



4 GEN HOMES

Preferred Realtor Partner Program



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Preferred Realtor[®]
Partner Program

Creating a Win-Win Relationship

4 Gen Homes is seeking to establish Preferred REALTOR® Partner Relationships with a few select Realtors in the region. Our company has established a solid reputation as one of the finest custom home builders in the Scottsdale, Arizona area and we are looking to partner with Realtors that share the same commitment to excellence. We have chosen you and your firm because of your outstanding reputation and proven track record as a Top Realtor in the area.

Why create a Partnership?

In short... to generate more leads and grow our businesses.

Synergy *syn·er·gy* (sĭn'ər-jē) *n.*

The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects. In a business application, it means that teamwork will produce an overall better result than if each person was working toward the same goal individually.

Synergy is the perfect word to describe the type of relationship we are interested in creating. By combining our resources and our influence within the market place we will be able to reach more prospective real estate buyers and sellers than ever before.

Program Highlights

I. Joint Marketing Activities

- Email Campaign
 - Regular emails sent to all the prospects and clients in the combined Preferred Realtor/4 Gen Homes database.
- Direct Mail Campaign
 - Regular mailing of a printed piece (i.e. post card, letter, flyer, newsletters, builder brochure, etc.) sent to all the prospects and clients in the combined Preferred Realtor/4 Gen Homes database.

Note: 4 Gen Homes and Preferred Realtor's Preferred Lender could also be invited to participate in the above two items by sharing their prospect and client database.

- Web Site Links
 - 4 Gen Homes and Preferred Realtor to each have a featured link on one another's websites.
- 4 Gen Homes to advertise in the Preferred Realtor's Pre-Listing Package or Listing Presentation Book.

- Gala Open Houses
 - Preferred REALTOR® Partner is invited to participate in Gala Open Houses sponsored by 4 Gen Homes 2-3 times per year. These open houses are held in the finished homes of past 4 Gen Homes customers. These events provide an opportunity for prospective customers to see up close and in person the quality, workmanship and artistic flair of a 4 Gen Homes. It also gives the prospective customer the chance to hear first hand what it is like building a home with 4 Gen Homes from one of their past delighted customers.

- Special Events
 - 4 Gen Homes and Preferred REALTOR® Partner may from time to time sponsor or co-sponsor various community or other events designed to build brand awareness and create good will in the community along with generate leads. These events might include; a golf tournament, charity events, national night out, etc.

II. Preferred REALTOR® Partner Levels of Involvement

Referral Only

Under the **Referral Only Level of Involvement**, Preferred REALTOR® Partner will provide Builder with a Prospective Client's full contact details and preform the following duties:

- Deliver a favorable recommendation of the Builder
- Be available to help as/if needed

Full Involvement

Under the **Full Level of Involvement**, Preferred REALTOR® Partner would provide Builder with a Prospective Client's full contact details and preform the following duties:

- Deliver a favorable recommendation of the Builder
- Be available to aid as/if needed
- Work with Builder's Sales Representative and assist the Prospective Client throughout the entire relationship including:
 - Financing Approval
 - Lot Selection and Purchase
 - Floor Plan Creation
 - Interior Design Selections
 - Attend various meetings and walk throughs throughout the building process

III. Compensation

At such time as the joint marketing efforts as outlined in Section 4 above generate an interested Prospective Client for the Builder that ultimately purchases or remodels a home, the Preferred REALTOR® Partner would be paid a referral fee or commission according to the compensation schedule as outlined below. The following shall be in effect for the entire life of this Builder/Preferred REALTOR® Partner Agreement (subject to Section 2 above). All sales made after the date of this agreement are cumulative:

Referral Only Level of Involvement

25% (of 3%) Referral Fee or Negotiated Flat Fee. The referral fee or flat fee will be paid at the time of the commencement of the job.

Full Level of Involvement

| | |
|---------------------------|---|
| 1 st Home Sold | 3 % Commission paid in full at the time of closing. |
|---------------------------|---|

VIP Status

| | |
|---------------------------|--|
| 2 nd Home Sold | 3% Commission PLUS a \$2,500 Bonus paid ½ at the time of the commencement of the job with the balance being paid at the time of closing. |
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| 3 rd , 4 th , etc. Home Sold | 3% Commission PLUS a \$5,000 Bonus paid ½ at the time of the commencement of the job with the balance being paid at the time of closing. |
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IV. Pooling of Resources

- 4 Gen Homes and Preferred REALTOR® Partner may benefit greatly from utilizing the contacts, vendors and established relationships of the other partner. For example; the Preferred REALTOR® Partner might need the services of a Vendor or Subcontractor on a property that Preferred REALTOR® Partner has listed. 4 Gen Homes will introduce Preferred REALTOR® Partner to one of 4 Gen Homes' Vendors or Subcontractors who will then perform the work for the Preferred REALTOR® Partner at 4 Gen Homes negotiated price, terms and so forth.

V. Master Mind Sessions

- 4 Gen Homes and Preferred REALTOR® Partner will meet quarterly to discuss recent marketing campaign success stories and best practices as well as overall market conditions and trends. This is also a brainstorming session to design and create the next quarterly's marketing message and materials.

So, let's get started!

Between our many years of residential construction experience and the sincere praise of every client that we have built for, we are the kind of Luxury Custom Home Builder you would want to partner with. We make the building process easy and enjoyable. Let us show you how we turn people's dreams into a reality.

We are ready to build a partnership with you!

4 Gen Homes