

Ambassador Program Guide

Purpose: To share revenue with our agents & help us grow the company. Create ongoing passive income for agents who enthusiastically promote Springer Realty Group, introduce us to experienced agents, and encourage outside agents to join SRG.

PROTOCOLS:

Initiating an introduction is the key to ongoing passive income.

Without a written introduction, your prospective agent is considered a referral.

Introduction

(see sample introduction below)

Send a warm introduction to Stu & the agent.

Prior to sending us the Introduction, gain their interest to join. Answer their questions and give them pertinent info on our commission plans.

Receive a One-Time Bonus

After the introduced agent's first closed sale at SRG, and based on the agent's prior rolling 12 months of sales transactions.

\$300 (0-3); **\$500** (4-6); **\$750** (7-12); **\$1000** (12+)

Receive \$50 in ongoing passive income

for each closed sales transaction done by the introduced agent

Referral

(see sample referral below)

Send Stu the name and contact information for the prospective agent.

We will reach out to the agent & mention your name.

Receive a \$50 gift card

after the referred agent joins SRG

Sample Introduction: sent to the agent & Stu

Subject: Springer Realty Group Introduction

Hi {agent's name you are introducing},

It was nice speaking with you recently about Springer Realty Group. Our President Stu Schulman would be happy to have a confidential conversation with you & answer any other questions you may have about SRG. I'm copying him on this email.

Stu, please meet {the agent's name you are introducing}.

{add a brief description of the interaction you had with the agent}

Sample Referral: sent to Stu only

Subject: Springer Realty Group Referral

Hi Stu,

I would like to refer this agent.

{fill in the prospective agent's info below}

Name:

Email:

Phone number:

Please follow the protocols above for introducing or referring agents to us.

Please see Clarifications on page 2.

Clarifications:

- The Ambassador Program applies to any agent who you introduce or refer to join the brokerage as an **independent agent**. Team members or spouses who join will not qualify you under this program.
- Up to 2 SRG agents can introduce us to the same person. In this event, the ongoing revenue may be shared.
- For a Referral- a \$50 gift card will be sent to you after the agent joins.
- For an Introduction- \$50 from the company's revenue for each of the introduced agent's closed sales transactions will be paid to you quarterly by our Finance Director. This is an ongoing revenue share bonus paid out indefinitely, as long as you are an active SRG agent, and/or remain unaffiliated with another brokerage in states where we are licensed. Agents who have escrowed or expired licenses from SRG and have not been with another brokerage after leaving us may qualify, thus creating ongoing passive income.
- The Introduction One-Time Bonus is paid after the introduced agent's 1st closed residential deal at SRG & is measured by the introduced agent's prior rolling 12 months of sales production at the time of joining, excluding rentals, and based on their effective date with SRG.

Questions? Please contact Stu Schulman at Stu@SpringerRealtyGroup.com or 612-247-2586.