




## A Home-Based Business (HBB)

is defined as a business whose primary office and operation is located inside the home on the installation. HBBs are non-federal entities (NFEs) that authorized residents can own, operate, or offer sales or services from their **\*on-post residence.**

\*Individuals who work remotely from their home (such as a consultant, freelance artist, or teleworker) or who operate their own business exclusively through online means (i.e., eBay and Etsy) do not require approval to operate. Other examples of businesses that do not require approval include, but are not limited to: tax preparation, personal training (as long as the training is not conducted in the home), photography, and tutoring, etc.

## Getting Started



- Obtain the necessary forms, approvals, certifications, licenses and liability insurance (if applicable), prior to opening/operating your Home-Based Business.
  - Obtain a copy of the Application for Home-based Business Permit from: <https://zama.armymwr.com/commercialsolicitation-and-home-based-business>.
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- Coordinate with local officials for approval to operate a Home-Based Business in your home.
  - Comply with and subject to inspection by the appropriate city, county, state or federal agency, office or department for compliance with applicable laws, codes, regulations and requirements.
  - Register with the installation Child and Youth Services office as part of the Family Child Care (FCC) provider system and complete any necessary background checks when providing child care services.
  - Seek approval by the Department of Public Health and Preventive Medicine in providing food items or services. The applicant must provide documentation that states the HBB meets all applicable food safety and sanitation conditions.
  - Maintain the residential character of the HBB property. 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.
  - Understand, the HBB owner is responsible for any damages to third parties arising from the conduct of their business.
  - Submit the Application for Home-Based Business Permit to the Home-Based Business Coordinator 30 days prior to the start date.



# HBB Prohibitions



- Solicit door-to-door or sell in restricted areas or entry into any unauthorized area.
- Solicit "mass, group, or captive" audiences if attendance is required.
- Make appointments with military or Do Civilian personnel during their normally scheduled duty hours in office locations.
- Use official military identification cards or vehicle decals by active duty, retired or reserve members of the military services to gain access for the purpose of soliciting.
- Offer false, unfair, improper, or deceptive inducements to purchase or trade and offering rebates to promote transactions or to eliminate competition.
- Use any manipulative, deceptive, or fraudulent device, scheme, or artifice, including misleading advertising and sales literature.
- Use oral or written representations which suggest or appear the Department of the Army (DA) or Do sponsors or endorses a company or its agents, or goods, services, and commodities offered for sale.
- Solicit a DoD employee who is junior in rank, grade, or position, or to the Family members of such junior personnel within their chain of command, at any time, on or off the military installation.
- Assign official desk space for interviews, except for specific, prearranged appointments. During appointments, agents must not display signs announcing name of the company or product affiliation.
- Use unapproved bulletins, marquees, newsletter, Web page, or any other notice, official or unofficial, announcing the presence of an agent and his/her availability.
- Offer financial benefits, valuables, or desirable favors to military or Civilian personnel to help or encourage sales transactions. This does not include advertising material for prospective purchasers (e.g., pens, pencils, wallets, notebooks, or items normally with a value of \$1 or less).
- 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, or non-appropriated fund instrumentalities, and private organizations. This prohibition does not apply to normal home enterprises that are properly authorized by USAG Japan.
- Use unauthorized advertisements citing addresses or telephone numbers of commercial sales activities conducted on the installation.
- Solicit without an appointment in areas used for housing or processing transient personnel, or soliciting in barracks areas used as quarters.
- Distribute literature other than to the person being interviewed.
- To establish a Home-Based Business soliciting food or drink the requestor must contact the Department of Public Health and Preventive Medicine for proper guidelines and instruction. Home-Based Businesses soliciting food or drink will only be approved with the additional approval of the Department of Public Health
- Patronize customers during prohibited hours. BB meetings may only be conducted between the hours of 0600 and 2000.
- Cause noise, vibrations or produce odors that are detectable beyond the HBB property line.
- Sell complementary and alternative medicines unless otherwise approved by USA MEDDAC-J Services. This may include physical therapy, occupational therapy, chiropractic medicine, massage therapy, lactation services, homeopathy and naturopathy. Services such as music therapy, art therapy, and aromatherapy are not prohibited as long as they meet the criteria of this policy.
- Engage in commercial activity or private employment on or off-base--that is offensive to the Japanese public, lewd, or which appeals to the prurient interests of the audience.
- Engage in commercial activity or private employment on- or off-base, directly or indirectly involving the distribution, sale, production, or promotion of adult, pornographic, or obscene sexual use items (e.g., toys, videos, magazines, or other media depicting sexual activity or erotic behavior in a way that is designed to arouse sexual excitement).
- Engage in commercial activity or private employment in government quarters, bachelor officer quarters, or while in places of government work.

