



Partner Agent Handbook

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CONFIDENTIAL

This document and the information enclosed therein is confidential and exclusively for the use of current registered Partner Agents, their authorized assistants, and other associated agents as shall be determined by neighborhoods.com or Neighborhoods.com, LLC dba 55places.com. As per the Agent Referral Agreement, you agree not to disclose confidential information to anyone outside of the company or the Partner Agent Program, except as may be required by law. It is understood that confidential information does not include any information that is publicly available.

Last updated June 2021.

Dear Partner Agent,

Welcome to the Partner Agent Team! We are excited you will be helping our referrals find the right community and home. Here are important things to know:

- We do not charge you up front for referrals or to be displayed on 55places.com or neighborhoods.com.
- Referrals that request information about the communities you are assigned to are automatically entered into your Huddle account and their information is emailed and texted to you immediately.

We require all Partner Agents to commit to two things:

1. Call every referral we send you within 15 minutes.
2. Update the lead status in Huddle, our CRM, and schedule a future task.

Since we work 100% on a referral basis, we have a vested interest in your success! Our program is dependent on maintaining a return on the investment we spend to generate the referrals in your area. So, it is extremely important that you contact our referrals immediately.

Huddle works on your desktop, laptop, tablet or mobile device so you can always make updates quickly and easily, whether you're in the office or on the go by using the URL: MyHuddleCRM.com.

Referrals from 55places.com or neighborhoods.com cannot be referred out to other agents unless those agents are on your team, have a signed Referral Agreement with 55places.com or neighborhoods.com, and have been approved by one of the Regional Sales Directors. Each Partner Agent is personally responsible for the referrals we send them. When one of our referrals needs assistance outside of your area, or you are unable to attend to them locally, please contact your Regional Sales Director or the Customer Success Team to have them coordinate with another local 55places.com or neighborhoods.com Partner Agent.

We ask our Partner Agents to provide us with the most up-to-date information, photos, video, etc. about their communities. It is in everyone's best interest to have the best presentation possible for each community. We see a direct correlation between high quality content and high-quality referrals.

When you help a 55places.com or neighborhoods.com referral buy a home, list their home, or complete a rental, you need to create a sale in Huddle within 24 hours of the contract date and update the sales record, as necessary, through closing.

Please be sure to enter your new construction contracts within 24 hours of the contract date, not the closing date. We know builders take a while to get you an executed contract, but please enter the sale in Huddle right away. You can always update any information that changes after entering the contract.

Huddle allows our company to ensure our referrals are being contacted, as well as track referrals, sales, and our Partner Agent's conversion rates. Our most successful agents are experts in Huddle. This is because Huddle allows Partner Agents to manage hundreds of referrals and follow up tasks all at once.

We are thrilled to have you on the Partner Agent Team and we are here to help in any way! We look forward to a great partnership!

Todd Warshauer
Vice President of Sales
neighborhoods.com | 55places.com

Contact Information

Office Phone: 773-278-5500
Address: 600 W. Fulton Street, Suite #700, Chicago, IL 60661
Huddle: MyHuddleCRM.com
General Email: help@55places.com or help@neighborhoods.com

Partner Agent Support

If you have questions regarding any of the following, please submit a request at partneragentsupport.com

- Huddle Support
- Agent Away & Time Off Coverage
- Missing or Inaccurate Listings
- Content Support

For additional questions that are not answered in the Partner Agent Handbook, please reach out to your Sales Director or Sales Coordinator.

Sales Management

Todd Warshauer, VP of Sales: (704)941-9468
todd.warshauer@55places.com or todd.warshauer@neighborhoods.com

Cameron Munro, Regional Sales Director: (480)387-4333
cameron.munro@55places.com or cameron.munro@neighborhoods.com
Coverage Areas: AL, AZ, GA, LA, MS, NC, NM, SC, TN, TX

Jennifer Gralitzer, Regional Sales Director: (973)202-6102
jennifer.gralitzer@55places.com or jennifer.gralitzer@neighborhoods.com
Coverage Areas: CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT, WV

