BERKSHIRE HATHAWAY HomeServices

AWARDS & RECOGNITION PROGRAM

2016

PROGRAM GUIDEBOOK
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ANNUAL NON-COMPETITIVE AWARDS

The goal of the Non-Competitive Awards Program is to recognize individuals or teams that obtain a minimum of Total GCI or Residential Units. Agents as well as Broker/Owners and Office Managers are eligible for non-competitive awards. Please refer to the information below for specific requirements.

MINIMUM AWARD CRITERIA*

- Chairman’s Circle Diamond - $750,000 Total GCI or 150 Residential Units
- Chairman’s Circle Platinum - $500,000 Total GCI or 100 Residential Units
- Chairman’s Circle Gold - $280,000 Total GCI or 70 Residential Units
- President’s Circle - $185,000 Total GCI or 50 Residential Units
- Leading Edge Society - $120,000 Total GCI or 35 Residential Units
- Honor Society - $75,000 Total GCI or 25 Residential Units

ANNUAL HISTORIC AWARDS

LEGEND

- Agent or Team achieves Chairman’s Circle for the 5th, 10th, 15th, 20th or 25th time.
- Individual and Team awards will not be calculated together for Legend awards.
- Legend history for Top 100 Legacy agents will carry over to BHHS history.

*Total adjusted GCI should be used for all awards that are listed as based on total GCI. See detailed definition of production on that qualities on page 10.
ANNUAL COMPETITIVE AWARDS

The goal of the Competitive Awards Program is to recognize the top producers among the entire network. Broker/Owners and Office Managers are not eligible for competitive awards.

TOP TEN AGENTS AND TEAMS

The Top Ten Award recognizes the top ten Agents and Teams within the entire Berkshire Hathaway HomeServices Network.

CRITERIA

- Top 10 Agents and Top 10 Teams – Total GCI or Residential Units
  - Minimum of $1M GCI or 100 Units
- Top 5 Agents and Top 5 Teams – Commercial GCI

NUMBER ONE IN REGION AGENT AND TEAM

The Number One in Region Award recognizes the Number 1 Agent and Number 1 Team by region.

CRITERIA

- Top Agent and Top Team in Each Region
- Total GCI or Residential Units

TOP 100

CRITERIA

- Top 100 Agents or Teams in the entire Network
  - Total GCI or Residential Units
    - Minimum of $1M GCI or 100 Units
QUARTERLY AGENT AWARDS

TOP 3 AGENTS

CRITERIA
• Top 3 Agents & Top 3 Teams in each State for Total GCI or Units in each Quarter

QUARTERLY SPOTLIGHT - *NEW*

CRITERIA
Top 100 Agents or Teams in the entire Network in each Quarter
• Total GCI and Residential Units

*Quarterly awards winners will receive soft copy certificates available through REsource Center.
**Quarterly ranking does not guarantee ranking on Annual Awards Program.
ANNUAL PROGRAM FOR OFFICES

TOP TEN OFFICE

This Award recognizes the top offices in the entire international Berkshire Hathaway HomeServices Network.

CRITERIA
- Top 10 Offices - Total GCI and Residential Units
  - Minimum of $12M GCI or 1,200 Units

ROUND TABLE

CRITERIA
- Top 3 Offices for Total GCI and Units, by Region and by Size.

OFFICE SIZE CATEGORIES:
- 1-20 Agents
- 21-40 Agents
- 41-75 Agents
- 76 or More Agents

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QUARTERLY PROGRAM FOR OFFICES

TOP 3 OFFICES

CRITERIA

• Top 3 Offices for Total GCI and Units, by Region and by Size in each Quarter.
• Quarterly Awards Regions are U.S. West, U.S. Midwest, U.S. Northeast, U.S. South.
  See detailed region list under Round Table on previous page.

Office Size Categories:

• 1-20 Agents
• 21-40 Agents
• 41-75 Agents
• 76 or More Agents

TOP 30 OFFICES - NEW

CRITERIA

• Top 30 Offices in the entire Network in each Quarter
• Total GCI and Residential Units

*Quarterly awards winners will receive soft copy certificates available through REsource Center.
**Quarterly ranking does not guarantee ranking on Annual Awards Program.
ANNUAL COMPANY AWARDS

BERKSHIRE ELITE CIRCLE

CRITERIA

• Top 50 Companies for Total GCI
• Minimum of $7M GCI

TEN-K CLUB - NEW

CRITERIA

• Minimum of 10,000 Closed Residential Units
COMMERCIAL AWARDS

This page provides a summary to help you quickly identify the awards that Berkshire Hathaway HomeServices offers based on Commercial GCI.

