

**Application for Home-Based Business Permit**

**DATA REQUIRED by the PRIVACY ACT of 1974. Authority: Title 5 USC 552a; Title 10, USC 3013. Purpose(s):** The requested information will be used by the Senior Commander or their designee to determine whether or not to grant this request. This checklist is designed as a template to be modified for use at each Army installation.

**Home-Based Business Owner**

<b>Name (Last, First, MI)</b>	<b>Name of Business</b>	<b>Telephone Number</b>
<b>Address of Proposed Business:</b>	<b>Email Address:</b>	<b>Previously Approved?</b>
<b>Installation if Previously Approved:</b>		YES NO
<b>Briefly describe the proposed business activity:</b>		
<b>Business Category:</b>	<b>Spouse Owned and Operated?</b>	<b>Application Submission Date:</b>

The following rules are written to ensure that a HBB does not negatively affect the safety, community tranquility, or the good order and discipline of an Army installation. The business owner acknowledges that the following conditions must be met:

- ☐ The HBB owner must obtain the requisite permissions, licenses (if applicable), and liability insurance prior to opening/operating.
- ☐ The HBB owner is responsible for any damages to third parties arising from the conduct of their business.
- ☐ HBB owners providing child care must register with the installation Child, Youth and School Services office as part of the Family Child Care (FCC) provider system.
- ☐ The HBB owner is required to comply with and is subject to inspection by the appropriate city, county, state or federal agency, office or department for compliance with applicable laws, codes, regulations and requirements.
- ☐ HBB's involved in food preparation may need to be approved by Army Public Health and/or the Local Health Department. The applicant must provide documentation that states the HBB meets all applicable food safety and sanitation conditions.
- ☐ The residential character of the property shall be maintained. The HBB may not occupy more than 25 percent of the home's gross floor area. Parts or materials related to the HBB shall be screened from public view and will be limited to the interior of the structure or the side and rear yards of the property. Signage is limited to what can be displayed in a single window from the inside and may not be illuminated.
- ☐ Customers may only patronize a HBB between the hours of 0600 and 2000.
- ☐ Noise, vibrations, or odors shall not be detectable beyond the property line.
- ☐ The HBB owner residing in privatized on-post housing must obtain approval to operate in writing from the community manager before submitting a request to the Senior or Garrison Commander.

**Home-Based Business Owner:** I certify that the above statements are true and that I have read and will abide by the rules above any additional guidance contained within the installation's HBB policy letter.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Installation Coordination**

Directorate / Office	Building	Telephone #	Recommendation		Initial	Date
Directorate, Family, Morale, Welfare and Recreation			Application Pick-up			
USAG Housing Manager			Approval	Disapproval		
RCI Community Manager (if applicable)			Approval	Disapproval		
Installation Safety			Approval	Disapproval		
Additional Offices (per SC/GC guidance)			Approval	Disapproval		
Directorate, Family, Morale, Welfare and Recreation			Application Turn-in			
Judge Advocate General (Legal Review)			No Legal Objection	Legally Insufficient		

**Reason for Dissapproval****Installation Approval Authority**

I have reviewed the above application for HBB permit and I have decided to approve / disapprove same.  
circle one

Expiration Date: \_\_\_\_\_  
(3 years from date of signature unless otherwise indicated)

*Richard J. Bendelewski*  
COL, MI  
Commanding

## Home Based Business Details Example

Totally Cool Stuff is a Home Based Business that sells handcrafted home décor. Such as;

- Hand painted wood signs
- Floral arrangements
- Wreaths and garland
- Floral enhanced candle holders

Most of my business is from word of mouth sales, and people seeing items in my home, but I would like to start attending the HBB events that I may be invited to, or am able as a HBB to attend. I also have a Facebook page, and Etsy page that I sell my items.