John Bray, Regional Sales Director: (602)524-0272
john.bray@55places.com or john.bray@neighborhoods.com
Coverage Areas: AK, AR, CA, CO, HI, IA, ID, IL, IN, KS, KY, MI, MN, MO, MT, ND, NE, NV, OH, OK, OR, SD, UT, WA, WI, WY

Wayne Tubel, Regional Sales Director: (404)428-6045
wayne.tubel@55places.com or wayne.tubel@neighborhoods.com
Coverage Areas: FL

55places.com & neighborhoods.com Team

Sales Management Team

Todd Warshauer is the Vice President of Sales. He is responsible for the overall management of the Partner Agent Program. He supports the Regional Sales Directors, reviews communities, markets, and Partner Agent conversion rates to ensure the company is maximizing the partnership with our agents across the country. He can be reached at todd.warshauer@neighborhoods.com.

The Regional Sales Directors include Cameron Munro, Jennifer Gralitzer, John Bray, and Wayne Tubel. They are responsible for recruiting, interviewing, training, and coaching our Partner Agents. Regional Sales Directors meet with Partner Agents, develop builder partnerships, evaluate new communities, and tour existing communities currently on 55places.com and neighborhoods.com.

Sales Operations Team

Britney Gaustad is the Sales Operations Manager. She works with all members of the Sales Team as well as other departments to identify ways to improve and simplify sales processes. She is a Huddle expert and supports the team with reporting and troubleshooting. She can be reached at britney.gaustad@neighborhoods.com.

Jennifer Baldwin and Hajahrah Zaneer are the Sales Coordinators. They work together with the Regional Sales Directors as well as our Partner Agents and are responsible for getting new Partner Agents the paperwork needed to create their profile on 55places.com or neighborhoods.com. They also assist Partner Agents with Huddle, vacations, and profile management. They can be reached at sales.coordinators@neighborhoods.com.

Alexis Glaude is our Staff Accountant. She is responsible for receiving referrals, processing checks, and logging payments in Huddle. You can contact Alexis regarding questions with referral checks, closing dates, and updating your sales records in Huddle at accounts.receivable@neighborhoods.com.

Customer Success Team

The 55places.com and neighborhoods.com Customer Success team has a Call Center that connects you directly with phone call leads. They are responsible for asking a series of questions to screen callers and ensure they are considering buying or selling a home. They will capture the caller's name, email address, and phone number, and then attempt to live transfer caller directly to the Partner Agent. They also make outbound calls and oversee all general inquires to our company.

The Call Center phone number is (773) 382-8228. Please save this phone number in your phone as "55places.com or neighborhoods.com Call Center" to help you remember that it is one of our Customer Success team members with a phone lead who wants to speak with you! Our Customer Success Representative will always be the first person you speak with, and they will tell you any important information prior to connecting the caller with you. Answer these calls as often as you can!

Know that these Customer Success Representatives are not real estate sales professionals, so their job is to not qualify or discover all the wants and needs of the referral, but rather to find out quickly what community they're interested in and little bit about what they're looking for to help you build rapport. Our team will also do their best to screen out any people interested in renting, or other agents calling.

Important Processes

How do some Partner Agents sell FOUR TIMES as many homes as others with the same number of referrals? Two factors make the difference: 1) speed of response and 2) effective follow-up.

Speed of Response

The more quickly you respond to an internet lead, the more likely they are to purchase a home with you. The following quote from a *Harvard Business Review* study says it all:

“Firms that tried to contact potential customers within an hour of receiving a query were nearly seven times as likely to qualify the lead (which we defined as having a meaningful conversation with a key decision maker) as those that tried to contact the customer even an hour later—and more than 60 times as likely as companies that waited 24 hours or longer.” - Source: Harvard Business Review

Within 60 seconds of a referral registering on 55places.com or neighborhoods.com, you will receive an email with their contact information as well as a text message alert. This allows you to call them within minutes of registering.

Fifteen2Ten

It's the mindset and commitment to call every new referral we send you within 15 minutes. If you're able to do that with each and every referral, we are confident it will give you the greatest opportunity to achieve a 10% conversation rate with our referrals. That is our vision!

