

MASTER REFERRAL POLICY SIRVA RELOCATION LLC

This Master Referral Policy ("MRP") applies to all SIRVA referrals for potential home sales/home findings.

The terms and conditions of this MRP shall apply to both the Preferred Broker and any agent assigned by Preferred Broker to the assignment received from the SIRVA referral.

A Preferred Broker will comply with and adhere to this Policy when contacted with a referral from SIRVA. Additionally, the Preferred Broker will instruct the assigned agent to follow this Policy and any special instructions that accompany such referral.

References to "Broker" or "Agent" shall also refer to one or the other or to both where appropriate.

I. **General Referral Policy Terms.** The following procedures apply to all referrals.

1. Broker shall notify SIRVA via SIRVA's operating system or by email upon acceptance by Broker of each referral from SIRVA using the Broker Referral Acknowledgement Form for listings and the Home Find/Home Rental Referral Acknowledgement Form for destination services or similar documentation.
2. SIRVA will initiate assignments directly to the Broker through the relocation department or other designated contact if there is no relocation department. SIRVA shall provide information to the Broker identifying the following: operations contact(s), transferee name, contact information, policy information deemed necessary to proceed with transaction, all information gathered in regards to sale of the home or the purchase of a new home that is necessary and appropriate to allow the broker/agent to perform their duties. SIRVA will use reasonable commercial efforts to provide any additional information requested by Broker. Unless the Broker requests further information, it will be presumed that the information provided is sufficient for the Broker to complete all responsibilities under this Master Referral Policy.
3. If Broker is unable to complete the SIRVA assignment or satisfy the terms and conditions of this Policy, Broker will decline the referral. Any referral that cannot be assisted by Broker for any reason will be referred back to the SIRVA counselor as soon as possible for reassignment through SIRVA's operating system or by email.
4. Broker agrees that this referral assignment is nonexclusive and that neither SIRVA nor any transferee is obligated to engage the services of Broker. Broker agrees that the Transferee and/or SIRVA shall have the right to cancel an assignment resulting from this referral at any time (prior to a contract) for any or no reason with no obligation to the Broker. Broker shall be required to enter into an agency agreement, which shall provide that the right of cancellation as indicated. Broker shall comply with the terms of any listing or buyer broker's agreement.
5. Broker shall assist SIRVA Supplier Management in establishing a SIRVA Team-Agent Team. To be eligible for inclusion on the SIRVA Team an agent must meet the following criteria:
 - A. Completed three (3) years experience successfully selling real estate full time
 - B. Completed two (2) years experience handling corporate relocations
 - C. Closed a minimum of twenty (20) real estate transactions, six (6) of which were corporate referrals, within the last twelve (12) months*
 - D. Has completed specific brokerage-sponsored relocation training.
 - E. Once this agent has been approved, the agent must complete SIRVA's Team Agent training annually and complete and pass the "SIRVA Team Agent" test. Failure to

pass this test will result in agent being removed from receiving SIRVA referrals until test has been passed in the subsequent year.

- F. Will complete all requested SIRVA documentation (including online submissions)
- G. Has been advised by Broker of & agrees to reflect and embrace SIRVA's Core Values listed below:

- ❖ Unyielding Integrity – Upholding the highest personal & professional ethical standards at all times
- ❖ Customer Centric – Anticipating customers' needs & responding to their rising expectations
- ❖ Performance Based – Knowing what it takes to win
- ❖ Leadership Driven – Having a passion to be the very best

Additionally, Broker shall recognize, acknowledge and affirm that the agent meets the preceding criteria, and exemplifies the above traits and values. Broker shall designate the agent as a SIRVA-Team Agent (STA) within SIRVA's operating as an inclusion of an agent on the SIRVA Team.

* NOTE: Due to differing economic conditions, some criteria may need to be adjusted or is not obtainable by market. If you are unable to acknowledge all criteria below for this agent, please be prepared to explain your rationale for including this agent on your SIRVA team. Exceptions to the stated criteria may be made at the sole discretion of SIRVA Supplier Management on a case-by-case basis.

