Policies & Procedures

For

Agents & Office Staff

EXIT REALTY LEADERS

5018 N. Lecanto Hwy.
Beverly Hills, FL 34465

TABLE OF CONTENTS

MISSION STATEMENT

WE PRODUCE QUALITY- In both the work place and the marketplace, we provide quality experience, and service.

WE SERVE THE CUSTOMERS- We are customer-driven; and in conjunction with our other values, we give customers what they seek.

WE VALUE OUR ASSOCIATES- We recognize that EXIT Realty Leaders is only as good as our associates. We commit to providing a productive and solid career for all EXIT employees and associates.

WE PRACTICE TEAMWORK- We Consider those who work for or who associate with EXIT Realty Leaders as members of our team. We recognize that each customer, associate, or consultant has a unique contribution to make toward our team effort.

WE WELCOME INNOVATION AND ADAPT TO CHANGE- We constantly evaluate what we are doing and compare it to what is possible and to what is needed. Nothing in real estate or society remains the same- neither can we.

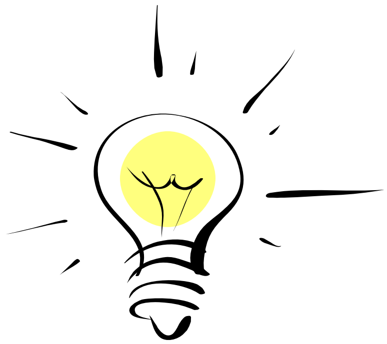
WE WISELY MANAGE COMPANY RESOURCES- As a company and as individuals, we sense a stewardship to wisely use our human resources and our material assets for the purpose of fulfilling the company’s vision.

WE SEARCH FOR, LIVE BY, AND TEACH CORRECT PRINCIPLES- Our services are based on correct principles that, when applied, produce positive results. We continuously search to learn more and to adjust to what we learn.

WE MAKE A POSITIVE DIFFERENCE IN PEOPLE’S LIVES- Our career recommendations and real estate services go beyond being profitable and informative. They empower individuals and organizations to make meaningful changes and to advance their goals.

THE VOICE OF EXPERIENCE

FROM PAT WADE



ALWAYS LEAVE YOUR BUSINESS CARD AT EACH PROPERTY YOU SHOW. IF THE OWNERS ARE AT HOME, IT IS WELL MANNERED TO INTRODUCE YOURSELF AND YOUR CLIENTS, EVEN IF ONLY BY FIRST NAMES. PLEASE MAKE SURE YOU TURN OFF ALL LIGHTS AND LOCK ALL DOORS AFTER A SHOWING.

THIS IS A BUSINESS OF OVERWHELMING “PAPERWORK”. PLEASE DO THE BEST YOU CAN TO KEEP ALL WORK AREAS NEAT.

YOU WILL NOTICE PAT HAS A MIRROR ON HER DESK AND HAS BEEN CARTING IT AROUND FOR ABOUT 20 YEARS. IT’S NOT THERE TO SEE HOW SHE LOOKS BUT TO CHECK HER VOICE. IT’S HARD TO BE “CRANKY“ WHEN YOU ANSWER THE PHONE IF YOU HAVE A SMILE ON YOUR FACE! IT HAS HELPED ME FROM TIME TO TIME TO STAY COMPOSED WHEN IT WOULD OTHERWISE NOT HAVE BEEN EASY! SMILE- IT’S CONTAGIOUS! A SMILE MAKES EVERYONE FEEL BETTER.

