

Ambassador Program Guide

Purpose

- To grow the company.
- Share revenue with our agents.
- Create ongoing passive income for agents who promote SRG, connect us to experienced agents, and encourage them to join.

How to Become an SRG Ambassador

- **As a valued Springer Realty Group Agent, you are automatically an SRG Ambassador!**
- SRG Agents who have escrowed or expired licenses and have not been with another brokerage after leaving us may qualify, thus creating ongoing passive income.
- Follow the process protocols for referrals/recruits.
- Enthusiastically spread the word about Springer Realty Group to other experienced agents.

Definition of a Referral vs a Recruit

- **Referral: Provide us with the name & contact information of a potential agent.** This allows us to use your name in our conversations with the agent.
- **Recruit: Introduce the agent to us.** Prior to introduction, prep the agent for joining by answering the agent's questions and giving them pertinent information on our commission plans. Examples include your personal agent network, Co-Op agents, and agents you are actively recruiting.

Process Protocols

- **Referral:** Email or text the name & phone number of a potential agent to Stu@SpringerRealtyGroup.com / 612-247-2586 and include the reason you are referring them.
- **Recruit:** Based on your conversations with the agent, once they express interest in joining SRG/learning more, introduce them to us by sending an email or text to them & Stu Schulman (Stu@SpringerRealtyGroup.com / 612-247-2586). Please include the context of their interest. Additionally, aid in discussions as needed.

Important Distinctions

- If the introduction email or text is not sent and the agent joins, they will be considered a referral, not a recruit.
- Up to 2 SRG agents can introduce us to the same person. In this event, the revenue may be shared.

Compensation

- **Referral:**
 - ✓ \$50 gift card will be sent to you once the agent joins.
- **Recruit:**
 - ✓ \$50 from the company's revenue for each of the recruited agent's closed sales transactions will be paid to you quarterly. 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 may qualify.

Information for Recruiting- visit JoinSpringerRealtyGroup.com.

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