Welcome to RE/MAX Town & Country

A Complete Guide to

RE/MAX Town & Country

584 Route 9 Fishkill, NY 12524

2013 Crompond Road, Yorktown Heights, NY 10598

A Complete Guide To RE/MAX

Town & Country

Everything You Wanted and Need to Know

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Who's Who


RE/MAX
Town & Country
ORGANIZATION CHART
Howard Payson
Broker/Owner
203-240-7233
hjpayson@gmail.com
Howard is responsible for the vision and direction of RE/MAX Town & Country. He sets the tone for our culture and success
Diane Butterman
Executive Director
914-879-0253
dbuttermax@gmail.com
Diane is responsible for the success of the operations and systems of the office. She is always available to listen to your ideas how we can better serve you and make your world easier
Abby Josiah
Director Of Agent Development
845-797-4436
ajosiahremax@gmail.com
Abby is responsible for coaching you through buyer and seller transactions.
Madalyn Campo McIlverty
Chief Customer Experience Officer
914-469-2131
madalyn.tnccco@gmail.com
Madalyn is responsible for education, coaching and helping you through all aspects of your business. She also is responsible for paperwork and advertising compliance.
Zach Higgins
Chief Marketing Officer
rmxtncmediamgr@gmail.com
Stephania Ortiz
Director Of Hospitality
rmxtnc315@gmail.com
Rachael Alwardt
Director Of Hospitality
rmxtnc01@gmail.com
TJ Castelle
Director of Finance
tncfinance315@gmail.com
Consultant for your social media marketing and branding
They are responsible for making your experience with RE/MAX Town & County seamless and pleasant. Their responsibilities include onboarding, RE/MAX technology, Follow Up Boss and first place to go with questions.
Responsible for all things money: questions about commission checks, monthly invoices, referrals (Opcity, Zillow, outside agents).

New to RE/MAX

What do I do first?

- You will receive an email from RE/MAX (donotreply@remax.net) welcoming you to RE/MAX. Follow the link to activate your email address. Any email sent to your remax.net email address will be forwarded to the email you designate in your RE/MAX profile. Usually this will be the “RE/MAX gmail” address you created or your team email.

- Login to remax.net and select Education on the dashboard. Enter **RE/MAX Technology | New Agent Onboarding** in the Search bar. This Agent Technology onboarding program will provide you with the tech tools, tops, and best practices for being the most productive and profitable agent as quickly as possible.

- All customizing of RE/MAX back office will be completed at orientation. The video will get you started if you want to get a head start.

Advertising under DOS Guidelines

What is an advertisement?
Promotion and solicitation related to licensed real estate activity, including but not limited to advertising via:

- mail
- telephone
- websites
- e-mail
- electronic bulletin boards
- business cards
- Signs/billboards
- Flyers
- Video

What is not an advertisement?
Commentary made by a duly licensed real estate salesperson, real estate associate broker or real estate broker that is not related to promoting licensed real estate activity. 175.25(a)(1)

*****NOTE: ALL ADVERTISEMENTS MUST BE APPROVED BY PRINCIPAL BROKER

Advertising – generally

- Only a real estate broker is permitted to place, or cause to be placed, advertisements.

- Advertisements must provide the name of the real estate brokerage (or broker if individual broker) and either the brokerages:

  - (i) full address or
  - (ii) telephone
- No regulation on size
- Real Estate Brokerage must be included in advertisement
- Licensees name must appear as it is on license – nicknames can be included as long as licensed name is conspicuous

License Type

- License Type: Associate Real Estate Broker or Real Estate Salesperson
- The use of “Licensed” is no longer mandatory. However, if you list your designations after your name “Licensed” must be used
- Not necessary on for sale signs or classified ads unless you are including a designation

Telephone Numbers

- Phone numbers must identify the type of number, i.e. cell, home, office
- Brokerage phone number **or** address must appear on every advertisement

Classified Ads

- Must include name of brokerage
- Does not need license type
- Must have either brokerage phone **or** address
- Phone other than brokerage must be clearly identified

Business Cards

- Must have brokerage address
- Must have brokerage name
- Must contain license type
- Office telephone number
- Must have a variation of "Each Office Is Independently Owned and Operated" (Franchise Requirement)

For Sale Signs

- Must include name of brokerage. *"Generally, advertisements need to contain the name of the brokerage and the brokerage address or office telephone number. For sale signs are one of the exceptions to the general rule"
- All phone numbers must be identified

Open House Signs

- Not required to comply with requirements unless there is information of the licensee or brokerage. If licensee name appears on the sign so must the full licensed name of the brokerage. If licensee name is on the sign it must be the full licensed name.

Email

- Initial email must include all information required by these regulations
  - o Brokerage name
  - o Brokerage address or phone
  - o Licensee Type
  - o All phone numbers identified

Logos

- Individual logos may be used provided the name or logo of the brokerage is provided

Web based advertising

- Each page of website must include the brokerage information: Brokerage name and address **or** phone #
- Link to brokerage website must be on home page
- Link to the Department of State's Fair Housing Notice must be installed on homepage and be displayed "prominently" not hidden or buried on the homepage

Social Media

- Home or profile page must have:

o Name of brokerage
o Brokerage address or phone #
o License Type

o Phone numbers identified

Teams

- 2 or more persons, one of whom must be an Associate RE Broker
- Associated with the same brokerage
- Team Names:
    - o Full licensed name of the real estate brokers, associate brokers or RE salespersons **or**
    - o If the names are not included, team name must be immediately followed by "at/of [full name of brokerage]
    - o Must use the term team (cannot use associate, realty, group etc)
    - o Cannot use the name of a non-licensed individual is prohibited

Fair Housing

- Fair Housing notice must be displayed at all Open Houses
- Fair Housing Disclosure must be available to all attendees and presented at "First Substantive Contact"

AMP - Agent Mastery Program

Amp is a 2 week, 6 session, training program that we have created to help new emerging agents, and experienced agents that would like to, boost their career.

