



Freure Homes Broker Guidelines

To compliment our relationship with the Broker community, please review the below guidelines to ensure full compliance with our program:

Coop Fees:

Freure Homes Cooperates at 2% of the base price of the home, net of HST, plus applicable taxes on the fee. Alternative Floor Plans, Upgrades, Extras, or Bonuses are not included in the base price of the home.

Commission paid as follows:

- 1%, or 50% of total Co-op Fee, upon waiver of all conditions,
- 1%, or 50% of total Co-Op Fee, upon closing

Invoice for commissions to be sent to sales@freure.com, and will be paid as listed above. Commissions will not be paid without a received invoice.

Qualifications:

To qualify for recognition with a purchase, the Broker, Sales Representative, or Agent **MUST** be present for each step along the buyer journey:

- Must be present at Buyer's first visit to the sales center or model home
- Must accompany with Buyer for all subsequent visits
- Must be present at the time of signing any documentation

If a visitor states on their registration form at the time of first visit that they are not working with an Agent / Broker / Sales Representative, the same will not be added at a later date; no exceptions.

If a buyer visits without their agent, but informs the Sales Team of the relationship at the first visit, they may be recognized, at the sole discretion of the Sales Team. Should this occur, the agent is required to be present for all subsequent visits, or will not be recognized as a party to the sale under any circumstances.

It is the Broker, Sales Representative, or Agents responsibility to educate their buyer on the above requirements. While Freure Homes recognizes that Buyes may chose to visit without their agent for any number of reasons, an agent may not claim involvement in a sale if no involvement occurred during the lead up to the sale.

Advertising Guidelines:

Freure Homes appreciates and values all advertising by the Broker community, as this is a mutually beneficial aspect of the New Home industry. We permit advertising by Third Parties, but reserve the right to revoke this permission to individual advertisers at our Sole and Absolute Discretion.

The re-posting of any Social Media ads is permitted without exception.

In consideration of Freure Homes internal advertising guidelines and those of our partnered Listing Brokerage, the following must be present with any external advertising by Brokers, Sales Representatives or Agents:

- The Logo of the Brokerage and/or Team (if applicable) must be more prominent than the logo of the community being advertised
- The Freure Homes Logo, in any form, MAY NOT be present on the advertising in any capacity
- Any links, headers, web addresses, or the like may not contain “Freure”, or “Freure Homes”
- The use of the company name and logo is exclusive to the builder and their affiliated companies with a contractual relationship.
- The Community Logo may be used, but may not be altered in any capacity

In keeping with RECO Requirements, all advertising must contain:

- Name/trade name as registered with RECO
- Earned Title (Real Estate Agent, Real Estate Broker, Real Estate Salesperson)
- Brokerage Name
- Brokerage Logo

It must also be clearly labeled that the advertising is from a third party, and that the Brokerage / Team / Sales Representative promoting any Freure Home location is not affiliated with, employed by, or otherwise part of the Builder team.

All details provided in any advertising, including but not limited to:

- Address
- Pricing
- Closing Dates
- Accessory Apartment availability
- Inclusions, Extras, Bonuses, Limited Time Offers

MUST be completely accurate. The Freure Homes team regularly monitors outside advertising and any errors, be them intentional or accidental, must be corrected immediately upon notification from the Builder or their representative. Continued instances of incorrect information being present may result in Freure Homes revoking the permission to advertise from the offending Brokerage / Sales Representative / Agent.

If filming a Freure Homes model, or any part of the site, out of consideration for other visitors, please ensure that there are no Freure Homes guests in the background of the image, be it still or video.