



LEAD PROGRAM

The goal of the Lead Program is to provide leads to those agents looking for an additional source of business. To be eligible to receive leads you must agree to use the lead systems set in place by the brokerage.

Our systems have been designed to provide the highest-level overall conversion rate.

The leads are being worked by Tropic Shores Realty in conjunction with Direct Lending Group. By working together, our desire is to increase business in both operations.

I understand that to receive, and continue to receive leads, I agree to (initial each item below):

- _____ Work as a lead partner with Direct Lending Group with the overall goal of closing lead transactions
- _____ Act professionally and always represent the interest of Tropic Shores Realty and Direct Lending Group in a professional manner
- _____ Only accept leads that I can call within five (5) minutes. I understand that I am not to accept multiple leads and call them at my leisure
- _____ Follow the 14-day action plan set up on all leads with the goal of converting the lead to a customer
- _____ Set aside time each day for lead follow-up
- _____ Follow-up with customers regularly and on a long-term basis
- _____ Use the software and systems provided by the office, including BrokerIDX
- _____ Participate in training and utilize support material provided by the office

I would like to receive leads from the following county:

- | | | | | |
|---------------------------------|-----------------------------------|---------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> Citrus | <input type="checkbox"/> Hernando | <input type="checkbox"/> Hillsborough | <input type="checkbox"/> Levy | <input type="checkbox"/> Manatee |
| <input type="checkbox"/> Marion | <input type="checkbox"/> Pasco | <input type="checkbox"/> Pinellas | <input type="checkbox"/> Sumpter | |

I understand that upon closing the first transaction resulting from a lead program customer Tropic Shores Realty is due a percentage of the commission as follows:

- Website, Realtor.com, and other leads purchased by Tropic Shores Realty or obtained via Tropic Shores Realty advertising: 35% to Tropic Shores Realty
- Referral from outside agent or company—referral fee is paid off the top at 25%-35% and then 35% to Tropic Shores Realty

The initial closing from a lead program customer does not count as a transaction, does not incur a transaction fee, and does not count as a first closing of the month. Subsequent closings resulting from a lead program customer do not incur a commission split and will be assessed transaction fee accordingly.

Agent Signature

Date