Participating in the program also allows for the agents to work with our Directors of Agent Development. These directors are available for additional training, one on one coaching sessions, and help working a deal through to closing.

In the program you will learn:

- Mindset, Attitude and Goals
- Buyers Consultation
- Sellers Consultation
- Renters Consultation
- Lead Gen: FSBO's and Expireds
- Door Knocking, Farming and Open Houses

BombBomb

BombBomb software lets you create videos and messages to send to your clients adding a personal touch. BombBomb integrates with Follow Up Boss for a seamless system of communication.

Download the BombBomb app on your phone to easily create videos. To connect to the office account (necessary for the Follow Up Boss integration):

Username: hpayson@remax.net
Password: Disney1225!

Closing Procedures

- Upload closing documents to Dotloop
- Upload Agent Full showing credit given to the RE/MAX Town & Country for the sale
- Upload Commission Invoice
- Bring check into the office or ask for the account number to make the deposit. The address of the closing **MUST** be entered on the check memo.
- If you are depositing the check in the bank, upload a picture of the check and deposit slip into your loop in the Commission Check Uploaded folder and submit for review. This notifies office a deposit has been made.
- If you are bringing the check in after hours, please place the check in mailbox on desk make sure you have the address and your name on the envelope.
- Make sure your loop is complete, submitted and approved.

If all of the above systems are followed, check turnaround will be within 24 hours.

Conditional Contract Procedures

When your contracts are signed on both sides it is time to inform the office of your pending closing.

- You will receive an email from the Director of Agent Services or the Compliance Officer asking you to upload your transaction paperwork to Dotloop (must be in PDF format) and submit the Transaction Details form within 24 hours of contract signing

    - The Transaction Detail form is the documentation that specifies transaction details and calculates commission
    - The Transaction Detail **CAN** be submitted via Dotloop or filled out on https://www.tncresource.com and uploaded to your loop
    - Submit loop for review

Paperwork for Conditional Contracts:

Listings:

- **SUBMIT A TRANSACTION DETAIL**
- Email the agent full with the conditional contract status
- Uploaded fully executed lead paint if the property is built prior to 1978
- Upload Offer to Purchase
- Upload Memo of Agreement

Buyers:

- **SUBMIT A TRANSACTION DETAIL**
- Email all paperwork (agency disclosure**, fully executed lead paint**, any pertinent signed disclosures)
- Upload Offer to Purchase
- Upload Memo of Agreement
- Agent full in contract status – used for lead paint validation

TIPS:

- If you have an in-office deal, the transaction type is Both Listing Sold and Buyer Sale – this applies to Sales and Rentals. The listing agent will be Agent 1 and the buyer agent will be Agent 2

Copier

Copy code is 0+the last 4 digits of your cell phone #

Ex. 845-724-9612: user code would be 09612

Copier features:

Printing

Copies

Scan to email

Department of Consumer Protection (DCP)

Broker's UID: REB.0792170

DCP phone number: 860-713-6000

DOS URL: https://portal.ct.gov/

Renewing your Real Estate License:

- After completing your 22.5 hours of continuing education, logon to DCP: https://www.elicense.ct.gov/ and select "Renewal" under "Activities"
- Select the license, permit or registration you wish to renew and click "Start"

Required courses needed to maintain real estate license:

- Salesperson licenses expire annually on **May 31st**.
- Renewal notices will be emailed and mailed to all active salespersons approximately 30-45 days prior to March 31st.
- You are required to complete 12 hours of continuing education on an even year
- As a licensee in another state, you may however submit certificates of completion for CE completed for another state's license to the Department for consideration toward equivalency credit for the elective portion ONLY of the CE.
- To be approved, EACH course must be a minimum of 3 hours and be taken during the current CT CE cycle.
- To find out more information on CT continuing education requirements:
  - o https://portal.ct.gov/DCP/Real-Estate/Real-Estate-Education-and-Exam-Information ● 12 Hours of continuing education must include:
    - 3 Hours "Fair Housing" (**mandatory** for 2016-2018 CE cycle). Not all Fair Housing classes meet this requirement (It should specifically say it's the **mandatory** class for 2016-2018).
    - 9 Hours of approved Real Estate Elective courses.

Reciprocal License

Prerequisites:

- Have an active license in good standing in the reciprocal state, NY license history request form can be found in Dotloop.
- Passed a written examination in the reciprocal state at the time of obtaining your license; ● For Salesperson applicants - Sponsoring broker must have an "active" Connecticut broker license;

Required Documentation:

- Completed notarized application;
- Certification of license history received directly from the Reciprocal State. The license history must confirm you have an active license issued by examination;

- Certification of license history received directly from all other states in which you were ever issued a real estate license.

Application Fees:

- **Broker**: $705.00 ($120.00 application fee*; $565.00 initial license fee; $20.00 guaranty fund) *application fee is non-refundable.
- **Salesperson**: $385.00 ($80.00 application fee*; $285.00 initial license fee; $20.00 guaranty fund) *application fee is non-refundable.

Application is on Dotloop in Connecticut Forms or on the Resource site under Resources. You can also apply online at the Department of Consumer Protection

DOS: Department of State

Broker's UID: 10991228252

DOS phone number: 518-474-4429

DOS URL: http://www.dos.ny.gov/

Renewing your Real Estate License:

- After completing your 22.5 hours of continuing education, logon to DOS (see URL above) and select your license from your List of Licenses. Choose Renew Your License from the next menu.

Required courses needed to maintain real estate license:

- You are required to take an **ETHICS** course every 2 years
- You are required to take **FAIR HOUSING** every 2 years

Dotloop

Setup your Dotloop Account : You will receive an invitation to be connected to the office dotloop account. Open your email and select **Get Started.**

Customize your account

- Account Settings
- Profiles
- Agent Profile

Create a Loop

+ Add Loop

- Name the Loop
  - o For listing loop use the address as loop name
  - o For buyer loop use buyer's name. This will be changed to address when the buyer makes an offer on a property
- Select the type of loop template: Listing for sale, Purchase….