My Business hours are from 9-5, M-F,

My prices start off at \$5.00 for small items and increase to \$100.00 depending on the size of the article being sold

**Army Regulation 210-7, October 18, 2007**  
**Personal Commercial Solicitation on Army Installations**

**2-9. Forbidden solicitation practices**

The following practices are forbidden:

- a. Solicitation during enlistment or induction processing or during basic combat training, and within the first half of the one station unit training cycle.
- b. Solicitation of "mass," "group," or "captive" audiences.
- c. Making appointments with or soliciting Army personnel during their normally-scheduled duty hours.
- d. Soliciting without an appointment in areas used for housing or processing transient personnel, or soliciting in barracks areas used as quarters.
- e. Use of official military identification cards or vehicle decals by active duty, retired, or reserve members of the military services to gain access to Army installations for the purpose of soliciting. When entering the installation for the purpose of solicitation, solicitors with military identification cards and/or installation vehicle decals must present documentation issued by the installation authorizing solicitations.
- f. Offering of false, unfair, improper, or deceptive inducements to purchase or trade.
- g. Offering rebates to promote transaction or to eliminate competition. (Credit union interest refunds to borrowers are not considered a prohibited rebate.)
- h. Use of any manipulative, deceptive, or fraudulent device, scheme, or artifice, including misleading advertising and sales literature. All financial products, which contain insurance features, must clearly explain the insurance features of those products.
- i. Any oral or written representations which suggest or appear that the Department of the Army sponsors or endorses the company or its agents, or the goods, services, and commodities offered for sale.
- j. The designation of any agent or the use by any agent of titles (for example, "Battalion Insurance Counselor," "Unit Insurance Advisor," "Servicemen's Group Life Insurance Conversion Consultant") that in any manner states or implies any type of endorsement from the U.S. Government, the Armed Forces, or any State or Federal agency or Government entity. AR 210-7 • 18 October 2007 5
- k. Making personal commercial solicitations or sales to personnel who are junior in rank or grade, or to the family members of such personnel, except as authorized in DOD 5500.7-R, sections 2-205 and 5-409.
- l. The use of Army personnel representing any insurer, dealing directly or indirectly on behalf of any insurer or any recognized representative of any insurer on the installation, or as agent or in any official or business capacity with or without compensation.
- m. The use of an agent as participant in any military service-sponsored education or orientation program.
- n. Entry into any unauthorized or restricted area.
- o. Assignment or use of desk space for interviews, except for specific, prearranged appointments. During appointments, the agent must not display desk or other signs announcing the name of the company or product affiliation.
- p. Use of the "Daily Bulletin" marquees, newsletter, Web page, or any other notice, official or unofficial, announcing the presence of an agent and his availability.
- q. Distribution of literature other than to the person being interviewed.

- r. Wearing of name tags that include the name of the company or product that the agent represents.
- s. Offering of financial benefit or other valuable or desirable favors to military or civilian personnel to help or encourage sales transactions. This does not include advertising material for prospective purchasers (such as pens, pencils, wallets, and notebooks, normally with a value of \$1 or less).
- t. Use of any portion of installation facilities, to include quarters, as a showroom or store for the sale of goods or services, except as specifically authorized by regulations governing the operations of exchanges, commissaries, non-appropriated fund instrumentalities, and private organizations. This is not intended to preclude normal home enterprises, providing State and local laws are complied with.
- u. Unauthorized advertising of addresses or telephone numbers used in personal commercial solicitation activities conducted on the installation, or the use of official position, titles, or organization names for the purpose of personal commercial solicitation, except as authorized in DOD 5500.7-R. Military grade and military service as part of an individual's name (for example, Captain Smith, U.S. Army) may be used in the same manner as conventional titles such as "Mr." or "Mrs."
- v. Contacting Army personnel by calling a Government telephone, faxing to a Government fax machine, or sending e-mail to a Government computer, unless a pre-existing relation (that is, the Army member is a current client or requested to be contacted) exists between the parties and the Army member has not asked for the contact to be terminated.
- w. Soliciting door to door or without an appointment

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Home Based Business Procedure Check List

**Please complete the following documents and provide to the POC below:**

Letter of Intent. Include Product/Service Details. If a Consultant or Representative of a company, proof of affiliation is required.

Application for Permit (pages 2-3)

Commercial Solicitation Permit Acknowledgment (page 4)

Authorization of Release of Information (page 5)

Business and Insurance License *(when applicable, if selling insurance a copy of the insurance license is required)*

### **Point of Contact (POC):**

Email: [usarmy.lee.id-training.mbx.dfmwr-hq@army.mil](mailto:usarmy.lee.id-training.mbx.dfmwr-hq@army.mil) DFMWR

Office: (804) 734-7195

Directorate Family and Morale, Welfare and  
Recreation 3312 Adams Avenue, Building 12010, Suite 110  
Fort Lee, VA 23801

**Individuals requesting Solicitation on Fort Lee are required to comply with the rules and restrictions under Army Regulation 210-7.**

**If packet is approved, Solicitor will receive:**

Signed Authorization to Solicit Letter

Permit Number Details

***Solicitation approval is valid for 3 years. Please contact us if you have any questions.***

***Thank you!***



## APPLICATION FOR HOME BASE BUSINESS PERMIT



**Purpose:** To obtain data on individuals who seek Home Base Business privileges on Fort Lee Army Installation.

**Routine Use:** information provided will be used by authorized personnel to determine granting of solicitation privileges, may be used in hearings, to locate individuals In case of possible violation of regulations.

