

# A BIG THANK YOU TO OUR REALTOR PARTNERS



**H·E Homes**  
easy. efficient. enjoyable.

We believe in a great partnership with real estate professionals, and are very grateful for licensed Realtors representing their new homeowners through the exciting homebuilding process! While we are incredibly proud of our reputation for a streamlined homeowner experience, a great Realtor partnership can be helpful to all of us for a smoother process.

## OUR PROMISE

Many homeowners ask if they are charged for having a Realtor represent them, or if they can save any money for not having their realtor involved. The answer to both of these is clearly no.

- Homeowners will never be charged in any way for having a Realtor involved.
- Homeowners will never receive an incentive or discount simply because they choose to not involve a Realtor.

We believe in standing behind our word, and ensuring that any Realtor feels welcome and involved in a Homeowner's process. After all, it benefits us all when a Homeowner's building process can go even more smoothly because they have another industry professional on their side in addition to our dedicated team!

## TYPES OF REPRESENTATION

We have a few types of Realtor representation. They are based on the Realtor's level of involvement and the nature in which the Realtor becomes involved. As a company that believes strongly in guiding each of our Homeowners, we have a strong belief in rewarding Realtors whom share a passion and dedication to their Homeowners.

### FULL REFERRAL AND GUIDED PROCESS

We understand that Homeowners may shop on their own schedule, and as such, we do not require that a Realtor be physically present at the first Homeowner meeting. However we should already know of the connection via phone, e-mail, text message, carrier pigeon, or any of our online web forms ahead of their visit. The INITIAL contact to a Homeowner MUST come from the Realtor involved with the prospect's first and last names. We want to make sure that we honor your referral even if your Homeowner's schedule did not perfectly line up with yours. Introducing your clients to us ensures prospect protection. If the prospect then purchases any home from H-E Homes, you will receive your well-deserved commission. This process simply cannot be honored if the buyers have previously contacted us or visited our home on their own. We look forward to working with you!

We ask EVERY homeowner at their FIRST contact with us how they found out about H-E Homes. If this answer is not a clear and direct connection that you are the reason that your Homeowner found out about us, then this level is simply not applicable.

#### COMMENSURATE RATE

*We gladly pay a full 3% commission on the sales price of a home. This includes land costs and full contract pricing.*

*A full referral is a huge and well-earned "Thank You" from us for being the direct reason for your Homeowner's connection to H-E Homes. As this is a full-contract commission rate above and beyond the home price only, it is important for Realtors to understand that we believe you are an involved and direct partner, and need you to refer your Homeowner as such.*

### PROFESSIONAL HOMEOWNER REPRESENTATION

It is fairly plausible that Homeowners may find H-E Homes on their own as they are exploring their home buying options. We are a huge partner with Realtors, and we still absolutely want you involved to help streamline the process - even if your Homeowners found us on their own! This is a big difference from other builders, as we understand and value your contributions to your Homeowner's new home experience!

If a Homeowner lets us know AFTER their first meeting that they would like to have a Realtor involved, we are still glad to have you involved in guiding the process. This would include comments following the INITIAL meeting or phone call such as:

- Our Realtor wanted to know if they could come to our next meeting to see the homes and how they can help us.
- I know that we said we didn't have a Realtor, however our Realtor wants to be part of the process.
- My clients said they went to your open house, and I wanted to make sure you know that I am representing them.

This type of relationship is specifically designed to add value for Realtors who are very involved with their Homeowners, however were not the direct source of the connection to building with H-E Homes. We still trust that you are working together and participating in your Homebuyer's process regularly. As such, we will be glad to honor this type of Professional Representation until the start of our THIRD conversation with any Homeowner.

#### COMMENSURATE RATE

*It is important to understand that we value your professional guidance, and it is very helpful, even if not the direct source of your Homebuyer's connection to us. We gladly pay a full 1.5% commission rate of the contract sales price of a home. This would also include any upgrades of changes that a Homeowners adds to a home.*

#### **WHEN A REALTOR IS NOT ELIGIBLE FOR A COMMISSION**

It is rare that it happens, however sometimes a Realtor will announce their presence well into the home purchasing process - after a Homeowner is well involved with H-E Homes (Customization of layouts, pricing, homesite reservations, etc.), and sometimes even after we start construction! In such a case, unfortunately your Homeowner has elected to engage in the process on their own. This is only fair to all Realtors who work so hard to find the best fit for their Homeowners, and allow us all to work together to reward referring Realtors for their well-deserved commissions.

This is why we believe that all involved Realtors must be in contact with us before the THIRD conversation with any Homeowner.

Again, we are a company that believes strongly in rewarding all of the professionals involved throughout the process. It is important to us that all involved Realtors whom guide their Homeowners per industry standards are rewarded fairly.

#### **THE FINE PRINT**

For MLS-listed homes, please check the listing for commission details as they may differ from this policy. For MLS-listed, that listing's commission and split policy will be honored. For any commission, you must provide us with a commission letter prior to Purchase Agreement signing. Commission is paid at final turnover, regardless if Closing occurs before construction with a construction loan or with a conventional mortgage loan. If multiple Realtors attempt to claim a commission on the same Homeowner, any split will be negotiated between the Homeowner and the Realtors.