The faster you connect, the more likely you are to create a relationship. The more relationships you have, the more sales you will achieve. A less than 15-minute response time can lead to a 10% conversion rate in our program. It doesn't happen overnight, but we know it will happen. It does for more and more Partner Agents each and every year.

Effective Follow Up

The average time from when someone registers on 55places.com or neighborhoods.com to when they sign a contract is 3-6 months. Some people buy much faster, and some take longer. Your success and longevity with 55places.com or neighborhoods.com (and in real estate in general) is dependent on your follow-up process.

Here is our recommended follow-up strategy to use until you make contact with our referrals. Call, text, and send a personal email to each person ASAP. Speed matters!

The best thing you can do to help customers move forward sooner is to highly encourage them to visit your area and tour your communities. People often think they are too young to live in your community until they visit and see who lives there. We have all heard customers say, “This is the best decision I have ever made. I just wish that I would have moved here two years ago.” Make it your mission to help customers begin the next chapter of their lives now instead of wasting another two years.

The top Partner Agents for 55places.com or neighborhoods.com are the agents with the quickest, best, and most consistent follow-up process initially and over time. Remember, we are suggesting this follow-up process because we have a vested interest in your success!

Huddle (55places.com and neighborhoods.com CRM) - MyHuddleCRM.com

Huddle allows you to manage hundreds of customers at the same time, without letting anyone fall through the cracks. Some people take longer to move to your community, so using a CRM allows you to easily stay in contact, remember their motivations for moving, and what is most important to them. Using Huddle is a requirement of all Partner Agents.

Monthly Webinars

Each month the Sales Management Team hosts training webinars. We discuss topics like improving conversion rate, using Huddle effectively, and overcoming challenges. The interaction and discussion is great and we always learn something new from agents. We'll send a reminder the week before. Each webinar has a limited attendee list so that we can have an effective discussion. Be sure to respond early as these sessions fill up fast!

Annual Partner Agent Summit

Each year in the fall, we host our annual Partner Agent Summit. We have a variety of training topics, special guests, and an awards dinner where we get to know each other better and build powerful relationships by sharing, learning, and having fun. We hope you can join us! Watch for registration details in the spring.

Platinum Club

The Platinum Club is a special designation for Partner Agents who achieve extraordinary results. Every year the Sales Management Team hosts a remote meeting for those agents who qualify for the Platinum Club to network and share best practices.

One-on-One Assistance

Our Sales Management Team will check in with you from time to time to review results and see if there's anything we can do to help. Please don't wait for us to call, though, if you have a question, need help, or just want to bounce an idea off us. In addition to training thousands of agents over the past two decades, we are active managing brokers ourselves and can help you navigate difficult situations or simply help improve your results. Feel free to call any time!

Partner Agent Pledge

We are excited to have you part of the Partner Agent Referral Program. This program is not suited for every real estate agent, but we have elected to have you join because we are confident you will handle our referrals with care and effectiveness, which will produce satisfied customers and positive results for both you and 55places.com or neighborhoods.com.

We believe in finding the most committed Partner Agents to join our program because we know that selecting agents who are motivated, persistent, and eager means we will achieve mutual success.

As fellow real estate brokers, we believe that our Partner Agents should only pay for referrals that result in a transaction, which is why 55places.com or neighborhoods.com is compensated exclusively via referral fees and not by charging up-front or monthly advertising fees. We are willing to make you a member of our program and provide you with referrals as long as you agree that while you are a member of our program you are willing to commit to the practices we have outlined below.

I, _____, commit to the Partner Agent Pledge and will make every effort
(print your name)

to abide by the best practices outlined below:

Initials:

_____ I will commit to a timely phone response for all referrals sent to me. **I agree to make every reasonable effort to call every lead within 15 minutes of when they submit their request.**

_____ I will use Huddle to log follow-up and correspondence with all referrals. I agree to make every effort to update Huddle the same day that the follow-up occurred, and no later than 24 hours from lead inquiry.

_____ I agree to enter all transactions – including buyer, seller and rental contracts – for any lead I receive from 55places.com or neighborhoods.com within 24 hours of the contract being executed. This includes subsequent sales for the same lead, including a listing and a buying transaction, as well as future transactions for the life of the lead per the Referral Agreement.