**Disclosure:** Voluntary Permits will not be granted if information is not provided.

### SECTION I - IDENTIFICATION

Name

(Last, First, MI)

DOB

Home Address

Phone:

Email:

Are you currently in the military service or a civilian employee of the Federal Government?

Yes

No

If Yes, give organization:

Are you a Military Spouse?

Yes

No

### SECTION II- BUSINESS INFORMATION

Name of Company Representing:

Type of Business (i.e., Insurance):

Company Address:

Short description of product or service. (As applicable, include, cost, method of payment, interest, guarantees, copy of contract and whether credit is extended, etc.) Further details should be included in Letter of Intent.

Are you affiliated with any Private Organization on post?

Yes

No

If Yes, name of Organization(s):

All states in which licensed to sell:

Do you represent any companies other than the one for which you are now applying for a permit?

Yes

No

If Yes, name the company:



## APPLICATION FOR HOME BASED BUSINESS PERMIT



### SECTION II – BUSINESS INFORMATION (Continued)

Please List Employment for the past five years:

<i>FROM</i> (mm/yy)	<i>TO</i> (mm/yy)	<i>Name &amp; Address of Employer</i>	<i>Supervisors Name</i>	<i>Reason for Leaving</i>

Have you previously solicited on any military installation? Yes No

If Yes, please list the installations and dates in which you solicited:

<i>FROM</i> (mm/yy)	<i>TO</i> (mm/yy)	<i>Name of Installation</i>	<i>Reason for Termination</i>

Is your company presently prohibited from conducting business at any Department of Defense (DoD) Installation? Yes No

If Yes, where and what were the circumstances?

Are you now prohibited from conducting business at any DoD Installation? Yes No

If Yes, explain:

Have you ever had solicitation privilege withdrawn, suspended or banned on any military installation? Yes No

If Yes, explain:

Have you ever been arrested for any offense, other than a traffic violation? Yes No

If Yes, complete the following:

<i>MONTH</i> (Jan)	<i>YEAR</i> (2018)	<i>Nature of Offense</i>	<i>Location of Hearing</i>	<i>Disposition of Cash</i>

## COMMERCIAL SOLICITATION ACKNOWLEDGEMENT

1. I have read Army Regulation 210-7, Personal Commercial Solicitation on Army Installations dated 18 October 2007 and fully understand the conditions under which I am authorized solicitation privileges.
2. I understand that any violation or noncompliance with regulations may result in withdrawal of the privilege of solicitation for me and my employer.
3. I understand that my solicitation privileges will be revoked or suspended if I engage in any prohibited practice/practices, some of which are:
  - a. Solicit without an appointment (coming onto the post to solicit appointments is a prohibited practice). AR 210-7, Chapter 2, paragraph 2-1, a (3), specifically requires the personal commercial solicitor to make specific appointments for each meeting with the individual concerned. When establishing the (appointment, agents must identify themselves to the prospective purchaser as an agent for a specific insurer or (investment/securities company). Each meeting will be conducted only in Family quarters or in other areas designated by the Garrison Commander." Note: to date the Garrison Commander has not designated any areas other than Family quarters for sales presentations.
  - b. Have in my possession allotment forms or facsimiles thereof.
  - c. Assist or attempt to assist in the administrative processing of allotment forms.
  - d. Solicit personnel during enlistment or induction processing, during basic combat training or during the first half on one-station unit training.
  - e. Solicit mass, group or captive audiences (two or more persons constitute a group for the purpose of solicitation).
  - f. Make appointments with or solicit military personnel who are in "on-duty" status.
  - g. Enter into an unauthorized or restricted area.
  - h. Solicitation of Advanced Individual Training (AIT) Soldiers on post.
4. I understand additional requirements specific to the sale of life insurance and/or securities are set forth in AR 210-7, paragraphs 2-2, 2-3, 2-4, 2-S, 2-9 and 2-12. Note: a letter of request from the company's president or vice-president is required per paragraph 2-S (see back of form for address).
5. I understand it is my responsibility to determine whether enlisted members being solicited are in grades E-1, E-2 or E-3 and responsibilities thereof.
6. I understand that under Federal Trade Commission Rule (12 CFR 226), the consumer has a 3-day "cooling off" period during which the contract may be cancelled on merchandise purchased on contracts amounting to more than \$25.
7. I understand that Department of Defense personnel are prohibited from acting in any capacity, directly or indirectly, as liaison with agents to arrange appointments.
8. I understand that any misrepresentation of information requested on this form is grounds for immediate suspension of solicitation privileges on Fort Lee.