ANNUAL COMPETITIVE AWARDS FOR AGENTS

Top Five Agents and Teams

CRITERIA
  • Top 5 Agents and Top 5 Teams for Commercial GCI

ANNUAL COMPETITIVE AWARDS FOR COMPANIES - NEW

Top Five Companies

CRITERIA
  • Top 5 Companies for Commercial GCI
PROGRAM GUIDELINES

PRODUCTION NUMBERS:

All production is measured according to closed sales transactions reported in accordance with Network standards. Only production achieved while affiliated with Berkshire Hathaway HomeServices is counted for competitive awards. For affiliates converting to Berkshire Hathaway HomeServices PREA Legacy production will also count towards competitive awards. Pre-Affiliation GCI may be included only for non-competitive awards.

TOTAL ADJUSTED GCI:

GCI awards are calculated based on adjusted GCI (total company GCI less referral fees and employee discount fees, but not Berkshire Hathaway HomeServices service fees). Residential and Commercial GCI can be combined to qualify for awards. Qualified revenue must be earned within the scope of the franchise business and reported through the Berkshire Hathaway HomeServices databridge.

RESIDENTIAL GCI:

Production that qualifies for awards purposes will consist of all residential revenue including sales transactions, referrals, residential leasing, rental and property management income. Unimproved land also qualifies for residential GCI provided it is zoned for residential usage. Unimproved land zoned for commercial usage must be counted as commercial production. Residential Units are used to break ties for GCI-based competitive awards.

COMMERCIAL GCI:

Production that qualifies for awards purposes includes commercial/investment sales transactions involving properties with five or more units, commercial land, commercial leasing and commercial property management income within the scope of franchised business.

RESIDENTIAL UNITS:

Each unit reported will be either a listing or selling side of an actual sales transaction. When an agent handles both sides of a transaction, it will count as two units. Unimproved land also qualifies for residential units provided it is zoned for residential usage. Referral, leasing, rental and property management revenue will not be counted for units. Total GCI is used to break ties for unit-based competitive awards. All units reported must have GCI associated with them.

OFFICE AWARDS:

Administrative offices without active, producing agents do not qualify for office awards. In certain limited circumstances, the production for more than one sales office may be combined if those locations are fully managed by one individual, the offices are within a reasonable distance from one another and an acceptable business reason has been approved by the Awards Department.

BROKER/OWNERS AND OFFICE MANAGERS:

Broker/Owners and Office Managers are not eligible for competitive Agent or Team awards, but may receive non-competitive recognition. Please refer to the competitive/non-competitive breakdown on the following page.
PROGRAM GUIDELINES

AGENT TEAMS:
Production numbers derived from engaging more than one licensed agent must be reported as a team. This definition of a team applies to situations where there is one primary agent who has a licensed assistant. A team may not be composed of all the agents in an entire company.

INDIVIDUAL AWARDS VS. TEAM AWARDS:
To qualify for an individual award, production must be reported as it is truly allocated between agents and cannot be adjusted for award calculation purposes. More than one licensed agent working as a team must either split their production or submit their production for a team award. Separate Agent Top Ten and Number One in Region awards will be recognized for individuals and teams. Individual and team production will be combined for qualification of all other award categories.

IN GOOD STANDING:
Companies not current with franchise fees, non-compliant with Identity Standards or are otherwise not in good standing with the terms of the franchise agreement are ineligible for competitive company or office awards and will be responsible for purchasing non-competitive awards for their agents.

COMPLIMENTARY EVENT OR HOTEL REGISTRATION:
Berkshire Hathaway HomeServices may provide complimentary event or registration codes as a benefit of winning a specific award. All complimentary codes are non-transferable and the award winner must redeem the code(s) by the specified expiration date or they will become invalid. Winners receiving complimentary hotel registrations may be subject to 1099 reporting. Additional details regarding complimentary code redemption will be provided in annual award winner notifications.

COMPETITIVE AWARDS VS. NON-COMPETITIVE AWARDS:
The following list shows competitive and non-competitive awards for clarification of the guidelines outlined in this document.

