

# Partner Agent Principles

## Our purpose is to help everyone find a place to call home.

In order to help people find a place they'll love to call home, we follow best practices to abide by the Fair Housing Act, which prohibits discrimination in the sale, rental, and financing of housing based on race, color, national origin, religion, sex, familial status, and disability. To support equal housing opportunities, it is critical to stay clear of "steering"—the practice of influencing or limiting a buyer's choice of communities and available real estate based on their race or other protected characteristics, as outlined above. The features and content available on neighborhoods.com and 55places.com are based on objective criteria, including third-party integrations that communicate neighborhood information.

### Collaborative

This partnership is two-sided. We work together with you and support you to make sure that you succeed. To do this, you are expected to act with professionalism, diligence, and care for all referrals provided by neighborhoods.com and 55places.com.

### Supportive

We recruit the best of the best—a group of high-performing real estate agents in a supportive atmosphere. We will coach you to be the best real estate agent you can be and help you live up to your full potential.

### Determined

We foster a sense of commitment and dedication to doing the right thing and helping people. Our real estate experts are accountable to the homebuyer and listening to their needs, and are expected to uphold the high standards of the Partner Agent Program.

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## Do

- Commit to a timely phone response and attempt contact with referrals received within 15 minutes.
- Use Huddle in real time to log follow up and correspondence with all referrals.
- Identify subsequent sales of a referral and document transactions in Huddle.
- Make all reasonable efforts to ensure conversion rates are at the highest possible level.

## Don't

- Break the Partner Agent Pledge.
- Hyperbolize or exaggerate when describing neighborhood, home, or area offerings.
- Forward or re-refer leads provided to other agents not part of the referral agreement.
- Act in a manner that tarnishes the neighborhoods.com or 55places.com brand.