- 6. The relocation director or other designated contact will assign the referral only to a SIRVA Team agent.

Referrals to any non-Team agent must be approved by the SIRVA representative placing the referral on a case-by-case basis. The use of non-team agents should be by exception only, and will be tracked by SIRVA Supplier Management.

Special approvals may be granted for items such as unique property, location, and specific client needs. The agent assigned will represent an extension of the preferred relationship with SIRVA, must meet all of the criteria listed above and follow the approval process outlined in **section 5** above

SIRVA Supplier Management reserves the right, in its sole discretion to add or remove any agent or broker from its "STA" list and to deny the referral to any particular agent.

- 7. When permitted by client policy and approved by SIRVA, the usage of a Transferee-requested agent may occur. In these instances, SIRVA expects that the requested agent provide the same level of outstanding customer service as any agent on the SIRVA Team. Prior to assigning any Transferee-requested agent Broker shall qualify the agent in accordance with the requirements of section 5. In the event that the Transferee-requested agent does not meet the section 5 requirements or the Broker is otherwise concerned that the requested agent cannot provide the appropriate level of service required by SIRVA, Broker shall so contact the SIRVA representative placing the referral for approval before placing any such referral.
- 8. Broker must contact SIRVA at the first sign of any problem that could negatively affect the transferee, the transferee's employer, or SIRVA. Broker shall notify SIRVA immediately if there is any delay in the closing or any other problem with the transaction.
- 9. Broker agrees to follow all other procedures, instructions, directives, conditions and policies instituted by SIRVA subject only to conflicts with the Broker company policy or where prohibited by State or local law, rules, regulations, or ordinances. SIRVA must be advised by Broker of any such conflicts.

10. Broker shall assure that the agreed upon referral fee is promptly tendered to SIRVA at the time of closing. The Broker agrees and consents that in lieu of the referral fee due SIRVA from Broker, the commission due Broker may be reduced at closing up to the amount of the referral fee. Broker will execute any necessary escrow instructions to affect this process. Broker agrees that SIRVA shall be entitled to receive its referral fee out of the gross funds due the Broker at closing. Broker agrees to execute all necessary escrow instructions to affect this process. If for any reason said commission is not reduced or paid at closing, Broker shall remain liable to SIRVA for said referral fee pursuant to the referral fee agreement by and between Broker and SIRVA.
11. SIRVA must be made aware of all offers and sales immediately. In the event of multiple offers, all offers must be presented to SIRVA in a timely manner, and no verbal guarantees are to be made to any potential buyer(s) until a written purchase agreement is signed by SIRVA.
12. Broker may not engage in providing mortgage or title services for or on behalf of SIRVA. Broker will advise and provide marketing and promotional information to all prospective buyers concerning both SIRVA Mortgage, Inc. and SIRVA Settlement, Inc. (including any SIRVA Mortgage and SIRVA Settlement literature). Unless otherwise indicated, SIRVA Mortgage is the preferred mortgage provider and SIRVA Settlement (or its assignee) is the preferred title agency. Broker will not remove the assigned closing office location or SIRVA preferred title agency without first requesting this change from SIRVA in writing, and with SIRVA'S express written authorization to permit such reassignment. Both should be supported in each transaction by an in-person referral by the Agent. Mortgage, title and settlement information shall be provided as early as possible in the process. The Agent must provide a Notice of Affiliated Business Arrangement between SIRVA and SIRVA Mortgage, Inc. and between SIRVA and SIRVA Settlement, Inc. In no event shall Broker require the use of SIRVA Mortgage, Inc. or SIRVA Settlement, Inc. as a condition of buying or selling a property.
13. The Broker is encouraged to sub-contract with underutilized or small, minority, disadvantaged and/or woman owned business. Broker may be asked to provide information regarding diversity spending to SIRVA.
14. Broker acknowledges that the programs of which they receive a referral from SIRVA in part constitute an overall process that is confidential and proprietary in nature and constitute trade secrets belonging to, and are the exclusive property of SIRVA. Broker agrees not to utilize or discuss any aspects of these programs with anyone other than individuals within SIRVA without the express written consent of SIRVA. The Broker acknowledges and agrees that the program and/or programs with which these assignments are associated including but not limited to the RiskGuard® BVX, the RiskGuard® AVX programs, and other similar programs are the exclusive property of SIRVA and/or its affiliates. The methods and processes, of which this Policy forms a part, involve a unique and proprietary program and/or programs and constitute trade secrets of SIRVA and/or its affiliates, which are protectable property rights. Broker therefore agrees not to reveal any information, materials, contract forms, processes, procedures, or anything else related to the processes and procedures for such programs to anyone other than those specific individuals who are necessarily involved with the handling of assignments, including any and all agents who specifically agree not to reveal any such information or materials to any entity competitive with SIRVA or any of its affiliates. Broker further agrees not to use the methods, materials, processes or the like relative to any of the programs referred to herein for the pecuniary gain of Broker, any of the broker's agents, employees, business associates or the like
15. Except as may be required by law or otherwise approved by the transferee or SIRVA in writing, Broker shall not disclose any confidential information or private non-public personal information concerning a transferee or SIRVA (including the amount the transferee can and/or is willing to spend or accept; and the transferee's place of employment) to the Seller/Buyer. SIRVA and/or the transferee must be advised of any such disclosure.

