

[About the BBB](#)

[File a Complaint](#)

[Request a Report](#)

[Find a Member](#)

[Compliment
a Business](#)

[Business
Information
Update](#)

[Contact Us](#)

[Site Map](#)



Business Information

[For Members Only](#)

Consumer/Customer

[Business & Charity Reports](#)
[Got a problem-we can help](#)
[Scams to Watch Out For](#)
[Recent Press Releases](#)
[Consumer Membership](#)
[Ask the BBB](#)

About the BBB

[What We Do](#)
[Why We Do It](#)
[Mission Statement](#)

Privacy Policy

[National Services](#)
[National Charities](#)
[Locate a Bureau](#)

BBB of Central & Eastern Kentucky, Inc.
 1460 Newtown Pike
 Lexington, KY 40511

BBB Reliability Report

May Not Be Reproduced for Commercial or Sales Purposes
[Printer-friendly](#)

Fortune Hi-Tech Marketing Inc.

880 Corporate Drive Suite 300
 Lexington, KY 40503
 Fayette County

[MAP](#)

General Information

Original Business Start Date
 January 2001

Registration or Incorporation

Type of Entity Corporation
 State KY
 Date September 2000

BBB File Opened
 January 18, 2001

Principal Contact
 Mr. Paul C. Orberon (President & CEO)

Complaint Contact
 Mr. M. Brandon Roberts (Associate General Counsel)

Other Contacts
 Mr. Thomas A. Mills (Vice President)
 Mr. Chris Weber

BBB Member
 This company is not a member

Type of Business
 Multi-Level Selling Co.

The information in this report has either been provided by the company, or has been compiled by the Bureau from other sources.

Nature of Business

According to the company, Fortune Hi Tech Marketing is a marketing company promoting the products of a variety of service providers, using only the advertising provided by those service providers for that purpose.

The firm's General Counsel has informed the BBB that the minimum investment required is a refundable \$75 deposit (which is not required in a number of states, including Kentucky), and the maximum investment, if an individual decided to participate in two separate capacities (i.e. Manager and Trainer Coach), would be \$698 (\$299 + \$399).

Some callers indicate the offer appears to focus on making money by recruiting others rather than on the sales of goods or services.

Customer Experience

The company has been responsive to any complaints brought to its attention by the Bureau.

Customer Complaint Data

The company's size, volume of business and number of transactions may have a bearing on the number of complaints received by the BBB. The complaints filed against a company may not be as important as the type of complaints, and how the company has handled them. The BBB generally does not pass judgement on the validity of complaints filed.

Number of complaints processed by the BBB over the last 36 months: **22**

Number of complaints processed by the BBB in the last 12 months: **7**

Complaints Concerned:

Selling Practices (10 complaints)

9 Resolved

1 Company made every reasonable effort to resolve

Service Issues (1 complaints)

1 Company made every reasonable effort to resolve

Credit or Billing Disputes (5 complaints)

3 Resolved

2 Company made every reasonable effort to resolve

Refund Practices (6 complaints)

2 Resolved

4 Company made every reasonable effort to resolve

Company Management

Paul Oberson is also the President of True Essentials Nutritional Products, Inc.. A separate BBB reliability report is available for True Essentials Nutritional Products, Inc..

Educational/General Comments

Multi-level marketing is a legitimate method for promoting goods and services. Since representatives in such programs are usually independent, interested parties should consider such positions as a business opportunity. Learn all you can about the offer, the company itself, the products and services to be sold, and the potential market for products and/or services offered. Any contracts involved should include, but not be limited to: the responsibilities of the company and investor to each other; what the investment involves; money, products and services to be exchanged; any promises made by representatives or found in company literature, and terms and conditions for cancellation, exchanges and refunds. Be wary of any company which encourages or requires 'frontloading' where is defined as buying a large stock of items before sales call for them. It can be difficult if not impossible to sell frontloaded items. Before signing, discuss the offer with a trusted business advisor.

Although it is possible to build a successful multi-level business with comparatively little start-up money, keep in mind that it is not a means of getting rich quickly or easily. Successful distributors who recruit and train a large sales force also assume ongoing wholesaling and managing responsibilities as well as making sales to their own customers. Managing a large network can be lucrative, but it is hard work and can become a full-time job.

Pyramid schemes, on the other hand, concentrate mainly on the quick profits to be earned by selling the right to recruit others. The merchandise or service to be sold is largely ignored, and little or no mention is made regarding a market for those products and services. Pyramid scheme participants attempt to recoup their investments in products by recruiting from the ever decreasing number of potential investors. You may be tempted to become involved in a pyramid unless you recognize its tactics. These include: claims of ease in realizing a fabulous return on your investment; claims of being a shortcut to riches, easy living and early retirement; calls for a large initial investment fee; the plan focuses more on recruiting others than on selling products or services. While illegal, pyramid schemes tend to exploit those with limited means, and they are difficult to prosecute. Most often money invested is lost.

Additional Information

This Business Operates under the Names	FHTM fhtm.net Fortune Hitech Marketing Fortune Hi-Tech Marketing Fortune Hi-Tech Marketing Inc. GoFortuneOnLine.com	
Addresses	2424 Harrodsburg Road Suite 101, Lexington, KY 40503, Fayette County MAP 880 Corporate Drive Suite 300, Lexington, KY 40503, Fayette County MAP	
Phones	(859) 422-7000 (859) 422-7008 (859) 422-7048 (859) 422-7024 (FAX)	

Reported on Wednesday, October 17, 2007

As a matter of policy, the Better Business Bureau does not endorse any product, service or company. BBB reports generally cover a three-year reporting period, and are provided solely to assist you in exercising your own best judgment. Information contained herein is believed reliable but not guaranteed as to accuracy. Reports are subject to change at any time.

The Better Business Bureau reports on members and non-members. Membership in the BBB is voluntary, and members must meet and maintain BBB standards. If a company is a member of this BBB, it is stated in this report.

© 2007 **BBB of Central & Eastern Kentucky, Inc.**