

VINTORY LLC ENTERPRISE PLAN

- I. Markets.** Vintory shall provide Customer with the Deliverables in the one (1) mutually agreed-upon market. Additional markets can be added for an additional fee.
- a. **Market Definition** - Each market is defined as a single geographic area, or a vacation rental destination, that can be referred to with one single phrase (i.e., Panama City Beach, Outer Banks, Scottsdale).

II. Deliverables.

- A. Software.** Vintory shall provide Customer a license to use the Software Platform during the term of this agreement as further described in Section K of the contract.

- B. Assets.** Vintory shall provide Customer with the following marketing and business development assets:

- Discovery / Research
 - Key Messaging Report (USP, Features and Benefits, Risk Reversals, Trust Icons Δ)
- Data
 - 2,000 lines of Absentee Owner Data*
 - Email and Phone Appends*
 - OTA Scraped Data (where available) *
- Sales
 - Pro Formas (x2)
 - 3-Page Marketing Brochure Δ
- Email Templates
 - Cold Outreach Email Sequence Templates
 - Nurturing Follow Up Email Sequence Templates**
- Direct Mail
 - A Maximum of Twelve Custom Direct Mail Pieces (Postcards, Letters, etc....) Δ
- Lead Capture/Homeowner Acquisition Microsite
 - Landing Page Designed for Property Owners Δ
 - Landing Page Designed for Realtor Outreach Δ
 - Display Ads for Pay Per Click, IP Targeting, and Social Advertising Δ
 - Rental Income Estimation Calculator Δ
- Digital Lead Capture Forms
 - Customizable forms integrated with Vintory software platform

- C. Managed Services.** Vintory shall provide Customer with the following marketing and business development services:

- Technology
 - Software Platform Setup and Integration
 - Access to Vintory University online learning platform
 - Maximum of four 1-hour, one-on-one training sessions each year
 - Setup of Call Tracking and Recording System
 - Meeting Scheduler Setup and Integration
 - Rental Revenue Projections Generator
- Consultative Calls/Meetings
 - Onboarding Period: Weekly or Bi-Weekly
 - Post-Onboarding: Monthly or Quarterly
- Email Campaigns
 - Cold Outreach
- Direct Mail Campaigns

- Direct Mail Campaigns to Prospect List at approved schedule*
- Digital Marketing
 - PPC Management for Owner Acquisition*
 - IP Targeting based on approved budget and schedule*
 - Retargeting Management*

III. Customer Responsibilities. Customer shall provide Vintory required assets including, but not limited to, the following items prior to the start of onboarding:

Assets to Collect:

- Your logo (ideally as vector file)
- High-res images to use for marketing (ideally a mix of area, interior images, and exterior images)
- If relevant, examples of your past marketing (for brand consistency) or examples of marketing from other companies that you like
- Headshot of Business Development/owner salesperson
- Your current owner list in an xlxs or csv file format, including local site address (to make sure we are not marketing to your existing orders)
- Any written owner testimonials you may have
- Phone number and email address of business development person
- Your office address (or the address that should be used as the return address on mailers)

Deliverables and Advertising Responsibilities:

- Customer agrees to link to the Vintory approved website from their website
- Customer agrees to review each design asset within a timeframe of 72 hours (including website pages, direct mail, copy, digital designs, etc.)
- Customer agrees to executing all agreed upon advertising assets approved within the strategy
- Customer agrees to answering leads within 24 business hours of receipt

**If Customer does not have the full list of required items, Customer will work with Vintory team prior to starting the onboarding process to develop missing items.*

IV. Expectations - Marketing and advertising take consistency and time to be successful. Vintory has the responsibility to deliver marketing assets and execute on the strategy, but does not guarantee results. There are many factors that need to be considered for a successful partnership including:

- Brand awareness
- Total available market (TAM)
- Competition
- Comparable commission/service rates
- Compelling offers
- Marketing materials
- Frequency of advertising
- Lead follow up time
- Sales techniques

* Additional third-party fees such as printing, postage, PPC campaigns, target lists, etc. may apply.

Δ Limited to one (1) initial draft and two rounds (2) of revisions. Additional revisions will be charged hourly at a rate of one hundred dollars (\$100) per hour.

THIRD-PARTY EXPENSES

Customer shall be responsible for paying expenses charged by third-party suppliers, including without limitation:

1. Direct Mail
 - a. Printing Costs
 - b. Postage
2. Data
 - a. Marketing Lists
 - b. Email Lists
 - c. Phone Lists
 - d. Any Additional Data Expenses
 - e. Any Additional Appending Services
3. Digital Marketing
 - a. Google Ads
 - b. Facebook Ads, LinkedIn Ads, Twitter Ads
 - c. IP Targeting Display Ads
 - d. Any other Digital Marketing advertising network
4. Third Party Software
 - a. DocuSign – Customer can send unlimited contracts per month. Included are 20 signed contracts per month. Additional signed contracts over 20 are \$10/each