

Sub.: Appointment of estate agents / brokers.

- 1 As per advice of Trinity Partners, who have been appointed to advise us on improving our sales and marketing activity, we shall encourage estate agents and brokers to formally tie-up with us for promoting our projects. Target is to get 10% of our business through them. More importantly they may create awareness about our project and stop negative feedback.
- 2 Trinity Partners has provided a list of brokers operating in our areas of interest. They shall be invited by Karna Mehta to visit the site and formally tie-up with us. Sales Managers are encouraged to meet estate agents in and around our projects for tie-ups.
- 3 Letters shall be exchanged only after the agent meets Soham, Karna or Anand Mehta. Tele conferencing can be used for this purpose. The draft letter of confirmation and letter of appointment are attached herein. Make 2 originals, one for the broker and the other to be deposited with Vineela at HO. Maintain a copy at site.
- 4 After signing up with the broker, 20 brochures (without price list), 50 flyers and 5 price lists can be given to them. Encourage the broker to visit the site with their customers. All services like free transport for site visit, kiosk activity, banners, posters, foam boards, etc., shall be provided to such brokers. Brokers must be encouraged to put an A2 size foam board or standee in their office. They must also tie few banners near their office. Promotions to ensure that such banners / boards clearly state that the broker is an authorized agent and delete numbers of our staff on such material.
- 5 Each agent can be given a maximum of 3 to 4 projects which are managed by not more than 2 sales managers.
- 6 To ensure that the agent does not claim brokerage on our customers, each customer introduced by the agent must be recorded in the CRM database and a signed copy CIS sheet clearly mentioning brokers name in the remarks must be handed over to the agent / broker.
- 7 Brokerage shall be paid @ 2% as given in letter of confirmation. Incentive for sales made through brokers shall be distributed to the entire team and will be part of team target. The discount being given to the customer shall remain the same even for bookings made through brokers.
- 8 Customers cannot be signed up as brokers or agents. Only such persons / firms / companies who are part time or full time associated with real estate business can be signed up as agents.
- 9 Sales made through referrals of customers introduced by brokers shall not be eligible for brokerage, unless the customer (i.e., referred customer) is introduced in the first instance by the broker. However, if claims for brokerage are made for such bookings their claims shall be considered on merit at the discretion of Anand, Soham & Karna.