_____ I will maintain in-depth knowledge of the neighborhoods for which I am displayed as a real estate expert. I will make every effort to provide detailed information and answer questions regarding neighborhoods and properties to the referrals provided to me.

_____ I am responsible for follow up with the referrals I receive and I will not forward or re-refer leads provided to me to any other agent except the Associated Agents specified in the Referral Agreement. I also acknowledge that I will inform my Regional Sales Director or the Customer Success Team if one of the referrals they provided me is interested in purchasing or selling a home in a location for which I am unwilling or unable to provide service.

_____ I will act with professionalism, diligence, and care for all referrals provided to me. I will act ethically and provide great customer service to referrals from 55places.com and neighborhoods.com and I will not act in a manner that tarnishes the company brand.

_____ I acknowledge that the conversion rate of my leads to transactions is a highly important metric and I will make all reasonable efforts to ensure my conversion rate is at the highest possible level.

Huddle Notifications

You will receive important notifications and reminders via text message and email from Huddle. Below are the types of notifications you will receive.

Text Message Alerts

You will get new and existing leads sent to you via text. The text message alerts will come from (773) 295-0787. The text will let you know if it's a new lead or if it's an existing lead; the lead name and a link to view the lead details in Huddle on mobile. If you have not logged into Huddle recently, you will be prompted to provide your login credentials once you have clicked on the link. To help you stay logged in, make sure you go to Huddle on your mobile device, then save the website as an icon/app on your phone.

Email Notifications

Please pay close attention to these notifications and reminders. Our entire team is copied on these emails to keep us informed on the state of the business and your participation in the Partner Agent Program. The Subject Line of the email indicates what each email is regarding.

New Inquiry From a New Lead

You receive this email immediately after a new lead registers for information on 55places.com or neighborhoods.com. The community name will be in the subject line. The email contains basic information, including the customer's name and phone number. Please call and email them as soon as possible.

New Inquiry From an Existing Lead

You receive this email immediately after a lead who has previously requested information with you submits another contact form on 55places.com or neighborhoods.com. The community name will be in the subject line. Huddle will automatically schedule follow up task and create a record of the new inquiry. Contact the lead as soon as possible and acknowledge this by clicking on the X to the right of the lead's name in "New Leads."

New Lead Overdue Response

You receive these emails if you have not changed the contact status of a new lead in Huddle after 24 hours. This is a critical notification. Because it is so important that every lead is contacted and updated in Huddle as soon as possible, sales management is copied on this notification to alert us that you have not updated the lead record.

New Sale (Buyer, Seller/Listing, Rental)

You receive this email immediately after creating a new sale record in Huddle. This email allows you to confirm that the details of this sale are correct and alerts us to your success.

Canceled Sale

You receive this email immediately after canceling a sale record in Huddle. Please be sure to select a reason for cancellation and whether you believe they are likely to purchase again.

Upcoming Closing

This email reminds you of one of your upcoming closings according to the estimated closing date you entered in the sale record in Huddle. Please update any of the details so all sale records are accurate

Closing - Update Information

This email is sent if the estimated closing date you entered is past due in Huddle and the contract status has not been changed to closed. This email will be sent at 3-days, 5-days, 10-days, and 21- days post-closing date entered in Huddle.

Referral Check Payment Due

This email is sent if we have not received a referral check within 14 days and again at 21 days of the estimated closing date you entered in Huddle. Please update Huddle and email us to let us know the status of the closing and referral payment.

Listing Expiration

This email is sent if you have a listing set to expire soon based on the listing expiration date you entered into Huddle. Please log in to Huddle and either cancel the listing or update the listing expiration date.

Contingent - Update Information

This email is sent if the contingency expiration date you entered is past due in Huddle.

Closing and Referral Check Instructions

Please follow these instructions to close a sale in Huddle and send a referral fee payment.