- Add people
  - o Enter names and emails for contacts. The more information entered, the more your fields will be populated
  - o Names should be entered as you want them to be saved on your contracts

o Roles are important so signatures will be accurate

If you did not have paperwork filled out electronically upload the signed paperwork

- From computer (if you saved signed hard copies)
- From email (if you emailed them to yourself)

And Submit for review

Follow Up Boss

Each agent, that is not a member of a team, in RE/MAX Town & Country is given a Follow Up Boss CRM account.

Follow Up Boss is the follow up system that turns every agent into a top performer.

Features:

- Auto-send emails. And track every open, click and send.
- Manage inbound and outbound calls in a click.
- Automatically text new leads. Even when your agents are too busy.
- Go mobile. Because leads come in when you are out.

Follow Up Boss can be used to manage your business. Please see video on resource site under Office Info Tab for training on how to use Follow Up Boss to manage your day.

Download the Follow Up Boss app to your cell phone

Google Drive

The google drive will be shared with you via email. The initial invitation will come from rmxtncdocuments@gmail.com.

If you have a google account, you will also be able to access it by going into your personal drive and clicking 'Shared with me' on the left hand side.

The Drive includes resources regarding;

- Checklists
- Coaching
- Disclosures
- FSBOs
- Jumpstart Classes
- Logos
- Prospecting Letters
- Scripts
- State Exam
- Zoom Training Recordings
- And More!

Google Group

- To send an email to the entire office use tnc-agents@googlegroups.com
- You are added to this group when you join RE/MAX Town & Country

Growth Bonus

Because of your effort to help us grow RE/MAX Town & Country, we offer a growth bonus to you for any agent that signs on with us due to your influence. - If we sign on a producer whose volume is 3 Million or less you will receive $250. $125 at sign on and $125 at 6 months. - If we sign on a producer whose volume is over 3 Million you will receive $500. $250 at sign on and $250 at 6 months.

HUD

We are a HUD certified broker. The Hud website is www.hudhomestore.com.
NAID ID: PYSCKS0462

To place a bid:
Select Bidder

Bidder Registration

HUD-registered Selling Brokers, Nonprofits, and Government Agencies must register with this site in order to submit and review bids. Selling Agents and Associate Brokers: You must wait to register until after the Principal Broker with the NAID has registered on HUD Homestore (you can check this in part 1 below). For your registration, you will need to know the Principal Broker's NAID.

INTERNET

Fishkill: ORBI
Yorktown: FIOS-R7YVK   password: norm988pox44vary

MLS

● Hudson Gateway Association of Realtors

914-681-0833 (phone)

914-681-6044 (fax)

Office Id: RMXTNC (Fishkill)
RMXTNC01 (Yorktown)
RMXTNC02 (Hopewell Junction)

www.hgar.com

● Mid Hudson MLS

(845) 485-7960 (phone)
(845) 485-4317 (fax)
Office Id: TWNCFK
www.midh.xmlsweb.com

● Ulster County MLS
(845) 338 - 5299 - phone
(845) 338 - 4984 - fax
Office ID: RETC
https://ucbr.clareityiam.net/idp/login

● SMART MLS (CT)

203-750-6000 (phone)

203-840-6678 (fax)

Office Id: RMTC01

www.smartmls.com

TIPS

● The Exclusive Right To Sell/Rent must be uploaded to the **OneKey** MLS within 24 hours of the effective date into MLS using Transaction Desk.

● The Exclusive Right to Sell/Rent must be uploaded to the Mid-Hudson MLS within 24 hours of the effective date

● The listing must be entered into SMART MLS within 48 hours of signing the listing agreement

Monthly Invoices

Your invoice is sent on the 10th of the month for you to verify its accuracy. If you should find any discrepancies, please contact the Chief of Finance for corrections to be made. All payments are due on the 20th of the month and all corrections must be made prior. Your invoice can be made by check, cash, or via vemno (@remax-tnc)

Office Fees: Offices are rented at $40 Sq. Ft.

New Listing Procedures

When you enter a listing into MLS you will receive an email from the Director of Opportunity asking you to email your listing paperwork (must be in PDF format) to the office. Listing paperwork **MUST** be sent to the office within 24 hours of being entered into MLS.

General guideline for listing forms:

- o Agency Disclosure
- o ERS/ERR
- o Lead Paint (if home built prior 1978)
- o Property Condition Disclosure Acknowledgement (if applicable)
- o Carbon Monoxide
- o Listing Sheet from MLS
- o Active Listing Sheet from MLS

***Any addendums, status change forms, name withheld must be emailed to the office**

Exclusive Right to Sell/Rent must be uploaded to MLS within 24 hours of entering the listing using Transaction Desk. If Mid-Hudson paperwork was signed and is being used for HGMLS, you must upload the addendum for Non-HGMLS Listing Agreement. All status change forms must be uploaded as well.

Opcity/Realtor.com

Opcity is a lead generating program. Leads will be dispersed throughout the office via text or notification (based on how you have your profile set). The leads are sent to multiple people at a time and the first to grab the lead is the one who will be connected with the lead.

On the ReadyConnect Concierge (formerly Opcity) platform, there are two paths for agents: Emerging and Experienced. The two levels are nearly identical, the only difference is an Emerging agent does not have the option to tailor their price points or remove specific zip codes in their settings. Both levels receive pre-screened referrals via a live 3-way introduction assuming it's a client they've agreed to work with. The benefits of the Emerging Agent program are;

An opportunity for your motivated agents to build their sphere
- Buyer and Seller referrals that can help your agent build their reputation
- ReadyConnect Concierge's simple CRM provides a great way for the agent to learn how to succeed with online referrals with zero up-front cost.