OFFICE STAFF JOB DESCRIPTIONS

Administrator:
Receptionist Desk
MLS Entry: New Listings, Pending & Closing
Exit Web Site
Exit Memo
Weekly List
EZ Book, and File Action List
Set up Showings
Fax Showing Feedback sheets to outside agents
Create and Distribute Floor Schedule
Monitor Signs & Lockboxes
Monthly Sales Charts
Mail Distribution
Commission Check Distribution
Distribute Expiration Notices to Agents
Mail out Listing Extensions
Track Deposits
Monitor & Distribute Incoming Faxes
Take Agent Attendance for Caravan
Assist Associate Coordinator as needed
General Office Maintenance

Associate Coordinator:
Support Broker as Needed
Chronicle HomeFront Ads
Real Estate News Ads
Inventory Control
Supplies List and Ordering
Weekly client updates for Traditional Agents
Client Surveys
Internet Leads
Technical Support, Troubleshooting
Provide Support to the Agents
New Agent Orientation
New Agent Follow-up & Support
Top Producer

Help create Agent Postcards
Update & Distribute Agent Roster
Add New Files to the EXIT Website
Collect Timesheets & Track Vacation Time
Assist Administrator as Needed
General Office Maintenance

Closing Coordinator

Contacts seller and buyer with introduction
Gives seller & buyer weekly/biweekly update
Reminds buyer & seller of utilities and homeowners insurance at least 2 weeks prior to closing
Orders pest inspection and survey (if Title Company does not)
Order other inspections as needed
Communicate with lender and Title Company as needed
Ensures appraisal comes back okay
Confirms clear title
Confirms closing papers are correct
Sets up closing time, date & place with all parties (realtors, title company, sellers & buyers)
Verify buyers know the final amount to bring to closing
General Office Maintenance

Closing Coordinator does not:
Go over the inspection with the buyer or seller.
Write up extensions.
Negotiate (if appraisal does not meet value).

DRESS CODE

Appropriate Business Attire Includes:

Men's Clothing Options:

- Business suit, dress shirt, tie, belt and dress socks.
- Sport coat, dress slacks with dress shirt button down and long or short sleeve, belt, tie, and dress socks.
- Slacks with dress shirt, tie, belt, and dress socks
- Slacks, dress shirt, sweater, belt, tie, and dress socks

Women's Clothing Options:

- Business suit (slacks), blouse
- Business suit (skirt), blouse
- Business dress with sleeves
- Business dress with blazer or sweater
- Slacks and blouse and sweater
- Slacks with blouse and jacket
- Slacks with business blouse
- Skirt with blouse and sweater
- Skirt with blouse and jacket
- Skirt with business blouse
- Denim skirts are appropriate

Men's Shoes:

- Coordinating dress shoes
- Coordinating dress boots

Women's Shoes:

- Dress Shoes
- Professional open-toed with or without a back strap
- Knee length dress boots

Men's Clothing Not Allowed:

- Shorts
- Cargo pants
- Jeans (in any color)
- Polo Shirts

- Tank tops, T-shirts, Hawaiian shirts
- Undergarments showing

Women's Clothing Not Allowed:

- Skirts more than six inches above the knee
- Shorts
- Cargo pants
- Jeans (in any color)
- Polo Shirts
- Tank tops, T-shirts, shirts with spaghetti straps, Hawaiian shirts
- Shirts showing a mid-drift
- See-through clothing
- Dresses with spaghetti straps without a jacket
- Mini-skirts or skorts
- Capri pants or cropped pants
- Spandex
- Undergarments showing

Accessories, Piercings, and Tattoos:

- All accessories such as belts, shoes, jewelry, and scarves must coordinate with the business attire – no flashy or large jewelry pieces.
- No visible piercings other than in the ears.

Hair:

- Hair must present a natural color and style; hair must also be washed and combed.
- All facial hair must be neatly trimmed.

*On your off time (if not with clients) wearing shorts in the office is only permitted for **30 minutes**. Shorts and dress shorts are only acceptable if you are taking a prospect on a boat. Jeans are not acceptable unless you are showing clients a farm, camp or acreage. Exceptions may be made for religious or medical reasons. Clients have commented that they have abandoned an agent for: **Dirty car, improper dress, smoking or a smoky car, drinking and profanity!***

CARAVAN POLICY

The office caravan is a great chance to view the new listings for potential buyers as well as to keep you abreast of market prices. It is important that we show strong team unity to our clients. Because of this, the following policy will apply:

Any agent who chooses to miss two caravans in a four-week period will lose their floor time privileges for a month. This includes leaving the caravan before completion. Excused absences will not be counted but must be approved prior to caravan. This includes pre-planned vacations and educational opportunities.

