

REFERRAL PROGRAM POLICIES

When you register in the Bonus Plus Marketing Client Referral Program, we'll protect your client referrals for an unprecedented 365 days. We'll even send you a notice when your protection period expires so that you can renew the registration.

You can be as involved in the process as you'd like - or, send us your referrals and we'll take care of them from first contact to closing the sale. Complete the [Client Referral Agreement](#) to get started. Keep the following in mind:

- You must be a licensed broker/agent in good standing with your licensing state (if in the US).
- You must register your client with us before he/she visits a Bonus Plus Marketing community or participates in a sales presentation.
- Existing Bonus Plus Marketing property owners, club members and prospects already existing in the Bonus Plus Marketing's marketing database will not qualify as referrals.

How the Program Works: What to Do Step 1. Register yourself!

The first thing you need to do is register yourself and your company with our broker services department. Make sure you provide a current email address, and we'll make sure you get the most up-to-date information on upcoming events.

Step 2. Register your clients!

The most important step in the process is to register your clients with us. You can [register your referrals online](#) using our secure web form; this will provide you with an instant electronic confirmation of your referral that you can keep for your records, and will create an 'e-trail' to protect you.

Once you've registered your clients, it's up to you how involved you want to be. Initial contact will be made via a letter which says that you've recommended that we contact your client about the community. After that, you can follow up with your client and accompany them to discover our communities - or you can leave it all to us. In either case, you can be assured that your clients will be treated respectfully.

Remember, registering your clients is the only way to ensure that they'll appear in our database with your name attached to them. The extent of our marketing campaigns for all of our Club Communities and Club Resorts make it likely that your clients, in the Florida area as well as the rest of the nation and even overseas, will find us on their own. Referring your clients guarantees that you will be involved in the process from the beginning and protects your commission.

Step 3. Attend a broker presentation!

As a broker or agent, you know that product knowledge is essential to a successful sale. At Bonus Plus Marketing Resorts, we want to help you achieve that success. We'll arrange a private presentation to introduce you to Bonus Plus Marketing Resorts, and a VIP tour with one of our sales executives to discover the property. Bring the whole office! We'll provide a catered breakfast or lunch, and you'll learn who we are, what we do, and how we do it.

Step 4. Develop marketing pieces!

Our job is to provide you with the tools necessary to market our properties to your clients. We'll provide you with images, fonts, and logos to use in your print or internet advertising. The only requirement we have is that you have all marketing materials approved through our department before you print them or publish them. To request a CD of images, fonts, logos, and disclaimers, [click here](#).

Step 5. Make a reservation!

There is no better way to gain credibility with your customers than to demonstrate your belief in the property by making a reservation yourself. Your deposit of \$1,000 is fully refundable at any time and will enable you to experience the Priority Reservation Selection Event from the perspective of a buyer, and communicate the selection process more effectively to your clients.