Once an agent closes three referrals on the Emerging path (and remember, a lease is considered a close!), they'll automatically shift to the Experienced path and will have the ability to customize their settings

Client Rewards clients are clients that opcity has said, if they close with the agent that they are initially set up with, they will receive cash back after closing. These clients will have an extra 3% on their referral fee to opcity, which is stated on the notification before you accept or decline a lead. The 30% and 35% referral fees would then be 33% or 38% respectively. In addition, once you start working with a client we advise that you deal with them directly versus through the opcity app.

Close 3 deals through opcity on the emerging path, then you go to an experienced agent.

Opcity has a concierge program that calls the buyer after the closing to help set up their new utilities. Buyers that have closed will start receiving phone calls and emails about setting up their utilities.

You agree to pay Opcity a percentage of the Gross Commissions (the "Service Fees") for client-side real estate brokerage services and real estate agency services on any and all real estate transactions (including leases and subsequent lease commissions on a property sold) involving the Referral for a period of twenty-four (24) months following the Referral (the "Referral Coverage Period"). The specific Service Fee charged will be up to 40% depending upon the type of lead and any promotional programs currently in effect at the time of the Referral. Said Service Fee will be specified in each Cooperative Brokerage Referral Agreement. Visit support.realtor.com and select "Opcity Help" from the navigation, or call us at 855.997.1961.

Personal Transactions

When a RE/MAX Town & Country agent acts as a seller or buyer in a transaction, 10% of the 2.5% (or Higher) commission will be retained by the broker. This does not count towards the company cap.

Photofy

What is Photofy?
Photofy is a content creation tool made for iOS and Android mobile devices. Photofy allows everyone to capture your favorite moments and enhance them with artwork, stickers, frames and more, so you can show them off on the social media network of your choice. Photofy allows businesses, large and small, to manage logos, and other brand elements so they can empower their employees, consultants, etc. to create beautiful, branded content for all of their social channels.

Why should I create a Photofy account?
RE/MAX has partnered with Photofy to bring you RE/MAX branded content right from the app. To access it, though, you will need to set-up an account.

Creating an account will give you access to these great Photofy features:
- RE/MAX branded content
- Saved purchases to the user account
- Access to free rewards
- Access to purchased content on phone and tablets

How do I sign up?
Follow these simple steps to get you and your office(s) started with Photofy:
1. Navigate to photofy.com/remax-invite
2. Click Get Started
3. Enter your information
4. Enter your Broker ID or Agent ID (it is also referred to as your MCID)
5. Click Continue
6. Accept the Terms and Agreements
7. Update your account information
8. Create password
9. Download the app, login, and enjoy!

RE/MAX International Facts

RE/MAX stands for **Real Estate Maximums**.

While **RE/MAX** is the most recognizable real estate brand in the world, few may know what it stands for. **RE/MAX** stands for **Real Estate Maximums**. In fact, Dave and Gail Liniger decided to call their new business concept **Real Estate Maximums** and then coined the phrase **RE/MAX**.

The International website is: **www.remax.com**

The RE/MAX back office is www.remax.net

- Your userid is your RE/MAX email address
- Use the password you set when you activated your email address

Each year, on your anniversary, a $410 RE/MAX Annual Dues will be billed to you. Payment is taken care of through "My Account" on www.remax.net. When you sign up with RE/MAX you are charged this fee and then each year on your anniversary.

Rental Clients

Tenant screening for landlords:

www.mysmartmove.com

Landlords can create an account and charge tenants for the report to get accurate credit information, criminal and eviction reports.

Stickers

RE/MAX Stickers for Android

Sending Stickers in a Text Message

NOTE – TO SEND STICKERS IN ANY MESSAGING APP OTHER THAN WHATSAPP YOU MUST HAVE GBOARD INSTALLED AND SELECTED

1. Open your messaging application
2. On the bottom of the keyboard, look for your Emoji icon (usually a smiley face near the space bar)
3. Click on the Stickers icon (Usually a square with a smiley face and corner "peeled" up) 4. On the icon bar, slide right to left, if needed, till you find the RE/MAX Balloon icon 5. Select the RE/MAX Balloon icon
6. Select the sticker you want, type your message and you are ready to send!

Adding Stickers to a Photo

Currently, there is no standard application on Android to add stickers to a photo, please see instructions below

1. Open the Photofy app
2. Click on 'Photos and Collages'
3. Near the top, choose from RE/MAX, ALL, STOCK, GOOGLE DRIVE, or DROPBOX
4. Select your photo(s) and click 'Continue'
    a. If you select multiple photos proceed to step 'i' below, else continue to step 5
        i. After selecting your photos, click 'Continue'
        ii. On the next screen, select the template for how the photos will be laid out, you can also adjust what part of the photo is seen, then click the Check Mark
5. On the bottom of the screen, you will select the option to 'Add Text & Overlays'
6. At the bottom of the page you will have many options, RE/MAX stickers are under the 'Artwork' icon with a RE/MAX Balloon
    a. You can also add different stickers by clicking on the 'Stickers' option
    b. Or you can add a frame by clicking on 'Frames'
7. Once you are done with stickers, icons, or frames, click the Check Mark in the top right-hand corner
8. From this last page you will be able to share via Social Media, send as a text message, and other options

RE/MAX Stickers for iOS (E.g., iPhone, iPad)

Sending Stickers in a Text Message

You can send stickers just like an emoji within text message conversation.

1. Open 'Messages'
2. In the Icon bar below where you type your message, slide right to left until you see the RE/MAX Balloon Icon
3. Select the RE/MAX Balloon Icon
4. Find and tap on the sticker you want to send, then click the send button

Adding Stickers to a New Photo Taken within Messages

WARNING – SOME STICKERS MAY NOT WORK USING THIS METHOD

1. Open ‘Messages’
2. Find your contact or create a message to the contact
3. Click the Camera button to the left of the messaging bar
4. Take your photo
5. After taking your photo, click on Effects (Star looking icon)
6. Find the RE/MAX Balloon in the bottom left corner, may have to slide the menu to find this option
7. Tap on the sticker you want to use
    a. If you need to delete the sticker because it does not work, tap on the sticker then select the X in the corner to delete the sticker
8. Adjust the sticker by dragging it around to move it or zoom in or out to adjust the size 9.