It is the policy of SIRVA that its vendors have an obligation to keep all Client and Transferee Non-Public Personal Information (NPPI) in the strictest confidence. Each Supplier must adhere to all laws and regulations concerning the privacy and confidentiality of NPPI. As a vendor of SIRVA, Broker is required to establish and maintain appropriate internal controls to protect NPPI from improper and inappropriate disclosure or release. NPPI may not be used, disclosed or transferred except as necessary to provide services for SIRVA referred business and in accordance with the applicable laws and regulations. SIRVA reserves the right to request documentation of and/or audit a vendor's internal controls, and to immediately terminate any vendor that does not have adequate controls and practices in place to protect NPPI. Failure to maintain adequate controls may also subject Broker to liability for improper disclosure of NPPI. **BROKER MUST IMMEDIATELY NOTIFY SIRVA OF ANY FAILURE OF BROKER'S INTERNAL CONTROLS OR ANY IMPROPER RELEASE OF NPPI.**

16. Broker agrees to promptly inform and provide SIRVA with any and all realty form(s) or documentation (forms) required to consummate the sale transaction. Such forms where applicable, would include but are not limited to State Seller Disclosure statements, Homeowner Association documents, inspection/repair reports, invoices, tax notices, local assessments and/or pending state/local construction and easement notifications. In the event any form is not provided to SIRVA, Broker agrees and will be responsible for payment of any and all fees, fines, and costs associated with tardy or non-conveyance of forms.
17. This Policy shall be interpreted under the laws of the state of Ohio.

II. **Listing Referrals.** The following procedures apply to listing referrals.

1. The Agent will be adequately informed through the relocation director or other designated contact on all necessary paperwork, policy information and timeframes required to complete the assignment and meet with the transferee.
2. The Agent may wish to provide to the transferee a current dossier identifying their current sales within the homeowner's relevant market to support their performance.
3. Broker agrees to complete an ERC broker market analysis (BMA), in accordance with instructions from SIRVA through SIRVA's operating system (unless otherwise instructed from SIRVA, at no cost to SIRVA. The BMA is to be completed and digital photos and MLS one-liners are to be uploaded within SIRVA's operating system to SIRVA within forty-eight (48) hours of the agent's appointment with the transferee. Completing a BMA is not a guarantee of receiving the listing. Agent shall address any additional questions or provide any other forms requested by SIRVA to be completed by the Broker per SIRVA instructions.
4. If the listing assignment is accepted, Broker must enter into a Listing Agreement for the property. SIRVA's corporate policy has established a standard commission rate as follows:
The Commission Rate is established by the original list price of the property at the time a Listing Agreement is signed. Changes made to an existing Listing Agreement such as extensions and price reductions will not trigger a change in Commission Rate. If an existing Listing Agreement is terminated due to expiration or cancellation, and a new Listing Agreement is issued for any reason other than processing an Amended Sale, then the commission rate for the new Listing Agreement will be determined by the new list price. If a new Listing Agreement is issued as part of re-listing the property in an Amended Sale, the Commission Rate will be that established by the Original List Price in the signed Listing Agreement between the Broker and the transferring employee which is being cancelled by the exercise of the Exclusion Clause. SIRVA reserves the right to re-evaluate and/or revise the Commission Rate and/or process as may be necessary from time to time with written notice prior to any implementation.