Booking appointments with clients during Caravan time is not excused. **The Administrator will take attendance on a weekly basis.**

The floor person may either stay in the office or attend the caravan being “on call” if needed.

The route should be planned prior to leaving the office to ensure everyone arrives together. Please be courteous of the other drivers trying to follow you to the next home.

The cut-off time for new listings to be added to the caravan is 2:00 every Tuesday. The caravan will be kept to 6 homes per week and must consist of 3 or more homes, otherwise caravan will be postponed until the following week.

There will be no last minute additions to the caravan even in the event of a cancellation. If you are unable to attend and one of your listings is scheduled to be caravanned, your listing will be skipped and added to the following week’s caravan. Any exceptions must have broker approval.

It is the agent’s responsibility to verify there will be a caravan. You should always assume caravan will be held unless notified differently.

Remember to be courteous at the homes and turn lights off. Never eat snacks left out unless invited to do so. Also be sure not to let any pets escape and remember to lock the doors before leaving.

If an agent decides to stop attending caravan then floor time will no longer be given. Subsequently, any listings that agent obtains will not be scheduled for caravan. If you do not view other agent's listings then it is not fair for you to ask them to view yours. It is the responsibility of the agent to be aware of this policy. A client should not be told that their home will be caravanned if their agent no longer attends caravan.

FLOOR TIME
SCHEDULE & PROCEDURES

Floor Time is your opportunity time to procure new clients! All general calls of new business and walk-ins will be directed to the floor person. **If you are scheduled then you are expected to be here on time and remain in the office for the entirety of your shift**. Remember if you are going to be late please call the office. Floor calls will not be transferred to cell phones unless the agent scheduled for floor time on Wednesday morning chooses to attend caravan.

The first time slot is from 8:30 AM to 11:30 AM. The second time slot is from 11:30 AM to 2:30 PM. The third slot is from 2:30 PM to 5:30 PM. The floor time schedule for Saturday is 9AM to 1PM and 1PM to 5PM. The Sunday schedule is left up to the scheduled agent.

When you come for floor time please be prepared with gas in your car and dressed in the proper attire (Please see Dress Code for a complete list).

If you are working a Saturday floor time you will need to make sure you answer phone calls, setup showings, fill in call log as needed, call agent if contract comes over fax, and take out trash if full. If you set up a showing, please follow up with the administrator so they can document it. If you are unsure of how to use the phone system properly, please see the using phone user's guide. The schedule is **planned** to rotate days and times in order to give all the agents a variety of days and times in the sake of fairness.

Please understand we cannot plan the schedule around several other schedules. **It is your responsibility to trade with another agent and to notify the front desk (Administrator) of the change**. Failure to find a replacement will end up in loss of floor time for the following month.

MARQUEE POLICY

When it is your week to advertise, you decide what you want to say on the marquee. You may want to write something out on paper first. Remember, law requires that your last name MUST be included when being used in advertising.

Then you put the letters up **YOURSELF**. There is a special pole you must use to put the letters in the slots.

The person who advertises the week after you is responsible for taking down your letters and putting up their own message.

There will always be two agents assigned to each week; one for each side of the marquee.

Like floor time, if you are not going to use your week, give it to the next person on the list. If you would prefer to be removed completely from the marquee rotation, please notify the Associate Coordinator.

ACCEPTABLE OFFICE BEHAVIOR

Agents should use the lobby as a place to welcome clients and not to sit during breaks or chat with employees/agents. When a client arrives they should be taken into the conference room to wait or to conduct business, clients should never be left in the lobby.

Parking is limited, so please save the three parking spots directly in front of both the EXIT and Express office doors for clients. Please do not park on the grass, there are sprinklers.

Please smoke in the rear of the building, exit through the door in the kitchen. **NO SMOKING IN THE FRONT**. Be sure to always lock the deadbolt on the door when you come in or out.

The use of cell phones by office staff will not be permitted during office hours. Please be sure that cell phones are not turned to a silent ring mode but turned completely OFF.

