



REFERRAL / MARKETING FEE AGREEMENT
FAX to: 510-394-1912

REFERRING BROKER: The Gregori Group Real Estate
Address: 555 Dutton Ave., San Leandro, CA 94577
Phone: 510-895-1066, Fax: 510-394-1912
Email: wayne.gregori@gmail.com

RECIPIENT BROKERAGE: _____ (brokerage firm name)

OFFICE BROKER: _____ (name of office broker)

OFFICE BROKER: EMAIL: _____

Recipient Agent (broker): _____ DRE#: _____

Mailing Address: _____ City: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Agent / Broker agrees to pay The Gregori Group RE, Inc (GG) a referral fee (see below) for any transaction resulting from direct marketing activity in area designated by the US Mail carrier routes listed below. In return GG agrees to provide the following marketing support to agent:

- Login access to toolbox.topbayagents.com CRM. The system is meant to provide the agent with a all inclusive tool to control their doorknocking marketing activity.
• GG will import into the CRM the data covering the agent's farm. Agent is responsible for the one time cost of the data purchase.
• GG will provide agent with wholesale pricing on postcard printing and delivery via EDDM or Standard Mail). Example of pricing: 6X12 postcard printed for between \$.06 and \$.14. Agent is responsible for cost of cards and postage.
• Postcard design – GG creates a monthly custom postcard provided to marketing partner agents.. This postcard will be adapted to the agent's farm as well as the necessary data preparation to send the card to the printer.
• Flyer Design: GG will create an 8.5X11 doorknocking flyer for agent with recent solds or Altos graph data (updates upon request).
• Consult with agent to reduce cost and increase effectiveness of marketing activities.
• GG will provide a weekly RealWatch Email service.

City, Zip: _____ Carrier Routes: _____

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AGREEMENT:

In consideration for receipt of the marketing services listed above from GG, Recipient Broker agrees to pay a referral fee of 10% on any subsequent transactions resulting from direct marketing activity in the area designated by the US Mail routes listed above for the term of this agreement. Agent shall pay a one time setup fee of \$125 for CRM integration, data import and graphic design setup.

All referral fees are based upon the Principal's side of the transaction payable upon recordation of deed or other evidence of transfer. If within 6 months after the termination of this agreement recipient broker/agent assists a client whose home is situated within the defined farm area, agent/broker agrees to pay the agreed upon referral fee for said transaction. This agreement terminates on _____, hence, our referral agreement terminates on _____.

Date: _____
The Gregori Group Real Estate
DRE: 00973793

_____ Date: _____
(Office Broker)

By: _____
Wayne Gregori, Broker

Agent: _____ Date: _____

(Print Name)