

# GAFFORD BUILDERS, INC REALTORS® POLICY & REGISTRATION



THIS REALTOR® POLICY IS DESIGNED TO ENCOURAGE A POSITIVE EXPERIENCE FOR ALL PARTIES WHEN A REALTOR® BECOMES INVOLVED IN THE CUSTOM HOME BUILDING PROCESS WITH GAFFORD BUILDERS, INC. WE WELCOME REALTORS® AND HONOR ANY COMMISSION EARNED ACCORDING TO THIS POLICY. THIS POLICY EXPLAINS ALL OF THE REQUIREMENTS AND EXPECTATIONS OF A COOPERATIVE AGREEMENT BETWEEN GAFFORD BUILDERS, INC AND THE REALTOR®.

Gafford Builders, Inc. recognizes two levels of REALTOR® involvement in the sale of one of our homes:

**I. REFERRAL PROGRAM:** A REALTOR® is entitled to a referral incentive fee equal to 1% of the base sales price if the REALTOR® recommends Gafford Builders, Inc. to a prospective customer. In order to receive this incentive the REALTOR® **must make the initial contact** to Gafford Builders.

This type of incentive means that the REALTOR® has referred the customer, and means that the REALTOR® is not required to accompany the customer to the model home or Gafford Builder's office, or participate any further in the home buying/building process with that customer.

- a. Registration Process:
  - i. The REALTOR® must contact Gafford Builders in advance and the buyer **must confirm during their first visit** to the model home that they have been referred to Gafford Builders, Inc. by listing the REALTORS® name on a completed Guest Registration form.
  - ii. The Registration form will protect the REALTOR'S® 1% referral fee with this prospective buyer only. Should the REALTOR® refer a different buyer, the above process must be repeated.
- b. Sales Process:
  - i. Once the Guest Registration form has been completed, it is understood by both the customer and REALTOR® that the Builder's representatives can contact the customer directly.
- c. Payment Process:
  - i. REALTOR® commissions will be paid at closing.
  - ii. Payments are made to the REALTORS® Broker.

**II. COOPERATIVE PROGRAM:** A REALTOR® is entitled to a 2.5% cooperative brokerage commission based on the base sales price if the REALTOR® **accompanies the customer to our model home during their first visit and when they sign a new home contract.** At this level, Gafford Builders, Inc. expects and assumes the customer has signed a Buyer Broker Service Agreement and the REALTOR® will **represent the customer throughout the entire home buying / building process.**

- a. Registration Process:
  - i. The REALTOR® **must accompany the prospective customer on their first visit** to the model home, community or office, or at the first meeting (wherever it may be) with the Gafford Builders, Inc. representative and present the Gafford Builder's representative with the signed and completed REALTOR® Registration Form that is provided by the Builder.
  - ii. REALTOR® Registrations will remain effective for a period of **45 days**. After 45 days, the REALTOR® must register the customer again to qualify for the commission.
  - iii. The Registration Form will protect the REALTOR'S® 2.5% commission (based on the base price) with this prospective customer only. Should the REALTOR® refer a different customer, the above process must be repeated.
  - iv. If the Builder or any of the Builder's representatives have had any meaningful discussions with the prospective customer including but not limited to: floor plans, pricing, the building process or financing, either in person, by telephone or email, the Builder reserves the right not to sign the register.
- b. Sales Process:
  - i. Once the Registration form has been completed, it is understood by both the customer and REALTOR® that the Builder's representatives will contact the customer directly, and it is the responsibility of the customer to share any information discussed with the REALTOR®.
  - ii. The REALTOR® may be required to attend all meetings with their customer.
- c. Payment Process:
  - i. REALTOR® commissions will be paid at closing .
  - ii. Payments are made to the REALTORS® Broker.

We hope these guidelines help create a positive working relationship between Gafford Builders, Inc. and the REALTORS® based on mutual respect and courtesy. It is our pleasure to work with you.

_____		_____	
Home Buyer Name	Phone No.	REALTOR® Name and Agency	
_____		_____	
Home Buyer Signature	Date	REALTOR® Signature	Date
_____		_____	
Builders Representative Signature	Date	REALTOR® Phone Number	

**BASE PRICE DOES NOT INCLUDE UPGRADES, CHANGE ORDERS AND/OR OPTIONS**  
**NO DISCOUNT APPLIES TO HOMEBUYERS WHO DO NOT USE A REALTOR®.**  
**GAFFORD BUILDERS, INC. RESERVES THE RIGHT TO CHANGE OR WITHDRAW THIS OFFER AT ANY TIME WITHOUT NOTICE.**