

VIP Partnership - Agreement of Understanding

This is not a legal document, but simply a way to avoid any misunderstanding. John Smith and ABC Mortgage's VIP Partnership (VIPP) is an area-exclusive, high-level partnership designed to help you - the Realtor® - to generate more leads, more clients and bigger commissions. Due to the large investment of time, energy and money required to deliver these value-added services (see below), we are only accepting one VIP Partner per market area.

Here is just a portion of the unique benefits our VIP partners will receive:

1. Text capture codes for buyer lead generation
2. Single property websites
3. HD virtual tours with music and voiceover
4. Toll free call capture hotline for lead generation
5. Free recorded consumer tips
6. Text capture Just Listed and Just Sold Cards
7. PowerPoint Presentation for winning more listings
8. Highly effective open house feedback form
9. Same-day (Monday to Friday) telephone follow-up on all text capture leads
10. Highly effective *Real Estate Weekly* ads
11. Email announcements to our database promoting your new listings
12. Text capture rider signs
13. Financing sheets for each listing
14. Up to \$500 off closing costs for your buyers
15. Promote your listings on Craigslist.org, Backpage.com, Facebook, Myspace, Zillow, Twitter, Linked In, etc.
16. If applicable, we will pay up to 50% of all text capture advertising (i.e. Just Listed Cards, *Real Estate Weekly* ads, etc.)
17. Done-For-You Monthly (Fusion) Newsletter to send to your database
18. Recommendation and endorsement of YOU as our #1 preferred Real Estate partner in your market area - both for listing and buyer clients

We are not charging anything for these services - they are all free!

In exchange for assistance in marketing your listings more effectively, you agree to the following:

- 1) I agree to review the 27-Point Marketing Checklist, and select the action steps I am willing to commit to, and then work with John Smith (my Sponsor) to implement those steps.
- 2) I agree to integrate the text capture codes in all of my ads and promotional materials for at least one listing. If it works I'll roll it out with all of my listings. If not, I am free to pull the plug.

- 3) I agree to send a proof of all my new promotional materials to my Sponsor for final review before implementing. This will help to optimize results.
- 4) I agree to allow my Sponsor to act as an extension of my business and follow up by phone on all buyer leads (ideally, the same day they're generated) in order to find out if they need any further assistance. I will approve the script first before my Sponsor begins calling.
- 5) I agree to recommend my Sponsor to ALL of the buyer leads who are generated through the text capture codes and/or call capture hotline. I understand that this is the only compensation my Sponsor will receive in exchange for this valuable service.
- 6) I understand that if I fail to fulfill the terms listed above, my VIP Partnership status may be revoked.

Realtor Signature

Sponsor Signature

Print Name of Realtor

Print Name of Sponsor

Date

Date