

# 2018 SMC DIAMOND EVENT

## ENROLLMENT/PARTICIPATION FORM

### INTRODUCTION:

THE HOME BUILDERS ASSOCIATION OF GREATER SAVANNAH'S SALES AND MARKETING COUNCIL ANNOUNCES THE 2018 SMC DIAMOND EVENT (THE "DIAMOND EVENT") PROGRAM. THE PURPOSE OF THIS PROGRAM IS TO PROMOTE THE SALE OF NEW HOMES CONSTRUCTED BY THE HOME BUILDERS ASSOCIATION'S BUILDER MEMBERS AND TO REWARD SMC MEMBERS WHO PARTICIPATE IN THIS PROGRAM BY SELLING NEW HOMES.

### BUILDER'S/AGENT'S RESPONSIBILITIES & RULES:

1. EACH PARTICIPATING BUILDER WILL PAY UP AN FRONT ENTRY FEE TO ENROLL IN THE 2018 DIAMOND PROGRAM. IF PARTICIPATING BUILDER HAS PARTICIPATED FOR 4 OR MORE YEARS, THE ENROLLMENT FEE WILL BE \$750. THOSE BUILDERS PARTICIPATING IN YEAR 1-3, ENROLLMENT FEE WILL BE \$1,000. THE ENROLLMENT FEE WILL BE USED TO MARKET THE PARTICIPATING BUILDERS AND THE PROGRAM DURING THE 2018 YEAR. (SEE ATTACHMENT)
2. EACH PARTICIPATING BUILDER WILL PAY AN ADDITIONAL \$250 AT THE CLOSING OF THE SALE OF EVERY HOME THAT INVOLVES A SMC MEMBER AS THE SELLING AGENT AND IS A PARTICIPANT IN THIS PROGRAM. THIS FEE WILL BE PAID TO THE HOME BUILDERS ASSOCIATION AND WILL BE HELD UNTIL DISBURSEMENT AT THE TERMINATION OF THIS PROGRAM. THE FEE IS PAID ONCE FOR EACH CLOSING AND IS DESIGNATED FOR THE BENEFIT OF THE **SELLING AGENT ONLY**, SO LONG AS THE SELLING AGENT IS NOT ALSO THE LISTING AGENT OF THE PROPERTY OR A MEMBER OF THE LISTING AGENT'S TEAM. THE FEE MUST BE RECEIVED BY HBA WITHIN 14 DAYS OF CLOSING AND NO LATER THAN JANUARY 10, 2019. THE BUILDER'S CHECK MUST ACCOMPANY A FORM ATTACHED. PREVIOUS ADVERTISED SALES COMMISSION WILL REMAIN IN PLACE AND BE UNAFFECTED BY THIS ADDITIONAL \$250. IN THE EVENT THE BUILDER DOES NOT INCLUDE THE \$250 ON THE ALTA, THE BUILDER WILL AGREE TO PAY THE HBA DIRECT WITHIN 30 DAYS OF THE CLOSING. FAILURE TO PAY WITHIN 30 DAYS OF CLOSING WILL RESULT IN A \$25.00 PER MONTH LATE FEE. BUILDERS WHO DO NOT PAY THE REQUIRED \$250 WILL NOT BE ABLE TO PARTICIPATE AS A DIAMOND BUILDER THE FOLLOWING YEAR.
3. **IN ORDER FOR THE SMC MEMBER/ SELLING AGENT TO RECEIVE A TICKET, HIS OR HER NAME MUST BE ON THE CONTRACT OF THE SELLING HOME AND LISTED AS THE SELLING AGENT IN THE MLS UPON CLOSING, IF APPLICABLE.** THE SMC MEMBER/ SELLING AGENT WILL RECEIVE ONE ENTRY TICKET FOR EACH SALE, WHICH WILL BE ISSUED BY THE HBA AFTER RECEIPT OF THE FEE AND ENTRY FORM
4. QUALIFIED ENTRIES ARE ALL DIAMOND BUILDER CONTRACTS CLOSED IN THE 2018 CALENDAR YEAR.
5. TICKETS CANNOT BE PURCHASED, ONLY EARNED BY SALES.

6. PARTICIPANTS MUST BE SMC MEMBERS AT THE TIME OF CONTRACT, CLOSING AND THE DATE OF THE DIAMOND EVENT, WHICH WILL BE HELD IN FEBRUARY 2019. IF THE AGENT IS NOT A CURRENT MEMBER OF SMC AT THE TIME OF CONTRACT OR CLOSING AND CANNOT PAY FOR AN SMC MEMBERSHIP WITHIN 30 DAYS OF CONTRACT, THE BUILDER WILL HAVE THE OPTION TO PAY THE AGENT'S \$205 MEMBERSHIP FEE OUT OF THE DIAMOND TICKET FEE COLLECTED AT CLOSING. THE REMAINING FUNDS WILL BE REIMBURSED TO THE BUILDER OR HELD AS A CREDIT ON HIS/HER ACCOUNT WITH THE HBA. THE AGENT WILL NOT RECEIVE A DIAMOND TICKET FOR THAT TRANSACTION.

