

TERMS AND CONDITIONS

A Quick Word (Before All the Legal Speak)

In order to **systematically grow your rent roll** for years to come you will be required to implement a system I have developed based on research and working with some of the largest real estate agents in Australia - **by signing** this agreement **you agree to allow me to implement this system in your real estate agency.**

My **confidence in my results** goes **beyond words** - as I am willing to offer an **unconditional money back guarantee if** my rent roll accelerator product **does not deliver the results it promises.**

So what's the catch?

As Albert Einstein famously said - “*We can’t solve problems by using the same kind of thinking* we used when we created them.”

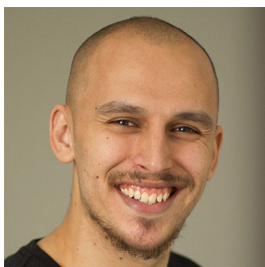
The catch is that **you have to commit to your success** - you have to go outside your comfort zone - and yes - you will have to commit to a process.

Since **I don't work on a monthly retainer** (anymore) - **like 99% of marketing companies** - but rather on a **results guarantee** I want to **surround myself with winners** who are looking to put skin in the game and **take their real estate agency's value to the next level.**

My business is built on referrals and **repeat business** - and I want to work with you and your network - so this is **why I can charge a smaller up front payment** - I want to be in your circle and show you what is possible.

For those that want the **fine print** - this is **available below for your review** also - I have kept it short to respect your time - once this **document is signed** and **returned with confirmation of deposit** we can begin this project.

I am excited to **hear back** from you to **get started on our first Discovery Call.**



Kosta Kondratenko

PERFORMANCE

OPEN RATES

The email warm up system combined with the copywriting system guarantees open rates of at least 20% on a cold list. This does not mean that every person that opens an email will click through to the video and the Warranty makes no guarantee for this - following up on opened emails is the Client's responsibility - this product can provide follow up scripts and email follow ups to increase click through rates as optional support.

LIMITS OF MARKETING PRODUCT

The AGENCY cannot guarantee that staff will be able to close landlord deals - this is the CLIENT's responsibility. This product is designed to engage and capture a landlord's attention - it is up to the company to then train their staff to book and close appointments.

CREATIVE

CLIENT understands that in order to get a landlord's attention creative must be "outside the box" to overcome apathy of landlords. The CLIENT agrees to not mess with the 'style' of the CREATIVE and to trust the PROCESS. The CLIENT agrees to only give feedback on the CREATIVE not to give feedback based on opinions, feelings, irrational social pressure (e.g. this is not what the industry does, not professional) or personal tastes that are not backed up by research and will allow CREATIVE to stand on its own in the marketplace.

Should the CLIENT not wish to take a RISK with creative they will receive a written email with their confirmation that the money back guarantee is no longer valid and Head Studios recluses themselves from any performance guarantees stated in any conversation on email.

The CLIENT can then continue with this knowledge or request a written refund request with bank deposit details and refund will be processed to their account within 7 days of receipt of such written request.

FILMING

Should you choose one of your staff as a presenter to deliver creative the staff member must agree to deliver creative as it appears on the page with no deviations from the script.

The core messaging and elements must be delivered in the order that they are provided on the script - the staff member can pause to memorise specific sections and does not need to deliver the entire script at once.

Should the script by the staff be deviated in any manner other than cosmetic the refund warranty will be NULL and VOID and the AGENCY recluses itself from any performance guarantees that are promised.

If the staff is unwilling to follow the CREATIVE then the CLIENT maintains the right to outsource the position of the presenter which the AGENCY will charge an additional fee of \$500AUD for on top of estimate amount - the CLIENT understands that doing this will reduce the effectiveness of the campaign and agrees that any performance guarantees will fall by 30% from any that have been promised.

TECHNOLOGY

DOMAIN REGISTRATION

Property management brand domain registration will be valid for one year and is included within the price of your quote. Should you wish to extend your custom domain you will be required to provide credit card details - the domain registration will be delivered at a cost of approximately \$20p/y - however this is subject to change based on Google's domain registration costs and policies - you will be informed of these changes prior to making payment.

VIDEO BLOG TEMPLATE SETUP

In order to install the video blog template on your website you will be required to provide administrator details to your Wordpress site. If your website is not running on Wordpress the video blog can be setup on your property management domain (which the AGENCY will register on your behalf). Note that the software required to do this will be valid for up to 1 year - the AGENCY bears no responsibility for any technical issues that may arise after 1 year of live service.

MARKETING SUITE

The G Workspace, email campaign software and email tracking software is valid for 1 month from the date of launch of campaign - this is designed to prove the sales system - should the CLIENT choose to extend the campaign for longer than a month then the CLIENT will be liable for costs relating to the software which will come to approximately \$50AUD p/month - this price is approximate and the exact price will be provided upon request - the AGENCY takes no cut from this expense.

DISCOVERY CALL

The AGENCY may require a maximum of 3 DISCOVERY CALLS in order to understand the messaging required to connect to landlords and deliver a message in a memorable and engaging way.

Signature: _____ **DATE:** _____