Include in the memo field: Client's name, Property address, or Sales Record ID number from Huddle

Paper Checks

Make checks payable to: Neighborhoods.com

For USPS mail:

Please send checks to:

Neighborhoods.com
PO Box 6772
Carol Stream, IL 60197-6772

For FedEx/UPS mail:

Please send checks to:

Neighborhoods.com
c/o Wintrust Information Technology
Lockbox Services, Client 654
160 Hansen Court
Wood Dale, IL 60191

Domestic ACH Instructions

Wintrust Bank
231 S LaSalle, Floor 2
Chicago, IL 60604
Beneficiary: Neighborhoods.com
Account Number: 3805566274
Routing Number: 071925444

Wiring Instructions

Wintrust Bank
231 S LaSalle, Floor 2
Chicago, IL 60604
Beneficiary: Neighborhoods.com
Account Number: 3805566274
Routing Number: 071925444
SWIFT CODE: NSCTUS44

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Process for when a sale closes with Neighborhoods.com or 55places.com:

1. Update the sale record in Huddle.
 - a. Change Sale status to "Closed."
 - b. Verify the Closing Date and update Huddle if necessary to the actual closing date.
 - c. Update the Price, Commission Pct., Bonus and Fee fields so that the Calculated Referral Amount is equal to the amount of the check sent to Neighborhoods.com. If the actual referral check does not match the Referral Amount, please explain in the Agent Notes section.
2. Update Payment Sent Date field in Huddle.
3. Attach a PDF of the Closing Disclosure Form or Settlement Statement from the Title Company or Closing Agent to the sale record in Huddle. To attach a document to the sale record, click the green "Choose a file to upload" button, select your file, then click "Upload Chosen File to Server."
 - a. Note, do not send a paper copy of the Closing Disclosure Form or Settlement Statement. We do not keep paper copies on file.**
4. If the closing date changes from what you entered at the time of sale, change the Estimated Closing Date field. There should never be a sale in Pending or Contingent status with a closing date prior to the current date.

If you have questions, please contact the Accounting Department at 773-278-5500 or email at accounting@neighborhoods.com.

Frequently Asked Questions

Q: What is conversion rate and why do you track it?

A: Conversion rate is the number of sales you create divided by number of referrals you received from 55places.com or neighborhoods.com over the last 12 months. For example, 10 sales divided by 100 referrals in the last 12 months is a 10% conversion rate. We track it so we can understand the effectiveness of our marketing efforts and Partner Agents. The higher your conversion rate, the more sales you are making per the number of referrals you receive. It's in all our best interests to strive for high conversion rates, so a great deal of our tracking and training is dedicated to it.

Q: Why do I get overdue notices?

A: Overdue notices are emailed to you when you have not updated the lead status of a new lead in Huddle within the required 24 hours. We know that it is hard to catch up on critical follow-up tasks if you get too far behind, so if you get one of these friendly reminders please take care of it right away!

Q: What should I do with rental inquiries?

A: Though we do our best to deter potential renters, you may occasionally get a rental inquiry. While we don't require that you work with them to find a rental, we ask that you give them a call or email to tell them that you don't handle rentals. After reaching out, simply archive them in Huddle. In many cases an initial rental inquiry may actually buy, so that initial contact is still important. In the event that you find it advantageous to assist with a rental transaction, 55places.com or neighborhoods.com would be owed a referral payment on the gross commission like any other transaction.

Q: What do I do if another agent or business solicitor reaches out to me through 55places.com or neighborhoods.com?

A: Although it is not common, from time to time you may receive an inquiry from someone who is not interested in touring a community or finding a new home. We do not delete these types of leads; however, we do encourage you to archive them and indicate the reason for archiving. This removes the inquiry from your list of active leads and allows us to stay informed of these types of inquiries when they do happen.

Q: How is the referral amount to 55places.com or neighborhoods.com calculated?

A: A 55places.com or neighborhoods.com referral fee is $35\% \times (\text{commission} + \text{bonus} - \text{listing fee})$ on your first sale with a referral over \$150,000. All other sales have a referral fee of $30\% \times (\text{commission} + \text{bonus} - \text{listing fee})$. Referral fees to 55places.com or neighborhoods.com are paid "off the top," meaning any commission split to your brokerage is calculated after the fee to 55places.com or neighborhoods.com.