When you are done, click ‘Done’ in the top right and complete your message as normal

Training Calendar

The training calendar is under the training tab on www.tncresource.com.

If you have a gmail account, you can add the calendar to your own and it will always be synced to your personal calendar with the option to turn it on and off. The training calendar is on www.remaxtowncountryny@gmail.com

In order to participate in a training class listed on the training calendar, you must go into the event and reply that you will be attending, or rsvp to the event in the email notification you receive when you are invited to the event.

Most training classes are offered via zoom and in person in the office.

Transactions: How to submit transactions

Transaction details get submitted through Dotloop. If you are using a template, the transaction detail form will automatically be uploaded to your loop. If you do not use templates, the form is available to be uploaded via the RE/MAX Town and Country Master Documents Folder.

BE SURE TO SUBMIT YOUR FOLDER/LOOP TO US ASAP.

Transaction detail forms must be submitted within 24 hours of contracts status in any MLS. If the transaction detail is not in the loop and submitted, your 24 hour turnaround time on your commission checks will be delayed.

Ylopo

With the help of our mortgage affiliate, RE/MAX Town & Country has partnered with Ylopo to generate Online leads for our agents. These leads come from ads posted to Facebook and Instagram. When the consumer has engaged with the ad the lead is assigned to you via your Follow Up Boss account. Receiving the leads is determined by zip codes and is random.

These ads are generally a "nurture" lead. Please follow up with these leads and put them on drip campaigns. Statistics prove these leads need 9 touches over 10 days to actively engage with you.

You will receive a Ylopo microsite, which is basically a search site. Please be on the lookout for an email from Ylopo support and customize your website. If a client uses this website the lead will drop down to your Follow Up Boss account.

If you want Ylopo to ads out to you facebook friends, **please email support@ylopo.com and they will help you complete the import!**

Ylopo leads have a 15% referral fee that will be paid out to them. This in addition to your split with the office.

Your Listing Your Lead: Floor Time Policy

At RE/MAX Town & Country you get every lead for your listing. By customizing all sections in **booj** on www.remax.net, you will receive all leads on your listings via email or text, depending on your chosen options. When you populate the Zip Code section with 10 zip codes, leads from those zip codes will be routed to you from www.remax.com. This does not apply to your listings; you will always get those leads.

There is no **floor time policy** at RE/MAX Town & Country. Congruent with Your Listing Your Lead floor time policy, any call that comes into the office on your listing will be directed to you. For **non-RE/MAX** listing calls, RE/MAX Town & Country has an **Agent of the Day** policy in place. The calendar gets shared to the agents involved every month. When you come in as an agent you will be put into the new calendar rotation alphabetically.

If a lead comes into the office either in person or via phone call, you will be contacted first. If you do not respond or reach out to the client in a reasonable time, the lead will be passed on. You are not required to be in the office but you must be available via phone for your days.

Venmo

RE/MAX Town and Country handle → @remax-tnc

To start using Venmo:

- **Download the Venmo app** for iPhone or Android, or go to Venmo.com.
- **Create a Venmo account**.
- **Link your account to a funding source**: a bank account, debit card or credit card. **To send money:**

1. Open **Venmo**.
2. Tap the "**Pay** and Request" icon in the upper right hand corner.
3. Select a recipient by inputting @remax-tnc
4. Enter an amount and a note.
5. Tap **Pay** in the bottom-right corner.
6. Tap **Pay** when prompted.

- **Money you send will be pulled** from your Venmo account.
- **If the account is empty or doesn't hold enough** to cover your purchase, Venmo will draw the total purchase amount from the funding source you've linked to your Venmo account.

Both the sender and the recipient have to have a Venmo account.

How much does Venmo cost?

- **Setting up a Venmo account** and receiving money is free.
- **Sending money is also free if you link** your Venmo account to a bank account or debit card. ● **If you link your Venmo account to a credit card**, purchases are free, but there's a 3 percent fee every time you send money or fund your account.
- **Standard transfers from a Venmo account** to a bank account are free, but might take a few days.

Zillow

Zillow leads have a 15% referral fee that will be paid out to them. This in addition to your split with the office.

Sellers
With Zillow Offers™, now available in major markets across the nation and continuing to expand, homeowners can request a cash offer to sell their home to Zillow on their timeline, hassle-free. Zillow Offers simplifies selling — bypassing home prep, showings and open houses. Sellers choose a flexible closing date, from a week to 90 days of signing the offer.
We make competitive offers and charge a service fee to sellers, which averages between 6% and 9%. If the seller accepts the offer, the purchase of the property is closed using a local Zillow Premier Agent. We then make appropriate repairs and updates, such as a fresh coat of paint, HVAC repairs or basic landscaping, and resell the home using a local Zillow Premier Agent.
If customers start down the Zillow Offers path but decide to list traditionally, we can help connect them with a local Zillow Premier Agent to represent them on the open market.

Buyers
In select markets, home shoppers can also now purchase a home directly from Zillow Offers. Buyers who choose a Zillow-owned home are able to pick a move-in date of their choice and can feel confident that Zillow has made the necessary repairs to ensure the home is safe and move-in ready.
We also connect buyers and sellers with trusted customer service-focused agents in their local markets through our Zillow Premier Agent program. Zillow Premier Agents must uphold customer experience standards in the areas of responsiveness, knowledge and overall service quality.

Renters
Zillow Rentals makes it easy for renters to search, request tours, apply, and pay rent through the Zillow platform. Renters can submit applications through Zillow and proactively process their credit and background checks to streamline their application process.
Zillow Rentals platform integrates with other property management back-end solutions, making the listing experience easier for landlords or property managers.

