Regulatory Council

Case #261-2026: Monitoring Inquiry – Green Compass LLC

Company Description

Green Compass, LLC. (“Green Compass” or the “Company”) is a direct selling company founded in 2019 and headquartered in Wilmington, North Carolina, that markets hemp-based wellness products, including CBD oils, tinctures, gummies, capsules, topicals, terpenes, flavonoids, and related nutritional/wellness products.

Basis Of Inquiry

The Direct Selling Self-Regulatory Council (“DSSRC”) is a national advertising self-regulation program administered by BBB National Programs. This matter was initiated through DSSRC’s independent monitoring efforts, which review marketing and promotional claims disseminated by direct selling companies and their salesforce members.

This inquiry involved 17 earnings-related claims disseminated by Company salesforce members on Facebook and Instagram. DSSRC was concerned that these claims conveyed the impression that a typical Green Compass salesforce member could achieve substantial income and rewards through participation in the Company’s business opportunity.

The representative claims that formed the basis for DSSRC’s inquiry are set forth below.

Earnings Claims

Financial Freedom References

1. “#FinancialFreedom”¹ (March/September 2022)
2. “Green Compass isn’t just a business—it’s been the vehicle to resiliency, financial freedom (February 2025)
3. “building financial freedom” (March 2025)
4. “If I told you that a simple decision could bring you financial freedom without quitting your full-time career, would you believe me?
  ... When I started with Green Compass, I wasn’t looking to quit my job. I love my career, but I wanted more financial flexibility without sacrificing time with my family....  Working from home with two little ones is stressful, and I needed something that aligned with my wellness values while helping me build sustainable income. Now, with Green Compass’s new comp plan, creating an additional income stream is easier and more rewarding than ever. Whether you’re looking for extra grocery money, financial freedom, or something in between—this could be for you!” (February 2025)
5. “...As a teacher, I’ve always worked hard, but no matter how much effort I put in, achieving the financial freedom and flexibility I dreamed of for my family felt impossible...” (December 2024)
6. “The best part? Green Compass just revamped its compensation plan to make it simpler, more rewarding, and more sustainable—so whether you want a little extra, to completely change your financial situation, or just offset the cost of your favorite products, it’s within reach...If you’ve ever felt like you needed more—more flexibility, more income, more support, more purpose—this could be exactly what you’re looking for. I’d love to share more with you!” (December 2025)

Full-Time Income Claims

1. “ Financial Flexibility – Whether you’re looking for extra spending money or a full-time income, this opportunity is designed to fit your lifestyle. You set your own pace, work from anywhere, and have the freedom to grow your business in a way that works for you.” (February 2025)
2. “Two ways to work with Green Compass, each offering unique benefits and opportunities! 
 - 1 Product Sales Only** – If you’re looking for flexibility with no pressure, this option is perfect for you! You can sell Green Compass products directly and earn a 20% commission on each sale. It’s a great way to start if you’re just dipping your toes into the world of CBD and wellness, and it allows you to earn income while sharing products you believe in.
 - 2 Team Building + Product Sales** – Want to go ALL in? By building a team and selling products, you unlock a higher earning potential— 30% commissions! This option allows you to grow a business, help others get started on their wellness journey, and create a network of support and success. Plus, as you grow your team, your income potential increases, giving you the chance to create long-term financial freedom. Both paths offer flexibility, and the choice is yours! Whether you’re looking for an extra stream of income or aiming for a full-fledged business, Green Compass offers a way for you to balance life and work while making an impact.  ” (January 2025)
3. “You can spend just 30 minutes to an hour a day and grow a side income that can help with bills, groceries, debt, or even saving for a vacation. This business is flexible, and you decide how much you want to put into it—and how much you want to get out of it. The potential? You’re in control. Whether it’s an extra \$500 a month or turning it into a full-time salary, it’s all about your goals. The best part? We get paid more by helping more people, which makes this feel so rewarding on a personal level. Why now? Let’s be real—in today’s world, having an additional income stream can make all the difference. And the beauty of this business is that you can do it your way, on your time. Plus, there’s \$6,500 in bonuses available right out of the gate if you’re ready to dive in and grow quickly.” (December 2024)