Office policy prohibits smoking or drinking in front of a client even if the clients do!

Floor Time is the time to familiarize yourself with the office listings, to call your clients, to call on expireds, update your files, to call for price reductions on current listings, and to change comments in your listings, if need be. Agents are not to sit in the lobby or visit at another agent's desk.

Please be mindful that the office staff is extremely busy, and as such, has limited time for social visits.

SALE CONTRACT PROCEDURES

Go to the EXIT website (under EXIT agents) for all buyers and sellers packages, all other forms can be found in the filing cabinet. Once you have a packet completed whether it is a buyer's or seller's packet, turn the completed packet into the front desk. A file with an incomplete contract or an inaccurate Good Faith Estimate will NOT be processed. If any other forms are missing, please indicate and inform the administrator as to when they will be obtained. Once missing paperwork is obtained, please turn it into the Closing Coordinator.

It is your job to follow up or update the Closing Coordinator with any changes to your file (i.e. closing date changes). It is also necessary to fill out the vendor sheet completely, please fill out all sections including whether or not there will be a survey and termite inspection.

DISSATISFIED CLIENT RESOLUTION

If a seller is dissatisfied or unhappy with an agent at EXIT REALTY LEADERS and requests to transfer the listing to another EXIT agent, they must have a founded and legitimate case. They must also speak **directly to the broker** before any further action can be taken. Agents should never intend to obtain another inner-office agent's listing during their listing period. Never speak negatively about another agent or agency to obtain a client.

REQUIRED PAPERWORK

Certain forms are required in order for your paperwork to be processed. Many of these forms require your client's signature for written documentation. All extensions on listings must be signed by clients.

All price changes MUST be accompanied by a client-signed MLS change form AND an accurate, client-signed Good Faith Estimate.

All listing withdrawals must be approved by the Broker. For any other changes, a full-display MLS sheet with written indicated changes is acceptable.

REAL ESTATE CLOSINGS

It is the agent's responsibility to review Settlement Statements (HUD's) prior to a closing. Additionally, the agent should contact their client and discuss monies needed to close or the amount due to seller (whichever applies) to avoid last minute problems.

Each agent MUST be at closing to represent their client. If they cannot attend, they must have another agent, who is informed about the deal, at the closing on their behalf. Exceptions to this would be if your client was a mail-away. It is still the agent's responsibility to make sure the file closes and monies are disbursed accordingly. Then follow-up with your client to insure they received any proceeds due.

Please be sure to inform your sellers that it is very likely their proceeds check will be held by their bank until such time as the check clears. If this creates a problem, the title company can usually procure a cashiers check for an additional fee if notified in advance.

COMMISSION POLICY

Expected Listing Commission on Residential Property shall be 7%. Occasionally, a 6% Listing Commission is acceptable without approval from the Broker but a Commission Rate below 6% MUST be approved by the Broker. Listing Commission on Vacant Land shall be 10% or a minimum of $1,000.00, whichever is greater. Any Commission Rate below 8% on Vacant Land/Commercial Property must be approved by the Broker. Listing Commission on Commercial Property shall be 10%. All listings belong to the Broker. Agents are authorized to take listings on behalf of the Broker. Any deviation from the above must be approved by the Broker prior to acceptance of the listing.

All listing contracts are to be for a minimum of 6 months, any listing period less than 6 months must be approved by the Broker.

In the event an agent leaves the company, their listings will be assigned to another EXIT agent by the broker. If a listing is pending and the sale fails, the listing will be put back to active and assigned to another agent within the company.

Offers to clients to make repairs, pay for home warranties or any other type concessions must be paid outside of the closing. At no time may the commission be reduced to cover such items without the Broker’s permission.

Any purchases made by an agent must be disclosed to the Broker prior to signing the contract. At no time may the agent’s commission be conceded as part of the purchase. Any non-EXIT agents wanting to purchase one of our listings and wave their commission will require written approval from their Broker. Remember, commissions belong to the Broker, not the Agent.