Addendum A: Sexual Harassment Policy

RE/MAX Town & Country is committed to maintaining a workplace free from sexual harassment. Sexual harassment is a form of workplace discrimination. All employees are required to work in a manner that prevents sexual harassment in the workplace. This Policy is one component of RE/MAX Town & Country commitment to a discrimination-free work environment. Sexual harassment is against the law[1] and all employees have a legal right to a workplace free from sexual harassment and employees are urged to report sexual harassment by filing a complaint internally with RE/MAX Town & Country. Employees can also file a complaint with a government agency or in court under federal, state or local antidiscrimination laws.

Policy:

1. RE/MAX Town & Country policy applies to all employees, applicants for employment, interns, whether paid or unpaid, contractors and persons conducting business, regardless of immigration status, with RE/MAX Town & Country. In the remainder of this document, the term "employees" refers to this collective group.

2. Sexual harassment will not be tolerated. Any employee or individual covered by this policy who engages in sexual harassment or retaliation will be subject to remedial and/or disciplinary action (e.g., counseling, suspension, termination).

3. Retaliation Prohibition: No person covered by this Policy shall be subject to adverse action because the employee reports an incident of sexual harassment, provides information, or otherwise assists in any investigation of a sexual harassment complaint. RE/MAX Town & Country will not tolerate such retaliation against anyone who, in good faith, reports or provides information about suspected sexual harassment. Any employee of RE/MAX Town & Country who retaliates against anyone involved in a sexual harassment investigation will be subjected to disciplinary action, up to and including termination. All employees, paid or unpaid interns, or non-employees[2] working in the workplace who believe they have been subject to such retaliation should inform a supervisor, manager, or [*name of appropriate person*]. All employees, paid or unpaid interns or non-employees who believe they have been a target of such retaliation may also seek relief in other available forums, as explained below in the section on Legal Protections.

4. Sexual harassment is offensive, is a violation of our policies, is unlawful, and may subject RE/MAX Town & Country to liability for harm to targets of sexual harassment. Harassers may also be individually subject to liability. Employees of every level who engage in sexual harassment, including managers and supervisors who engage in sexual harassment or who allow such behavior to continue, will be penalized for such misconduct.

[1] While this policy specifically addresses sexual harassment, harassment because of and discrimination against persons of all protected classes is prohibited. In New York State, such classes includeage, race, creed, color, national origin, sexual orientation, military status, sex, disability, marital status, domestic violence victim status, gender identity and criminal history.

[2] A non-employee is someone who is (or is employed by) a contractor, subcontractor, vendor, consultant, or anyone providing services in the workplace.

Protected non-employees include persons commonly referred to as independent contractors, “gig” workers and temporary workers. Also included are persons providing equipment repair, cleaning services or any other services provided pursuant to a contract with the employer.

5. RE/MAX Town & Country will conduct a prompt and thorough investigation that ensures due process for all parties, whenever management receives a complaint about sexual harassment, or otherwise knows of possible sexual harassment occurring. RE/MAX Town & Country will keep the investigation confidential to the extent possible. Effective corrective action will be taken whenever sexual harassment is found to have occurred. All employees, including managers and supervisors, are required to cooperate with any internal investigation of sexual harassment.

6. All employees are encouraged to report any harassment or behaviors that violate this policy. RE/MAX Town & Country will provide all employees a complaint form for employees to report harassment and file complaints.

7. Managers and supervisors are **required** to report any complaint that they receive, or any harassment that they observe or become aware of, to [*person or office designated*].

8. This policy applies to all employees, paid or unpaid interns, and non-employees and all must follow and uphold this policy. This policy must be provided to all employees and should be posted prominently in all work locations to the extent practicable (for example, in a main office, not an offsite work location) and be provided to employees upon hiring.

What Is “Sexual Harassment”?

Sexual harassment is a form of sex discrimination and is unlawful under federal, state, and (where applicable) local law. Sexual harassment includes harassment on the basis of sex, sexual orientation, self-identified or perceived sex, gender expression, gender identity and the status of being transgender.

Sexual harassment includes unwelcome conduct which is either of a sexual nature, or which is directed at an individual because of that individual’s sex when:

- Such conduct has the purpose or effect of unreasonably interfering with an individual’s work performance or creating an intimidating, hostile or offensive work environment, even if the reporting individual is not the intended target of the sexual harassment;

- Such conduct is made either explicitly or implicitly a term or condition of employment; or

- Submission to or rejection of such conduct is used as the basis for employment decisions affecting an individual’s employment.

A sexually harassing hostile work environment includes, but is not limited to, words, signs, jokes, pranks, intimidation or physical violence which are of a sexual nature, or which are directed at an individual because of that individual’s sex. Sexual harassment also consists of any unwanted verbal or physical advances, sexually explicit derogatory statements or sexually discriminatory remarks made by someone which are offensive or objectionable to the recipient, which cause the recipient discomfort or humiliation, which interfere with the recipient’s job performance.

Sexual harassment also occurs when a person in authority tries to trade job benefits for sexual favors. This can include hiring, promotion, continued employment or any other terms, conditions or privileges of employment. This is also called “quid pro quo” harassment.

Any employee who feels harassed should report so that any violation of this policy can be corrected promptly. Any harassing conduct, even a single incident, can be addressed under this policy.

Examples of sexual harassment

The following describes some of the types of acts that may be unlawful sexual harassment and that are strictly prohibited:

- Physical acts of a sexual nature, such as:
  - Touching, pinching, patting, kissing, hugging, grabbing, brushing against another employee's body or poking another employee's body;
  - Rape, sexual battery, molestation or attempts to commit these assaults.

- Unwanted sexual advances or propositions, such as:
  - Requests for sexual favors accompanied by implied or overt threats concerning the target's job performance evaluation, a promotion or other job benefits or detriments;
  - Subtle or obvious pressure for unwelcome sexual activities.

- Sexually oriented gestures, noises, remarks or jokes, or comments about a person's sexuality or sexual experience, which create a hostile work environment.

- Sex stereotyping occurs when conduct or personality traits are considered inappropriate simply because they may not conform to other people's ideas or perceptions about how individuals of a particular sex should act or look.

