



## MANAGER PROGRAM SUMMARY

1. Condo.com is the world's largest condo marketplace with 15+ years of online condo sales and marketing experience and millions of annual site visitors
2. Exclusive business development partnership to help brokers and their agents win more listings and increase sales in condo buildings, including co-ops and 55+communities throughout their local markets
3. Agents are able to utilize Condo.com's suite of building marketing tools to establish themselves as "Building Experts" across thousands of buildings
4. Tools include branded building reports with sales and rental data, resident marketing and social media to build long-term expertise, branding, resident connections and management company relationships
5. Program managers will assign or approve (based on the broker program policy) one agent per building based on interest, proximity, and current and historical building sales activity
6. Agents will have building exclusivity on Condo.com and receive all of the leads generated for the building
7. Agents can request multiple buildings subject to their ability to manage leads and marketing requirements
8. Agents will be required to provide insightful building content, reviews, photos, video and social media posts regarding the building and their role as the Building Expert
9. There is no cost for the leads, but rather a referral fee on closed sales and rentals from the leads and in-building listings if the agent has not had an active listing in the building for the prior 60-days.
10. Leads are property-specific and from organic traffic with high purchase intent and conversion. Minimum expectation for agent performance is a 1.5% conversion rate for sales and 3% for rentals in order to maintain their building

11. Program helps managers recruit and retain agents that work or live in condos
12. The program and lead generation will integrate with each broker's CRM and lead routing processes
13. If an agent already has market share in a building, the referral fee will be only for leads provided by Condo.com. If an agent has no sales history in a building, the referral fee will also be for sales and rental listings.
14. Resident postcards and photography for enhanced building curation are available at an additional cost to the agent

Version July 2021