PROCESSING FEES

PROCESSING FEE: A fee levied to the agent in a transaction where either buyer or seller or both are represented by EXIT Realty Leaders and it's associates. It is a fee for services rendered on their behalf by the closing coordinator.

LISTINGS:
A processing fee of $150.00 will be charged on all listings over $15,000. This fee will be collected at closing and shown as a separate charge to the seller.

This fee must be disclosed to the seller PRIOR to entering into a listing agreement via the seller's good faith estimate.
SALES:
A processing fee of $150.00 will be charged on all purchases through EXIT Realty for all *residential properties and vacant land where financing and or surveys are required.*

A processing fee of $50 will be charged on all purchases of *vacant land where no financing is involved and no surveys are required.*

This fee must be disclosed in writing to the buyer prior to showing property. This fee is shown on the real estate transaction disclosure (Buyer's Good Faith Estimate). This should be presented and signed along with the agency disclosure.

It is the **AGENT'S RESPONSIBILITY** to collect this fee from the buyer/seller. It should be on the settlement statement and funded at closing. It should be a separate check and not combined with the commission check. Failure to do so will result in the agent's commission being reduced by this amount.

Any exceptions to fees must be approved by the Broker.

CLIENT PRIVACY POLICY

Please keep the conference room door closed when you are working with clients to afford them privacy. The conference room door should be left open when not in use, so that at a glance, everyone knows it is available.

When you give out information, the best thing to do is get the client to the office- it is hard to sell over the phone. Never give a commission rate or a sales price estimate over the phone to a potential client, make an appointment to meet with the homeowner and view the home. Disclosures should be signed upon first contact with clients prior to any showings.

Never discuss clients business outside of the office, "what happens in the office stays in the office"!

HOMEOWNERS IN-OFFICE KEY POLICY

An Agent must notify the Administrator if a homeowner's key will be checkout by someone outside of the office. Who ever checks out the key must leave a business card or their name and a phone number where they can be reached. The card should then be dated and placed in the key slot until the key is returned.

Please be sure to return keys to the proper party after closing, expiration, or withdrawal. When a key box is emptied or filled, be sure to update the key list accordingly (white out can be found in the key cupboard).

"AGENT RETRIEVAL"

If a potential client expresses interest in an agents listing and that agent is not in the office, the administrator will make one attempt to contact the agent by phone. If the agent is not able to be reached the Administrator must find an available agent in the office for the client.

COVERING AGENT ABSENSES/VACATIONS

Upon your absence, please let the Administrator know the date of your departure and your return, whether or not you will be reachable on your cell phone, and which agent will be covering your business. Be sure to put in writing compensation with the covering agent PRIOR to your departure to avoid misunderstanding.

LEAD POLICY

Leads are generated by the EXIT website and are given to traditional agents. It is the responsibility of the agent to contact the potential client at least three times. When contact is made, or if the client is unable to be reached, please update the Associate Coordinator on the status of the Lead.

SPONSORSHIP

Sponsorship is nothing more than telling another person about the EXIT Realty system. It does not make you their boss or permit you to interfere with or interject your business practices to them without their permission. Nor does it allow you to use them in your advertising without their permission.

SIGN AND LOCKBOX POLICY

Signs and lockboxes are the Broker's property. One sign and one lockbox may be checked out to each residential listing (two signs may be checked out for corner lots).
Signs and lockboxes must be checked out through the administrator in the agent's name. If a sign or lockbox is not returned within 2 days after a closing, withdrawal, or expiration of a property, the agent will be billed for missing property. THIS INCLUDES STOLEN SIGNS AND LOCKBOXES.

Price per missing item:
$25 per sign
$125 per lockbox

Agents may transfer a sign or lockbox to a new listing after one property has closed, been withdrawn or expired. However, it is the agents' responsibility to notify the administrator of any relocation.

PROCEDURE FOR POLICY EXCEPTIONS

The Administrative Assistant and Associate Coordinator are employees of the owners and the Broker. If questions arise regarding paperwork or office policies, the office staff does not have the authority to make exceptions to policies and procedures. If a request for an exception needs to be made, the broker needs to be notified and will make the final decision.