- Sexual or discriminatory displays or publications anywhere in the workplace, such as:
  - Displaying pictures, posters, calendars, graffiti, objects, promotional material, reading materials or other materials that are sexually demeaning or pornographic. This includes such sexual displays on workplace computers or cell phones and sharing such displays while in the workplace.

- Hostile actions taken against an individual because of that individual's sex, sexual orientation, gender identity and the status of being transgender, such as:
  - Interfering with, destroying or damaging a person's workstation, tools or equipment, or otherwise interfering with the individual's ability to perform the job;
  - Sabotaging an individual's work;
  - Bullying, yelling, name-calling.

Who can be a target of sexual harassment?

Sexual harassment can occur between any individuals, regardless of their sex or gender. New York Law protects employees, paid or unpaid interns, and non-employees, including independent contractors, and those employed by companies contracting to provide services in the workplace. Harassers can be a superior, a subordinate, a coworker or anyone in the workplace including an independent contractor, contract worker, vendor, client, customer or visitor.

Where can sexual harassment occur?

Unlawful sexual harassment is not limited to the physical workplace itself. It can occur while employees are traveling for business or at employer sponsored events or parties. Calls, texts, emails, and social media usage by employees can constitute unlawful workplace harassment, even if they occur away from the workplace premises, on personal devices or during non-work hours.

Retaliation

Unlawful retaliation can be any action that could discourage a worker from coming forward to make or support a sexual harassment claim. Adverse action need not be job-related or occur in the workplace to constitute unlawful retaliation (e.g., threats of physical violence outside of work hours).

Such retaliation is unlawful under federal, state, and (where applicable) local law. The New York State Human Rights Law protects any individual who has engaged in "protected activity." Protected activity occurs when a person has:

- made a complaint of sexual harassment, either internally or with any anti-discrimination agency;
- testified or assisted in a proceeding involving sexual harassment under the Human Rights Law or other anti-discrimination law;
- opposed sexual harassment by making a verbal or informal complaint to management, or by simply informing a supervisor or manager of harassment;
- reported that another employee has been sexually harassed; or
- encouraged a fellow employee to report harassment.

Even if the alleged harassment does not turn out to rise to the level of a violation of law, the individual is protected from retaliation if the person had a good faith belief that the practices were unlawful. However, the retaliation provision is not intended to protect persons making intentionally false charges of harassment.

Reporting Sexual Harassment

Preventing sexual harassment is everyone's responsibility. RE/MAX Town & Country cannot prevent or remedy sexual harassment unless it knows about it. Any employee, paid or unpaid intern or non-employee who has been subjected to behavior that may constitute sexual harassment is encouraged to report such behavior to a supervisor, manager or [*person or office designated*]. Anyone who witnesses or becomes aware of potential instances of sexual harassment should report such behavior to a supervisor, manager or [*person or office designated*].

Reports of sexual harassment may be made verbally or in writing. A form for submission of a written complaint is attached to this Policy, and all employees are encouraged to use this complaint form. Employees who are reporting sexual harassment on behalf of other employees should use the complaint form and note that it is on another employee's behalf.

Employees, paid or unpaid interns or non-employees who believe they have been a target of sexual harassment may also seek assistance in other available forums, as explained below in the section on Legal Protections.

Supervisory Responsibilities

All supervisors and managers who receive a complaint or information about suspected sexual harassment, observe what may be sexually harassing behavior or for any reason suspect that sexual harassment is occurring, **are required** to report such suspected sexual harassment to [*person or office designated*].

In addition to being subject to discipline if they engaged in sexually harassing conduct themselves, supervisors and managers will be subject to discipline for failing to report suspected sexual harassment or otherwise knowingly allowing sexual harassment to continue.

Supervisors and managers will also be subject to discipline for engaging in any retaliation.

Complaint and Investigation of Sexual Harassment

All complaints or information about sexual harassment will be investigated, whether that information was reported in verbal or written form. Investigations will be conducted in a timely manner, and will be confidential to the extent possible.

An investigation of any complaint, information or knowledge of suspected sexual harassment will be prompt and thorough, commenced immediately and completed as soon as possible. The investigation will be kept confidential to the extent possible. All persons involved, including complainants, witnesses and alleged harassers will be accorded due process, as outlined below, to protect their rights to a fair and impartial investigation.

Any employee may be required to cooperate as needed in an investigation of suspected sexual harassment. RE/MAX Town & Country will not tolerate retaliation against employees who file complaints, support another's complaint or participate in an investigation regarding a violation of this policy.

While the process may vary from case to case, investigations should be done in accordance with the following steps:

- Upon receipt of complaint, [*person or office designated*] will conduct an immediate review of the allegations, and take any interim actions (e.g., instructing the respondent to refrain from communications with the complainant), as appropriate. If complaint is verbal, encourage the individual to complete the "Complaint Form" in writing. If he or she refuses, prepare a Complaint Form based on the verbal reporting.

- If documents, emails or phone records are relevant to the investigation, take steps to obtain and preserve them.

- Request and review all relevant documents, including all electronic communications. •

Interview all parties involved, including any relevant witnesses;

- Create a written documentation of the investigation (such as a letter, memo or email), which contains the following:
  - A list of all documents reviewed, along with a detailed summary of relevant documents;
  - A list of names of those interviewed, along with a detailed summary of their statements;
  - A timeline of events;
  - A summary of prior relevant incidents, reported or unreported; and
  - The basis for the decision and final resolution of the complaint, together with any corrective action(s).

- Keep the written documentation and associated documents in a secure and confidential location.

- Promptly notify the individual who reported and the individual(s) about whom the complaint was made of the final determination and implement any corrective actions identified in the written document.

- Inform the individual who reported of the right to file a complaint or charge externally as outlined in the next section.

Legal Protections And External Remedies

Sexual harassment is not only prohibited by RE/MAX Town & Country but is also prohibited by state, federal, and, where applicable, local law.

Aside from the internal process at RE/MAX Town & Country, employees may also choose to pursue legal remedies with the following governmental entities. While a private attorney is not required to file a complaint with a governmental agency, you may seek the legal advice of an attorney.