Q: How do I request a new community be added to 55places.com?

A: To request information for 55places.com, go to the website, and click the "About Us" link, then click "Add Community" and the information will be sent directly to our content team.

<https://www.55places.com/add-community>

Q: Why are there sometimes more than one Partner Agent in an area?

A: Each area is divided up into “Markets” based on lead volume, geography, expertise in communities, etc. Our goal is for each Partner Agent to receive the optimal number of referrals that he or she can handle effectively at the highest conversion rate possible. This is different for different agents. For example, we are the only source of business for many of our Partner Agents, and they can generally handle more referrals than an agent with multiple lead sources or other activities and business going on. Many factors play a role in determining how many agents we have in an area and how we assign communities. Conversion rate is a major indicator of how effectively an agent is handling the number of referrals he or she is receiving. Agents who demonstrate a high conversion rate will likely be given a chance to receive more referrals as we grow.

Q: There are old floorplans which are no longer being built listed on my communities on 55places.com. Why?

A: In our continuous quest to be the best online source of information about communities for the 55+ buyer, we will list a floorplan if there are any homes that were built with that floorplan in the community, even if that floorplan is no longer being built. We’ve found that visitors to the site use the floorplans to research their options before inquiring, resulting in more qualified referrals.

Q: How do I get more new construction sales?

A: Builder sales are an important part of real estate, and increase your options for making a sale, especially in a lower-inventory market. If a customer hasn’t put their current home on the market, they may still contract with a builder to have a new home built because it generally takes 6 months to build. Having great relationships with the builders is key. Your Regional Sales Director can provide tips and best practices.

Glossary of Terms

Huddle: This is our Customer Relationship Management (CRM) system. It has a number of follow-up tools built in and is found at MyHuddleCRM.com.

IDX: This stands for Internet Database Exchange and allows visitors to search MLS properties in a given area. As a brokerage, 55places.com has its own feed in many markets, and helps create a personal IDX page for our 55places.com Partner Agents in markets where we do not have a feed.

Lead: A referral from 55places.com or neighborhoods.com.

Lead Status: The rating you designate for a lead. Choices Below:

- **New:** Lead status will automatically be set to “New” in Huddle when a customer initially inquires on 55places.com or neighborhoods.com.
- **Attempted Contact:** Lead status should be changed to “Attempted Contact” when you first call and email a lead, but have not yet spoken to them or received a reply to your email. A phone call that results in a no answer or leaving a voicemail is considered “Attempted Contact.” If you actually talk to the lead on the phone or they respond to your email, this is considered making contact and please update the lead status to Hot, Warm, Cold, or Archived.
- **Hot:** A lead that is actively looking to purchase a home in the immediate future. They will most likely purchase in the next three months. There are probably no barriers to purchase and they will most likely commit once they find the right community or right home. Hot leads should be contacted weekly.
- **Warm:** A lead that has expressed interest in buying a home. They may have decided they are interested and if the conditions are right, they could buy. For example, once they sell their home, after they retire, once their kids move out etc. Warm leads could potentially turn into a transaction within three to six months and should be contacted every two to four weeks.
- **Cold:** A lead who may be in the initial stages of researching neighborhoods and homes. They are just gathering information but have not made any indication that they intend to buy nor have they told you they are not interested. Cold leads could potentially turn into a transaction in anywhere from several months to several years. We recommend monthly or quarterly contact with active cold leads.
- **Listed:** Any lead that currently has a home listed for sale with you.
- **Sold:** Any lead that is currently under contract or closed.
- **Archived:** A lead who will not result in a transaction. They have either told you they are no longer interested, purchased elsewhere, or are unresponsive to your multiple contact attempts.

Notification Email: Email you receive from 55places.com or neighborhoods.com for a new lead or an existing lead, plus lead and sale updates.

Referral Agreement: This document is signed by you and your broker, as well as any associated agents, and covers the legal aspect of our relationship.

Task: A tab in Huddle showing an activity you scheduled in the present or future to follow up with a lead. Tasks are always assigned to a date. An initial call task is automatically created with every new lead.