IF FUNDS HAVE BEEN DISBURSED TO THE HBA BY THE CLOSING ATTORNEY AND THE AGENT DOES NOT INTEND TO JOIN THE SMC, THE BUILDER WILL HAVE THE OPTION TO BE REIMBURSED THE FUNDS OR HELD AS A CREDIT ON HIS/HER ACCOUNT WITH THE HBA.

IF THE AGENT IS NOT A MEMBER ON THE DATE OF THE DIAMOND EVENT, ALL DIAMOND TICKETS EARNED WILL BE FORFEITED.

IF THE PARTICIPATING SMC AGENTS MEMBERSHIP IS IN "EXPIRED" STATUS FOR MORE THAN 30 DAYS AT ANY GIVEN TIME, HE/SHE WILL FORFEIT ALL DIAMOND TICKETS. (NO EXCPETIONS)

7. ONE MEMBER OF A COMPANY MUST BE A CURRENT MEMBER IN GOOD STANDING WITH THE HBA OF GREATER SAVANNAH TO ENROLL OTHER MEMBERS INTO SMC.
8. PRIZES WILL BE AWARDED AT AN AWARDS EVENT TO BE HELD IN FEBRUARY OF 2019. AGENT MUST BE PRESENT AT EVENT TO WIN. EACH BUILDER PARTICIPANT WILL BE INVITED, AND MAY BRING ONE GUEST REGARDLESS OF THE NUMBER OF ENTRIES THEY HAVE RECEIVED.
9. BUILDER PARTICIPANTS WITH 1 – 10 ENTRIES MAY RECEIVE UP TO 2 ADMISSIONS TO THE EVENT UPON REQUEST AT NO CHARGE. BUILDER PARTICIPANTS WITH 11-20 ENTRIES MAY RECEIVE UP TO 4 ADMISSIONS TO THE EVENT UPON REQUEST AT NO CHARGE. BUILDER PARTICIPANTS WITH 21 OR MORE ENTRIES MAY RECEIVE UP TO 6 TOTAL ADMISSIONS TO EVENT UPON REQUEST AT NO CHARGE. A LIMITED NUMBER OF ADDITIONAL ADMISSION TICKETS TO THE DIAMOND EVENT WILL BE AVAILABLE TO BE PURCHASED BY PARTICIPATING BUILDERS AND PROGRAM SPONSORS.
10. BUILDERS ENROLLING IN THE PROGRAM AGREE TO ENROLL ALL HOMES SOLD IN 2018 IN BRYAN, CHATHAM, EFFINGHAM AND LIBERTY COUNTIES. BUILDERS MAY ELECT TO ENROLL HOMES OUTSIDE OF THESE COUNTIES, BUT ARE NOT REQUIRED TO DO SO.
11. THE TOP THREE BUILDERS WITH THE HIGHEST NUMBER OF TICKETS ISSUED WILL RECEIVE ADDITIONAL MARKETING AT THE EVENT. THESE BUILDERS WILL RECEIVE RECOGNITION BY MEDIA DURING ANY EVENT COVERAGE. THE TOP THREE BUILDER LOGOS WILL BE PRINTED ON EVENT PROGRAM, BANNER(S), AND ANY OTHER PRINTED OR DISTRIBUTED MATERIALS THE EVENING OF THE EVENT. THE BUILDER WITH THE MOST TICKETS MAY ALSO DISTRIBUTE MATERIALS TO AGENTS WHO ARE PRESENT. THESE MATERIALS MUST BE APPROVED BY THE SMC BOARD IN ADVANCE.

12. THE HBA/SMC RESERVES THE RIGHT TO ADD EVENT SPONSORS FROM MEDIA SOURCES AND OTHER ASSOCIATE MEMBERS. BUILDERS WHO DID NOT PARTICIPATE IN THE DIAMOND PROGRAM WILL NOT BE ELIGIBLE FOR ANY SPONSORSHIPS.

**AWARDS: EACH ENTRY WILL RECEIVE A TICKET TO BE INCLUDED IN A DRAWING FOR THE FOLLOWING PRIZES:**

61% OF THE TOTAL MONIES COLLECTED WILL BE GIVEN AWAY TO 5 DIAMOND AGENT PARTICIPANTS WHOSE NAMES WILL BE RANDOMLY DRAWN AT THE EVENT. FIRST PRIZE WILL NOT EXCEED \$25,000.

THE REMAINING FUNDS TO BE GIVEN AWAY WILL BE DIVIDED AMONGST THE 2<sup>ND</sup>, 3<sup>RD</sup> 4<sup>TH</sup> AND 5<sup>TH</sup> PRIZE TICKETS DRAWN. NOTE: NO CASH PRIZE WILL EXCEED \$25,000

**AGREEMENT:**

PARTICIPATING BUILDERS AND SMC MEMBERS HEREBY RELEASE AND HOLD HARMLESS THE HOME BUILDERS ASSOCIATION OF GREATER SAVANNAH AND ITS SALES AND MARKETING COUNCIL, THEIR OFFICERS AND EMPLOYEES FOR ANY AND ALL LIABILITY OR CLAIM OF LIABILITY FOR DAMAGES INCURRED OR ALLEGED TO HAVE BEEN INCURRED BY THE PARTICIPANTS IN THIS PROGRAM.

\_\_\_\_\_  
BY: BUILDER

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
BY: AGENT/PARTICIPANT

\_\_\_\_\_  
PRINT NAME