COMPETITIVE ANNUAL AGENT AWARDS
Top Ten • Number One in Region • Top 100

COMPETITIVE ANNUAL COMPANY AND OFFICE AWARDS
Berkshire Elite Circle • Top Ten • Round Table

COMPETITIVE QUARTERLY AGENT AND OFFICE AWARDS
Top 3 Offices by Region based on Office Size
Top 3 Agents or Teams within each state

NON-COMPETITIVE ANNUAL AGENT AWARDS
Chairman’s Circle – Gold, Platinum, Diamond
President’s Circle
Leading Edge Society
Honor Society
Legend (Historic)
FREQUENTLY ASKED QUESTIONS

AWARDS PRODUCTION

Q: Can an agent report a large number of Units but little to no GCI?
A: No. Unit production that is reported must be tied to associated GCI. Agents or teams can not choose to split transactions in a way where one team member takes credit for GCI and another for the units. If there is a low GCI per unit transaction the Awards Department may reach out for clarification on what transactions are being reported. Only listing or selling sides of an actual sales transaction count for units.

AWARDS COMMUNICATIONS

Q: I am an Awards Coordinator, Broker of Record or Owner. Why didn’t I receive email communications regarding awards reporting deadlines or the Awards Program?
A: Emails are sent from awards@hsfranchise.com. Make sure you allow emails from this address. You may have opted-out of receiving HSF Affiliates email communications. If you would like to start receiving these communications again, please send an email to awards@hsfranchise.com and we will update your settings.

AWARDS REPORTING

Q: I missed the deadline for awards reporting. What can I do?
A: Please contact the Awards Department at awards@hsfranchise.com with an explanation of the situation. Late reporting may limit the awards that your company’s agents can qualify for and may result in additional expenses being charged to your company.

AWARDS DISTRIBUTION

Q: How can I get my Annual Non-Competitive Agent Awards earlier?
A: Shipping of non-competitive awards is done on a first-report, first-ship basis. Please try to report as close to the beginning of the awards period as possible to receive your award earlier.

Q: Why didn’t I receive my Annual Competitive Agent Awards with my Non-Competitive Awards?
A: Annual competitive awards are not distributed until after Sales Convention because rank is released during Sales Convention.

Q: How can I order additional awards?
A: You can purchase additional awards from the Awards supplier. At the time of this writing, American Image is the awards supplier and can be reached by email at sales@americanimageawards.com or phone at 1-201-384-9200.

AWARDS RECOGNITION

Q: What type of Sales Convention Award Recognition will award winners receive?
A: Details regarding Sales Convention recognition will be communicated in the award winner notifications that are sent out in February. Levels of recognition at Sales Convention vary based on award level and event constraints.

Q: I am an award winner. Why didn’t I receive an emailed winner notification?
A: Verify the email in your REsource Center account is correct.

Q: What logo will be on my annual award?
A: Berkshire Hathaway HomeServices Quality Seal will be on the medallion portion of BHHS non-competitive awards for companies that convert to BHHS by the close of Annual Awards Reporting.
AWARDS BENEFITS: COMPLIMENTARY REGISTRATION CODES

AWARDS BENEFITS

Q: How many registration and/or hotel complimentary codes do competitive or historic team winners receive?
A: There will be one comp code provided per award. This means that one team award would result in one complimentary code and it is up to the team to determine who will be able to redeem this code. As a Company Awards Coordinator, you can designate a team contact and the award-winner notifications will be sent to that one contact ONLY instead of the entire team.

Q: I received an award that includes a complimentary registration/hotel stay for Sales Convention but I cannot attend. Can someone else redeem my complimentary registration code?
A: Complimentary registration and hotel codes are non-transferable and may only be redeemed by an individual award winner or a member of an award winning team. The codes have no cash value and if they are not redeemed by an award winner they will expire unused.

Q: I received multiple awards that include complimentary registration codes. I am attending Sales Convention and will redeem one of my registration codes. Can someone else use my additional registration codes?
A: Any member of an award winning team may redeem the complimentary registration code. The individual that redeems the complimentary registration code must be either the individual award winner or a registered member of the award winning team as of the date that annual awards reporting closes. Questions related to this rule should be directed to awards@hsfranchise.com.

Q: I registered and paid for Sales Convention before I received the registration comp code. How will I be reimbursed?
A: Please contact the Affiliate Assistance Hotline at 1-888-732-5778 to redeem your comp code.

Q: When does my comp code expire?
A: Comp codes must be redeemed by the last day of the event or they will expire. You can redeem them during preregistration through the online registration system or by calling the Affiliate Assistance Hotline at 1-888-732-5778. You may also redeem your comp at the on-site registration counter during the event. Once the event is over these codes may no longer be redeemed.

Q: I received a complimentary hotel registration for Sales Convention but I would like to stay at a different hotel than the Sales Convention host hotel. If I register and pay for this hotel can I be reimbursed?
A: Complimentary hotel registration is provided for three standard room nights at the Sales Convention host hotel. Unfortunately, we cannot accommodate other arrangements. Instructions on how to redeem your complimentary hotel registration is included in award winner notifications sent in February.