The actual commission amount paid out will be calculated by multiplying the stated commission rate times the final sale price of the property.

Exceptions to this commission rate must be negotiated with the SIRVA representative placing the referral on a case-by-case basis. It is the responsibility of Broker to justify any exceptions by showing how this commission would negatively impact the marketing of a specific property. Broker's compliance with this commission will be tracked and reported on a regular basis.

5. The Broker agrees that it will not charge either SIRVA or the transferee any fees including but not limited to an "up-front" fee or any administration, retainer or other fee, including fees for government or regulatory mandated activity by the broker such as processing or storage fees. The Broker's compensation shall be obtained exclusively from the proceeds of the transaction only.
6. It is SIRVA's expectation that Broker, as listing broker, shall offer 6% (50/50 split between agents) of the commission paid by Seller to any selling broker who procures the purchaser of the property. Approval for any exceptions to this policy must be obtained by Broker from the SIRVA representative making the placement prior to listing, and must be documented in the Listing Agreement for said Property. It is Broker's responsibility to confirm the commission rate and commission split at the time of an accepted offer.
7. The referral shall be deemed valid if property is listed within 24 months of the date of the referral regardless if there is any change or cancellation of the transferee's relocation program, the referral itself remains valid.
8. When requested, either personally or through a representative, Broker will visit all SIRVA pre-marketing properties within 30 days of listing for the purpose of making marketing recommendations to the listing agent and to SIRVA.
9. Agent must provide SIRVA representative with detailed listing information. (e.g. list price, list date, commission rate and split). SIRVA must first approve any and all list price changes. Agent is required to provide a marketing update to SIRVA every two weeks, or as mutually agreed upon between the Agent and the SIRVA representative. The marketing report is to be completed through SIRVA's operating system or if instructed emailed to the respective SIRVA contact.
10. Broker shall make the property available to every buyer currently looking for a home whether the buyer is working with or without a Realtor.
11. SIRVA recommends that all normal marketing efforts be in place for the subject property, and where feasible, but that the following additional marketing efforts should also be in place or utilized for all SIRVA listed properties:
 - a. Maintain mailing lists and phone numbers of top producers in the area who will be contacted regarding the listing.
 - b. Distribute marketing flyers (emails) to agents in the area within one week of listing the property.
 - c. Place listing on multiple online listing websites including, but not limited to Realtor.com, Trulia, Google, Yahoo et. al. In addition place listing as a "Featured" listing and provide as many online pictures as possible as well as virtual tours if available.
 - d. If local MLS allows, any additional incentives on a property should be marketed to the public.
 - e. Invite agents who have competitive and "feeder" area listings to preview the listing.
 - f. Ask agents who previewed the home to provide comments. Please provide these comments to the SIRVA representative via our "Marketing Activity Report," and also review results with the transferee.