Printed/Typed Name of Applicant

Signature

Date





**DEPARTMENT OF THE ARMY  
UNITED STATES ARMY INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, UNITED STATES ARMY, GARRISON, FORT LEE  
3312 ADAMS AVENUE SUITE 208  
FORT LEE VA 23801-1720**

**Authorization of Release of Information**

Carefully read this authorization, then sign and date in ink.

I authorize any investigator, special agent, Law Enforcement Officer, or other duly accredited representative of the authorized Federal agency conducting a background investigation, to obtain information relating to my activities from individual criminal justice agencies and other sources deemed necessary to obtain criminal history and driver license history record information.

I authorize the Federal agency conducting my investigation to disclose the record of my background investigation to the requesting agency, in accordance with the law, for the purpose of making a determination of suitability or eligibility for entrance and/or temporary visitation onto Fort Gregg - Adams.

I authorize custodians of records and other sources of information pertaining to me to release such information upon request of the investigator, special agent, Law Enforcement Officer, or previous agreement to the contrary.

I understand that the information released by the records custodian and the sources of information is for official use by the Federal Government for determining entry eligibility or determining eligibility for child care positions.

**Printed Name**

**Signature**

**Date**

***Personnel information***

Driver's License #

DOB  
(YYYYMMDD)

State of Issue

Gender                      Male                      Female



## PERSONAL COMMERCIAL SOLICITATION ON FORT LEE



Entrance to an Army Installation to conduct personal commercial solicitation is not granted as a matter of right. Solicitation is limited by Army Regulation (AR) 210-7.

The Fort Lee Garrison takes seriously its responsibility to enforce the limits and prohibitions provided by AR 210-7; all entities conducting commercial solicitation on Fort Lee are responsible for being complying with that Regulation. All entities and individuals are specifically reminded of the following requirements:

Any oral or written representations or suggestions that the Department of the Army sponsors or endorses a company or its agents, or the goods, services, and commodities offered for sale is prohibited.

Solicitors may not possess allotment, direct deposit, or any other form or device used by the Army to direct pay to a third party. This includes using or assisting a Service Member with his or her "MyPay" account. AR 210-1, para. 2-11a(6).

Solicitation of any personnel in a "captive audience" is prohibited. AR 210-1, para. 2-9b.

Insurance products may not be marketed as investments. Additionally, commercial life insurance products must contain written notices informing personnel of the availability and cost of Government-subsidized Servicemen's Group Life Insurance (SGU), as well as notice that the Government has not sanctioned, recommended, or encouraged the product being offered. AR 210-7, para. 2-2d.

Additional specific limitations apply to entities contracting for life insurance or securities, including involvement of the unit financial counselor to enforce a 7-day cooling-off period, and encouraging personnel to seek legal assistance or advice prior to entering into such contracts. Agents must provide personnel with written reminders of the availability of free legal advice from the Office of the Staff Judge Advocate prior to making financial commitments. AR 210-1, para 2-15c.

Solicitors may not contact personnel by way of a Government phone, fax, or computer (including e-mail) absent a pre-existing business relationship. Military personnel may ask for such contact to be terminated at any time, and the solicitor will be obligated to comply with that request. AR 210-1, para. 2-9v.

Commercial sponsorship of MWR programs or events may not be used as a means to obtain personal contact information for solicitation purposes, without individual written permission. AR 210-7, para. 2-13.

Approved on-post financial institutions and non-Government noncommercial organizations may provide financial education programs to military personnel only under the procedures described by the Regulation. AR 210-1, para. 2-14.

This list is not all-inclusive of the restrictions provided in AR 210-7. All entities and individuals are again reminded that they are responsible for complying fully with every applicable limitation in AR 210-7. The Fort Lee Garrison will strictly enforce these limitations. Any entity or individual found to be in violation may have their access privileges immediately suspended.