

Vintory V3 Essentials Statement of Work

- I. Markets.** Vintory shall provide Customer with the Deliverables for mutually agreed-upon, defined market(s).
- a. Additional markets that require individualized messaging and set up may require an additional fee.
 - b. 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. Data.** Subscription to Data for Marketing Campaigns
- Unlimited, Useable Absentee Owner Data to be used for Vintory's Marketing Options
 - Appended/Matched Owner Emails when available
 - Realtor Agent Data
 - *Data is not downloadable and is to be used for Marketing Options within Vintory Platform/Services.*
- B. Campaign & Marketing.** Outreach for all Homeowner and Realtor Targets
- Lead Capturing Owner Recruitment Website
 - Lead Capture Forms - integrated with Vintory software platform
 - Rental Estimator Tool
 - Google My Business Reputation Management
 - Design Studio Access
 - i. Direct Mail Library for Owner and Realtor Targets
 - ii. QR Code/PURL Integration
 - iii. Postcards, Direct Mail & Handwritten Letters
 - iv. Campaign Performance Dashboard
- C. Sales & Lead Management.** Software Platform to Manage/Automate Inbound Leads
- Vintory CRM Platform
 - Unlimited Users/Contacts/Leads
 - Marketing Automation
 - Lead Management Pipeline
 - Universal Inbox
 - Call Tracking
 - Nurture Campaigns
 - Reports & Dashboards
 - SMS Texting
 - Built In Workflow/Sequences
 - Chat/Messenger

- Meeting Booking Tool
- DocuSign w/e-Signature Integration Available

D. Master Mind Sessions

- Admittance to month Master Mind Session included

E. Managed & Additional Services. Customer may select and pay for different levels of the following based on signed proposal.* Δ

- Cold Email Campaign Creation and Fulfillment - *Additional Email Volume available for purchase*
 - i. Targets Homeowners and Realtors
 - ii. Please Note – Any initial Cold Email Campaign takes 2-3 weeks to warm up
 - iii. *1000 Cold Email Targes per quarter are included with platform*
- Direct Mail Creation and Fulfillment
 - i. Marketing Strategy Call
 - ii. Best in Breed 6x9 Postcard Templates
 - iii. Pieces Created and Delivered
- Digital Marketing Creation and Fulfillment
 - i. Facebook Ads
 - ii. Instagram Ads
 - iii. Google Ads
 - iv. Paid Search
 - v. Geo Targeting
 - vi. Retargeting
- Realtor Package
 - i. Relator Landing Page
 - ii. Co-Branded Sign-Up Page
 - iii. Co-Branded Rental Estimator Page
 - iv. Up to 1000 Cold Email Realtor Targets per quarter
- Property Listing Outreach Tool
 - i. Automatic Realtor Outreach Based on Matching Properties Hitting MLS
 - ii. Synced with CRM

F. Support. Vintory shall provide Customer with the following support:

- Software Platform Setup and Integration
 - Access to Vintory University online learning platform
 - Setup of Call Tracking and Recording System
 - Meeting Scheduler Setup and Integration
 - Owner Landing Page Set Up

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 – only if not included with Direct Mail Marketing Option Selected
 - a. Printing Costs
 - b. Postage

2. Data – only if not included with selected Vintory Plan
 - a. Marketing Lists
 - b. Email Lists
 - c. Phone Lists
 - d. Any Additional Data Expenses
 - e. Any Additional Appending Services

3. Digital Marketing – only if not included with Digital Marketing Option Selected
 - a. Google Ads
 - b. Facebook Ads, LinkedIn Ads, Twitter Ads
 - c. GEO Addressable Targeting
 - d. Any other Digital Marketing advertising network