- g. Display proper signage on the property and where appropriate in the surrounding area to direct buyers to the property for open house and showing opportunities.
 - h. Display in the property:
 - i. A showing book, MLS sheets, and property marketing materials;
 - ii. Property disclosures, surveys, inspection reports, etc.;
 - iii. Paperwork supplied by SIRVA to include the following, but not limited to:
 - i. SIRVA Rider to the Sales Agreement
 - ii. SIRVA Privacy Policy
 - iii. SIRVA Notice of Affiliated Business Arrangements
 - iv. SIRVA Buyer Financial Qualification Form
 - v. SIRVA Closing Agent Selection Agreement
 - vi. SIRVA Mortgage, Inc incentive flyer
12. SIRVA requires all potential buyers to be financially qualified as a requirement of acceptance of a purchase agreement. All potential buyers must be pre-qualified by SIRVA's pre-qualification procedures. The buyer is to complete the "SIRVA Buyer Financial Qualification Form" and fax/email it to the SIRVA Representative. When a buyer refuses to use the SIRVA Buyer Financial Qualification Form, Agent is to immediately notify SIRVA for further instructions.
13. Potential Buyers must be presented with all inspections and disclosures completed by the transferee. All offers must be submitted with a signed SIRVA Rider to Sales Agreement.
14. All offers are to be submitted to SIRVA upon receipt. If "pre-marketing," a copy of the offer is also to be provided to the transferee.
15. SIRVA has designated SIRVA Settlement, Inc. or an assignee selected by SIRVA Settlement, Inc. to handle the title work as well as to coordinate the closing. The designated closing company will communicate to Agent the name of the local title company and/or closing agent to be utilized for the transaction. In the event that SIRVA has not designated a title or closing company the Agent must communicate with SIRVA prior to initiating any title or closing work. All title and closing company referrals must be approved by SIRVA. Agent may not select or reassign a title or closing company without SIRVA written approval.
- A. In locations where Seller selects title, it is expected that the SIRVA-referenced title company will issue insurance.
 - B. In locations where the buyer selects title, you must discuss with your SIRVA contact any incentives that SIRVA may offer to use the SIRVA-referenced title company.
 - C. Regardless of how title is selected or what title company is used, unless otherwise agreed upon in writing, title costs are to be paid as is normal and customary for the area.
- 16. Inventory Listings:** Inventory listings are included in the Listing Referral section of this policy with the following additions.
- A. Unless otherwise instructed, it is preferred that the relocation department manage inventory listings (which at minimum would include the transfer of utilities, submitting bills to SIRVA and to closing representative, ensuring that bids and marketing reports are submitted in a timely manner) and utilize an agent only for marketing purposes. Ultimate responsibility for the property lies with the Broker. The following documents are part of this policy.
 - i. Expectations and Guidelines for Inventory Properties
 - ii. Vacant Property Care
 - iii. Instructions for Preparing an Offer
 - B. Properties that have been in a "pre-marketing" program may or may not remain with the current Broker when taken into SIRVA's inventory.

- C. The Broker and Agent will agree to promote SIRVA properties nationally and locally. On occasion it may be requested that special marketing programs/promotions be created and implemented to increase exposure to these listings.
- D. The Listing agent or broker representative is to inspect all inventory homes upon the transferee vacating, at least monthly thereafter, and bi-weekly for winterized homes. It is also requested that after extensive repairs or improvements are completed that the property be re-inspected to ensure repairs and or improvements have been completed in a satisfactory manner.
- E. From time to time SIRVA may exercise its right to personally inspect a property. SIRVA is not obligated to provide notice of any inspection and may, in fact, conduct an inspection without notice. If notice is provided, the relocation director or the inventory manager, in addition to the listing agent, may be requested to accompany the SIRVA representative.