Quantified Income Claims

1. “The financial pressure so many of us are feeling right now is very real. Groceries, unexpected bills, appointments, car maintenance, student loans, business expenses—it adds up quick  And as someone who’s building a life of freedom & purpose, I knew I needed

another stream of income that felt aligned... That's why I said yes to Green Compass. In the first few months, I saw the power of what's possible:

- over \$6,700 in bonuses
 - up to \$400 in your first two months (just for helping people get started!)"² (May 2025)
2. "What could an extra \$500 a month do for your family? 🛒 Groceries, gas, sports fees, Christmas gifts... or maybe just that extra breathing room we all crave 🙌 #FinancialFreedom"(October 2025)

Miscellaneous Unqualified Income Claims

1. "This little side gig has saved my a\$\$ recently. After being out on a Leave of Absence for 4 weeks, the only paycheck I have gotten to date is from Green Compass, due to a string of red tape and paper work. Now I'm not retiring in the South of France anytime soon bc of it, but to know that my mortgage and monthly bills can still be covered, has me beyond grateful." (August 2023)
2. "In just 2 months, I've paid for Yliana's VERY expensive club volleyball fees with my Green Compass paycheck." (November 2022)
3. "Most of you know I partnered with Green Compass back in December, and it's been a life-changing decision—not just for our wellness but for our financial wellness too!... #HempOpportunity #CBDIncome #WorkFromAnywhere #HempWellness #FinancialFreedom." (February 2025)

Company's Position

Green Compass expressed its appreciation for the opportunity to participate in the direct selling industry self-regulatory process and indicated that it shares DSSRC's concerns regarding the dissemination of deceptive earnings claims in the marketplace.

The Company represented that it reviewed the claims identified in DSSRC's inquiry and worked directly with the individuals responsible for disseminating the subject posts. According to Green Compass, it was able to address the substantial majority of the claims identified by DSSRC, including the removal of nine claims and modification of three additional claims.

With respect to the remaining claims, Green Compass explained that several of the posts were disseminated by former salesforce members whose distributorships had been terminated. The Company represented that it reported those posts to the applicable social media platforms and requested their removal. Green Compass further indicated that it had initially addressed DSSRC's concerns regarding one remaining post by removing the reference to "financial freedom." The Company also stated that it is in the process of confirming information regarding the earnings generally achieved by its typical salesforce members and intends to include such information in a qualifying disclosure to provide appropriate context for the post.

The Company also informed DSSRC that one social media account associated with a former salesforce member had been terminated and that the corresponding content had been reported to the platform. Green Compass maintained that its actions demonstrated its commitment to addressing non-compliant earnings claims and supporting truthful and accurate marketing practices among its salesforce members.

Analysis

DSSRC appreciated the Company's efforts to address the concerns raised in this inquiry. Specifically, Green Compass removed nine of the claims identified by DSSRC and modified three additional claims. DSSRC determined that these actions were necessary and appropriate.

Notwithstanding the Company's efforts, DSSRC remained concerned regarding the continued accessibility of five claims identified in the inquiry. These claims included representations regarding "financial freedom," "full-time salary" income potential, and quantified earnings representations referencing bonuses and income that could reasonably convey the message that participants in the Green Compass business opportunity can generally expect to achieve significant earnings.

