

PARTNERSHIP PROSPECTUS



PREMIER PARTNER MARKETING PROGRAM





HomeSmart International's Premier Partner Marketing Program is strategically designed to consistently align your company and your products with the residential real estate industry's leading agents, brokers and franchise partners.

This program includes a year-round, integrated three-part marketing campaign that includes:

1. Online Premier Partner Marketplace
2. Year-long dedicated editorial, communications, content and branding
3. Event sponsorship, exhibition, exposure and networking

The program provides for significant messaging, positioning and engagement across all HomeSmart International communications, print and online platforms, and live events.

Don't delay! Join the Premier Partner Marketing Program today to foster your network, increase your brand awareness, impact sales, and showcase your business.

HomeSmart.com/PremierPartner

Questions? Contact us at **Events@HomeSmart.com**

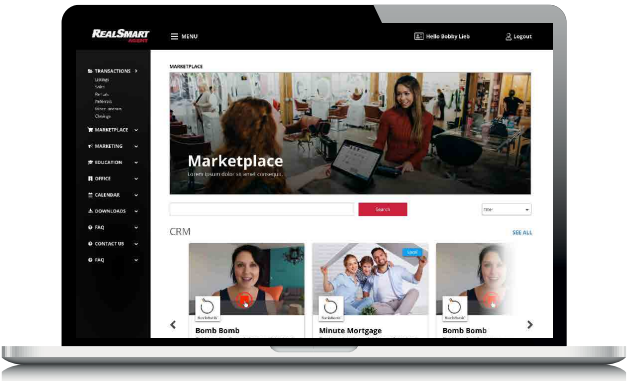
PART 1

HOMESMART PREMIER PARTNER MARKETPLACE

This year-long Premier Partner Marketing Program combines the power of consistent marketing all year long with an easy-to-access online marketplace where we connect your company and your products with our franchise partners, brokers and agents.

The HomeSmart Premier Partner Marketplace is the online launchpad and shopping area where agents can search for, learn about and engage with key real estate resources, tools and products and the companies that support them.

Your Marketplace profile will include information, graphics, videos, call-to-action links to jump-pages, order forms, sign-up pages, your website, etc., plus special offers and discounts.



There are five main categories in the Marketplace designed to help agents and brokers maximize and accelerate their business. This feature is designed to allow your organization maximum exposure to our 19,000+ agents across the Nation.

PART 2

PREMIER PARTNER MARKETING PROGRAM

Participation in the Marketplace includes and is supported by the year-long **Premier Partner Marketing Program**. The program consistently drives brokers and agents to the Marketplace, where they can learn about and engage with your company, products and services.

This 12-month on-going marketing program includes:

- Permission to use the HomeSmart International logo and SmartAffiliate logo in all of your marketing and communications
- Your company logo, link and content included in four (4) systemwide emails
- Your company logo included on Thank You slide in weekly National New Agent Orientations
- Your company logo in HomeSmart's National Agent Training Webinars
- Your company logo in show slides for monthly franchise partner video-calls
- Your company logo in New Franchisee Training

- Inclusion in Chief Industry Officer local, regional and national presentations
- Appearance in the Business Builder webinar series and inclusion in associated marketing:
 - Social media posts in agent, franchise and company-wide public and private groups and pages
 - Email marketing promoting webinar to entire network
 - Promotions on the National Training Calendar
 - Blog posts, descriptions and summaries of the webinar
 - Post-webinar follow-up marketing to entire network

In addition, all companies and products in the Marketplace must be aligned with HomeSmart International's core values and be approved by the HomeSmart International marketing team.

PART 3

EVENT SPONSORSHIP, EXHIBITION, EXPOSURE AND NETWORKING

In addition to the Marketplace and Premier Partner Marketing Program, your company will have the opportunity to network with our audience throughout our annual conferences and events. You can also take advantage of the wide variety of exhibit space options that will provide high-visibility for your business, and consider one of our sponsorship opportunities designed to help you foster your network, increase brand awareness and impact sales. We have something to fit your marketing budget and help reach your objectives.

SPRING AGENT CONFERENCE

Growth Summit attracts hundreds of agents, brokers, franchise owners and entrepreneurs seeking to grow their businesses. This 2-day conference offers a unique opportunity to gain exposure for your products and services directly to your potential customers including:

- Launch new products and services
- Collect high-quality leads
- Build brand awareness
- Cultivate customer relationships
- Access to more than 500 expected attendees
- Complimentary Growth Summit registrations with sponsorship packages
- Unopposed expo time with coffee and snack breaks in expo hall (in-person event only)
- Logo on conference website and registration page, accessible to all attendees

The in-person sponsorship typically includes:

- (1) 8' draped table, (2) chairs, trash can
- Logo on event-exhibitor signage
- Logo and hyperlink on exhibitor webpage
- (2) Box lunches per day
- Additional upgrade options are available for more exposure opportunities.

If the Growth Summit moves to a virtual option the sponsorship inclusions may slightly differ.



FALL BROKER CONFERENCE

Mastermind attracts brokers and franchise owners seeking to grow their businesses. This 3-day conference offers a unique opportunity to gain exposure for your products and services directly to HomeSmart leaders.

An in-person or virtual event typically includes:

- 1 minute of speaking opportunity
- Invitation to all social events
- Additional \$2,000 upgrade option for 5 minutes speaking opportunity and introduction to keynote speaker

Sponsorship inclusions may slightly differ from an in-person event to a virtual event.

PARTICIPATION IN THE INDUSTRY PARTNER MARKETPLACE IS \$8,500/YEAR

Additional sponsorship opportunities are available.



RESERVE YOUR SPOT TODAY!

HomeSmart.com/PremierPartner