III. **Home Finding Referrals.** The following procedures apply to home finding referrals.

1. The Agent will be adequately informed through the relocation director or other designated contact on all necessary paperwork, policy information and timeframes required to complete the assignment and meet with the transferee.
2. Unless prohibited by or subject to any state or local law or ordinance, Broker shall use their best efforts to act solely for the Transferee and in avoidance of a Dual Agency designation. In the event that the Broker also represents the Seller on a property in which the Transferee is interested, Broker shall obtain from the owner of the home a waiver permitting brokers/agents to also represent the Transferee/Buyer. Broker may provide an alternate means of safeguarding the interests of the transferee in this type of situation in a procedure acceptable to SIRVA. Broker agrees to represent the Transferee's interests at all times. Broker will instruct the Agent to furnish the buyer with information about any area in which they have an interest, including relocation packages, information on schools, shopping, and any other requested information, including pictures or videos of home areas and any other desired items. Broker shall instruct and require the Agent to provide the time desired by the buyer and show homes and areas to the buyer according to the buyer's schedule and requests.
3. SIRVA supports Buyer Agency. Transferees are advised to only enter into buyer agency agreements that are limited to the length of their house hunting trip, are not linked to specific compensation, do not obligate the transferring employee to pay any commission, fees or other costs or expenses to the broker, and can be cancelled.
4. Broker will instruct Agent to provide the transferee with information and a detailed overview of the various areas of the city and to prepare such reports as are requested by SIRVA or the transferee. Broker shall advise the transferee of the highlights and areas of concern of each home viewed and agrees to furnish to SIRVA and the client buyer any price opinions, analysis, pictures, videos or measurements of such home in a timely fashion as per the request of SIRVA and/or the client buyer. Agent must agree to prepare a broker's price opinion/Comparative Market Analysis (CMA) on each property identified, if allowed by law, and provide to buyer before the buyer makes an offer to purchase. Broker understands that the decision to buy is solely that of the buyer and must be their decision. Broker will contribute and assist buyer by providing insight and suggestions based upon their professional expertise. Broker will instruct Agent to help the transferee negotiate the best price, terms and conditions for the desired home and will advise the buyer client of all local buyer closing practices, typical costs, and any inspections customary for the area.

5. Broker shall instruct Agent to make every home available to the buyer for a showing which is currently for sale in this area whether listed by a broker or "for sale by owner", provided that it meets the buyer's stated requirements and is within reach of the buyer's financial ability and comfort level. In the event that the buyer is considering making an offer on a property that is "for sale by owner" or is offered at a commission rate lower than what is customary in the market, Agent shall advise buyer of this fact, and consult their SIRVA representative for guidance.
6. The Agent is required to provide regular status reports to SIRVA which are to include updates regarding contact made with the employee, house hunting trip dates and the employee's purchase status. All Agents must maintain contact with the SIRVA representative at least every other week or as mutually agreed upon by and between the Agent and the SIRVA representative. The Agent must maintain verbal contact with the transferee at least once a week throughout the home finding and until closing.
7. The Agent shall provide the buyer at least two names of reputable home inspectors who are bonded, licensed and insured.
8. The referral shall be deemed valid if an offer is made on any property within 24 months of the date of the referral regardless if there is any change or cancellation of the transferee's relocation program, the referral itself remains valid.
9. Broker agrees to instruct an Agent to have a copy of the Closing Disclosure provided to SIRVA with permission from the Transferee. If the Closing Disclosure is not available, Broker is to advise SIRVA that it is not available and why it cannot be obtained.
10. With SIRVA'S expertise in the relocation of transferees, SIRVA has designated SIRVA Settlement, Inc. or an assignee selected by SIRVA Settlement, Inc. to handle the title work as well as to coordinate the closing. The designated closing company will communicate to Agent the name of the local title company and/or closing agent to be utilized for the transaction. In the event that SIRVA has not designated a title or closing company the Agent must communicate with SIRVA prior to initiating any title or closing work. Agent may not select or reassign a title or closing company without SIRVA written approval.
 - A. In locations where buyer selects title, it is expected that the SIRVA-referenced title company will issue title insurance.
 - B. In locations where the seller selects title, you must discuss with the buyer and your SIRVA contact any incentives that SIRVA may offer to use the SIRVA referenced title agency. The use of a SIRVA selected title company must not be adverse to the buyer's ability to purchase the property.
 - C. Regardless of how title is selected or what title company is used, unless otherwise agreed upon in writing, title costs are to be paid as is normal and customary for the area.