The FTC's Business Guidance Concerning Multi-Level Marketing ("FTC Guidance") states that earnings claims must accurately reflect the results that the typical participant is likely to achieve.³ The FTC Guidance further notes that representations regarding substantial earnings, financial freedom, or other atypical financial outcomes may be misleading if they are not representative of the experience of typical participants and are not supported by reliable evidence.⁴ Similarly, DSSRC's Guidance on Earnings Claims for the Direct Selling Industry cautions direct selling companies and their salesforce members against disseminating claims that communicate earnings expectations beyond what can generally be expected by the typical participant.⁵

DSSRC recognized Green Compass's representation that several of the remaining posts were disseminated by former salesforce members whose distributorships had been terminated and that the Company had reported certain posts to the applicable social media platforms. DSSRC has previously acknowledged that direct selling companies may face practical challenges when attempting to compel the removal of social media content disseminated by individuals who are no longer affiliated with the company. Notwithstanding, DSSRC expects

companies to make bona fide good-faith efforts to address such claims, including requesting removal of the claims and pursuing available remedies through the relevant social media platforms.

While DSSRC confirmed that Green Compass took responsive actions to address the substantial majority of the posts identified in this inquiry, two posts identified by DSSRC that remain publicly accessible have not been addressed, and DSSRC was not provided with evidence demonstrating that outreach had been made to either the salesforce members responsible for disseminating the posts or Facebook to advise the platform that the claims were unauthorized and request their removal. Accordingly, DSSRC recommends that Green Compass take additional reasonable steps to facilitate the removal of these posts by attempting to contact the responsible salesforce members and requesting that the posts be removed or modified. If such efforts are unsuccessful, DSSRC recommends that the Company notify Facebook that the claims are unauthorized and request removal of the posts.⁶

While DSSRC appreciated the Company's efforts to address the substantial majority of the claims identified in this inquiry, it determined that additional measures are necessary to address those posts that remain publicly accessible, including one post that has been previously modified by Green Compass.

Conclusion

DSSRC appreciated the Company's good-faith efforts to address the majority of the claims at issue, including the removal of nine posts, modification of three additional posts, and efforts to contact the individuals responsible for several of the remaining posts as well as the social media platform where such posts appeared. Nevertheless, because DSSRC was not provided with evidence demonstrating that outreach had been made with respect to two remaining posts, DSSRC recommends that the Company take additional reasonable steps to facilitate their removal, including attempting to contact the individuals responsible for disseminating the posts and, if unsuccessful, contacting Facebook to advise that the earnings claims are unauthorized and request removal of the content. Alternatively, if removal cannot be effectuated, DSSRC recommends that the Company mitigate the consumer takeaway from the posts by including, where feasible, a statement in the comment section advising consumers that the earnings representations contained in the posts have not been authorized by Green Compass.

DSSRC will continue to monitor the Company's efforts to ensure compliance with applicable standards.

Company Statement

"Green Compass is a strong proponent of industry self-regulation. We appreciate the opportunity to respond to the DSSRC's inquiry and confirm our commitment to implementing the recommendations outlined in the report. We are pleased that the DSSRC has recognized our proactive efforts to address these matters. Green Compass remains dedicated to ongoing compliance, ensuring our salesforce accurately and transparently communicates both the income opportunity and the benefits of our products."

(Case #261, closed on 6/18/26)
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[1] DSSRC identified references to “#financialfreedom” in two Facebook posts disseminated by Green Compass salesforce members in March 2022, and in an additional Facebook post disseminated in September 2022.

[2] This post was disseminated by two different Green Compass salesforce members in May 2025.

[3] See Fed. Trade Comm'n, Business Guidance Concerning Multi-Level Marketing, Section 13 (April 2024)
<https://www.ftc.gov/business-guidance/resources/business-guidance-concerning-multi-level-marketing#deceptive>.

[4] *Id.*

[5] Direct Selling Self-Regulatory Council, Guidance on Earnings Claims for the Direct Selling Industry, Section 6(A) (2022).
[dssrc_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#)

[6] In addition, where feasible, DSSRC recommends that the Company post a comment to any remaining publicly accessible posts informing consumers that the earnings representations contained in the post have not been authorized by Green Compass and do not reflect claims approved by the Company. DSSRC has previously recognized such measures as an additional demonstration of a company's good-

faith efforts to mitigate the potential consumer takeaway from unauthorized earnings claims when removal of the content cannot be promptly effectuated.

July 27, 2026

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