

**EXHIBIT A  
Builder**

**Marketer:** \_\_\_\_\_

**Mortgage Company:** \_\_\_\_\_

**Marketing Services to be Provided**

**(Place an "X" next to each item included)**

**The Marketing Fee is considered compensation for the following services that shall be provided by Marketer:**

- Assist in the design of Mortgage Company joint marketing efforts and materials and meet with Mortgage Company on a regular basis to review and discuss ways to improve effectiveness. [A010]
- Display Mortgage Company marketing materials and signage at Marketer sales offices, model / show / spec homes and other locations generally available to the public, as applicable. [A020]
- Conduct email marketing campaigns, including information about the Mortgage Company, to Marketer's customers and prospective customers. [A030]
- Conduct direct mail marketing campaigns, including information about the Mortgage Company, to Marketer's customers and prospective customers. [A040]
- Include Mortgage Company banner advertisement or marketing information and/or link to the Mortgage Company on Marketer's web site(s) and social media. [A050]
- Display Mortgage Company advertising in video/kiosk at locations generally available to the public. [A060]
- Grant Mortgage Company permission or a license to use Marketer's name and/or logo and/or trademark in Mortgage Company's marketing. [A070]
- Distribute Mortgage Company's brochures, fliers, business cards and other materials to Marketer's sales employees and agents. [A080]
- Name Mortgage Company as sponsor of Marketer's internal sales meetings, seminars and similar events at which Mortgage Company shall train and orient Marketer's sales employees and agents regarding Mortgage Company's products and services. [A090]

**The following services are standard requirements of the Marketer as a party to this**

**Agreement and for which no fee is being paid:**

- Conduct surveys of Marketer's customers on behalf of Mortgage Company, as requested.
- Provide Mortgage Company with monthly reporting of services, activity levels and other data, as requested.

\_\_\_\_\_ Date: \_\_\_\_\_  
[Signature of Marketer's Representative]

By: \_\_\_\_\_  
Name

Its: \_\_\_\_\_  
Title

Mortgage Company Officer: \_\_\_\_\_

Mortgage Company Manager: \_\_\_\_\_

**EXHIBIT B  
Builder**

**Marketer:** \_\_\_\_\_

**Mortgage Company:** \_\_\_\_\_

**Scope of Service Activity Expectations**

Full Legal Name and Address of Marketer \_\_\_\_\_ [B110]

\_\_\_\_\_ [B111]

\_\_\_\_\_ [B112]

\_\_\_\_\_ [B113]

Geographic Marketing Area(s) \_\_\_\_\_ [B120]

Contact Name, Email and Telephone \_\_\_\_\_ [B130]

\_\_\_\_\_ [B131]

\_\_\_\_\_ [B132]

Other Notes \_\_\_\_\_ [B140]

\_\_\_\_\_ [B141]

\_\_\_\_\_ [B142]

\_\_\_\_\_ [B143]

Effective Date \_\_\_\_\_ [B145]

**Expectations:**

Average amount of time that the Marketer will meet with Mortgage Company to design and review marketing efforts (# of person-hours per Month) \_\_\_\_\_ [B180]

Average number of Model / Show / Spec Homes (# of Units per Month) \_\_\_\_\_ [B201]

Average number of Sales people (#) \_\_\_\_\_ [B220]

Average percent of Model / Show /  
Spec Homes with Mortgage Company  
marketing materials and/or signage:

Marketing materials (e.g.  
brochures/fliers/cards) inside (%) \_\_\_\_\_ [B230]

Signage outside (%) \_\_\_\_\_ [B232]

Full yard sign or  
Rider (“F” or “R”) \_\_\_\_\_ [B234]

Affixed vertical signage inside (%) \_\_\_\_\_ [B236]

Average number of Unbuilt  
Lots (# of Lots per Month) \_\_\_\_\_ [B237]

Lots with signage (%) \_\_\_\_\_ [B238]

Full yard sign or  
Rider (“F” or “R”) \_\_\_\_\_ [B239]

Average number of other Sales Offices/  
Locations with Mortgage Company  
marketing materials and/or signage:

Marketing materials (e.g.  
brochures/fliers/cards) inside (#) \_\_\_\_\_ [B240]

Signage outside, plus  
Monuments/Neighborhood  
Entry, if applicable (#) \_\_\_\_\_ [B243]

Affixed vertical signage inside (#) \_\_\_\_\_ [B246]

Average number of recipients of  
marketing campaign Emails  
sent out by Marketer that market  
Mortgage Company (# per Month) \_\_\_\_\_ [B250]

Average percentage of Email content  
allocated to marketing  
Mortgage Company (%) \_\_\_\_\_ [B255]

Average number of recipients of marketing campaign Direct Mailings sent out by Marketer that market Mortgage Company (# per Month) \_\_\_\_\_ [B260]

Average percentage of Direct Mailing content allocated to marketing Mortgage Company (%) \_\_\_\_\_ [B265]

Average number of Marketer websites/social media that reference Mortgage Company (#) \_\_\_\_\_ [B270]  
If available,  
Unique monthly visitor count (#) \_\_\_\_\_ [B272]

Average number of physical locations showing video loop or kiosk advertising (#) \_\_\_\_\_ [B300]

Average percentage of video content allocated to marketing Mortgage Company (%) \_\_\_\_\_ [B305]

Average number of hours of event Sponsorship by Mortgage Company (# of hours per Month) \_\_\_\_\_ [B310]

\_\_\_\_\_ Date: \_\_\_\_\_

[Signature of Marketer's Representative]

By: \_\_\_\_\_

Name

Its: \_\_\_\_\_

Title

Mortgage Company Officer: \_\_\_\_\_

Mortgage Company Manager: \_\_\_\_\_