IV **General Account Management**

Broker shall:

1. Complete and maintain their SIRVA operating system broker profile including, but not limited to updating zip code coverage area, designated brokerage referral contacts and agent profiles.
2. Provide general market updates on a quarterly basis as requested by SIRVA.
3. Provide a "Continuous Improvement Plan" as requested by SIRVA.

4. In addition to your ongoing relocation training, conduct periodic training with materials provided by SIRVA for agents on service expectations and any policy or procedure changes.
5. Be proactive in all aspects of communication and problem resolution between all parties.
6. Abide by the no gift policy that has been instituted by SIRVA. With the exception of public, promotional items and business meals, meetings entertainment or other business goodwill recognition gifts, no gifts or gratuities of any kind or for any reason are to be given to SIRVA or any SIRVA employee. Recognition for quality service may be provided verbally or in writing to the supervisor or manager of the SIRVA employee.
7. Obtain approval from SIRVA Supplier Management before any proposed Broker visits to a SIRVA Service Center. Considerations for approval will include, but are not limited to the following:
 - A. Providing continuing education credit opportunities (esp. CRP)
 - B. Providing Industry or Market information and updates

Any materials and presentations must first receive prior approval by SIRVA PBN Management Team.

V. Performance Metrics

A. Qualitative

Criteria	Definition	Performance Metric
Combined Home Sale and Home Finding Quality (Overall)	Transferee completed surveys of their agent. Scale of 1-5 (1 being low, 5 being high).	4.32 or better

B. Quantitative – Performance: Home Sale

Criteria	Definition	Performance Metric
BMA Variance	The variance between the agent's Most Probable Sales Price from their initial BMA and the actual sales price	Equal to or less than 5%
Amended Rate	The percentage of initial listings a broker has that end up selling to an outside buyer before going into SIRVA or the client's inventory	Equal to or greater than 90%
Average Days Listed	The average days of home listed with the brokers from list date to contract date	Equal to or less than 90 days
BMA Turn Time	The time from the agent BMA inspection appointment is completed until the completed report is received by SIRVA	Equal to or less than 48 calendar hours
Market Activity Reports	From the day of the start of the listing per the SIRVA or local listing agreement	Equal to no greater than every two weeks (14 calendar days)

C. Quantitative – Performance: Home Finding

Criteria	Definition	Performance Metric
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Home Purchase Conversion	The number of overall referral opportunities compared to the number of opportunities where the transferee purchased a property	Equal to or greater than 75%
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D. SIRVA Sister-Company Expectations

SIRVA Mortgage and SIRVA Settlement are expected to be supported in each transaction per this Agreement. The following performance is expected of Preferred Brokers.

Home Sale

1. SIRVA Mortgage will always be offered to all Buyers, but not required in any manner as a contingency for any sale or closing.
1. Listing Agent to provide SIRVA Mortgage incentive information on all properties.
2. SIRVA Buyer Financial Qualification Form [the "CASA"] must be submitted on all sales, whether rejected or accepted by the Buyer.
3. Wherever possible, but not required, SIRVA Settlement or its assigned local title office will be utilized based on negotiated rates.

Home Finding

1. SIRVA Mortgage information and benefits to be shared with all transferees.
1. Wherever possible, but not required, SIRVA Settlement or its assigned local title office will be utilized based on negotiated rates.

Broker-level score cards will be used to analyze Broker overall performance and partnership on a quarterly basis. Brokers rated as a 'C' level or 'Failing' in one quarter must complete a Corrective Action Plan, are expected to improve to a 'B' level within the next quarter, and meet with their PBN Manager monthly to ensure results are on track to achieve B-Level status. If a Broker has multiple Quarters at a 'C' Level or 'Failing', SIRVA may temporarily suspend the Broker's Preferred Status in Apex or remove the Broker's PBN status permanently.

At least annually, the Broker relocation teams and agent teams will be surveyed on the performance of SIRVA Supplier Management, SIRVA Operations, SIRVA Mortgage, SIRVA Legal, and SIRVA Settlement. This will provide critical feedback to SIRVA and serve as a 360-degree view of company's relocation processes, programs and employees.