In addition to those outlined below, employees in certain industries may have additional legal protections.

State Human Rights Law (HRL)

The Human Rights Law (HRL), codified as N.Y. Executive Law, art. 15, § 290 et seq., applies to all employers in New York State with regard to sexual harassment, and protects employees, paid or unpaid interns and non-employees, regardless of immigration status. A complaint alleging violation of the Human Rights Law may be filed either with the Division of Human Rights (DHR) or in New York State Supreme Court.

Complaints with DHR may be filed any time **within one year** of the harassment. If an individual did not file at DHR, they can sue directly in state court under the HRL, **within three years** of the alleged sexual harassment. An individual may not file with DHR if they have already filed a HRL complaint in state court.

Complaining internally to RE/MAX Town & Country does not extend your time to file with DHR or in court. The one year or three years is counted from date of the most recent incident of harassment.

You do not need an attorney to file a complaint with DHR, and there is no cost to file with DHR.

DHR will investigate your complaint and determine whether there is probable cause to believe that sexual harassment has occurred. Probable cause cases are forwarded to a public hearing before an administrative law judge. If sexual harassment is found after a hearing, DHR has the power to award relief, which varies but may include requiring your employer to take action to stop the harassment, or redress the damage caused, including paying of monetary damages, attorney's fees and civil fines.

DHR's main office contact information is: NYS Division of Human Rights, One Fordham Plaza, Fourth Floor, Bronx, New York 10458. You may call (718) 741-8400 or visit: www.dhr.ny.gov.

Contact DHR at (888) 392-3644 or visit dhr.ny.gov/complaint for more information about filing a complaint. The website has a complaint form that can be downloaded, filled out, notarized and mailed to DHR. The website also contains contact information for DHR's regional offices across New York State.

Civil Rights Act of 1964

The United States Equal Employment Opportunity Commission (EEOC) enforces federal anti-discrimination laws, including Title VII of the 1964 federal Civil Rights Act (codified as 42 U.S.C. § 2000e et seq.). An individual can file a complaint with the EEOC anytime within 300 days from the harassment. There is no cost to file a complaint with the EEOC. The EEOC will investigate the complaint, and determine whether there is reasonable cause to believe that discrimination has occurred, at which point the EEOC will issue a Right to Sue letter permitting the individual to file a complaint in federal court.

The EEOC does not hold hearings or award relief, but may take other action including pursuing cases in federal court on behalf of complaining parties. Federal courts may award remedies if discrimination is found to have occurred. In general, private employers must have at least 15 employees to come within the jurisdiction of the EEOC.

An employee alleging discrimination at work can file a "Charge of Discrimination." The EEOC has district, area, and field offices where complaints can be filed. Contact the EEOC by calling 1-800-669-4000 (TTY: 1-800-669-6820), visiting their website at www.eeoc.gov or via email at info@eeoc.gov.

If an individual filed an administrative complaint with DHR, DHR will file the complaint with the EEOC to preserve the right to proceed in federal court.

Local Protections

Many localities enforce laws protecting individuals from sexual harassment and discrimination. An individual should contact the county, city or town in which they live to find out if such a law exists. For example, employees who work in New York City may file complaints of sexual harassment with the New York City Commission on Human Rights. Contact their main office at Law Enforcement Bureau of the NYC Commission on Human Rights, 40 Rector Street, 10th Floor, New York, New York; call 311 or (212) 306-7450; or visit www.nyc.gov/html/cchr/html/home/home.shtml.

Contact the Local Police Department

If the harassment involves unwanted physical touching, coerced physical confinement or coerced sex acts, the conduct may constitute a crime. Contact the local police department.

Addendum B: Sexual Harassment Complaint Form

RE/MAX Town & Country

New York State Labor Law requires all employers to adopt a sexual harassment prevention policy that includes a complaint form to report alleged incidents of sexual harassment.

If you believe that you have been subjected to sexual harassment, you are encouraged to complete this form and submit it to Diane Butterman, email: dbuttermax@gmail.com. You will not be retaliated against for filing a complaint.

If you are more comfortable reporting verbally or in another manner, your employer should complete this form, provide you with a copy and follow its sexual harassment prevention policy by investigating the claims as outlined at the end of this form.

For additional resources, visit: ny.gov/programs/combating-sexual-harassment-workplace

COMPLAINANT INFORMATION

Name:

Work Address: Work Phone:

Job Title: Email:

Select Preferred Communication Method: ☐Email ☐Phone ☐In person

SUPERVISORY INFORMATION

Immediate Supervisor's Name:

Title:

Work Phone: Work Address:

COMPLAINT INFORMATION

1. Your complaint of Sexual Harassment is made about:

Name: Title:

Work Address: Work Phone:

Relationship to you: ☐Supervisor ☐Subordinate ☐Co-Worker ☐Other

2. Please describe what happened and how it is affecting you and your work. Please use additional sheets of paper if necessary and attach any relevant documents or evidence.

3. Date(s) sexual harassment occurred:

Is the sexual harassment continuing? ☐Yes ☐No

4. Please list the name and contact information of any witnesses or individuals who may have information related to your complaint:

The last question is optional, but may help the investigation.

5. Have you previously complained or provided information (verbal or written) about related incidents? If yes, when and to whom did you complain or provide information?

If you have retained legal counsel and would like us to work with them, please provide their contact information.

Signature: ___________________________ *Date:* __________________

Instructions for Employers

If you receive a complaint about alleged sexual harassment, follow your sexual harassment prevention policy.

An investigation involves:

- Speaking with the employee
- Speaking with the alleged harasser
- Interviewing witnesses
- Collecting and reviewing any related documents

While the process may vary from case to case, all allegations should be investigated promptly and resolved as quickly as possible. The investigation should be kept confidential to the extent possible.

Document the findings of the investigation and basis for your decision along with any corrective actions taken and notify the employee and the individual(s) against whom the complaint was made. This may be done via email.