

IR and LRC Incentive Policy

Department	Incentive (As per policy)	Incentive Policy Latest
General Sales IR – all department	BDT 10,000 / Crore, Maximum BDT 40,000	<i>BDT 15000 / Crore, Maximum BDT 100,000</i>
General Sales LRC – all Department including CSD, CRD, IR & Construction	BDT 3,000 (up to 50 lac), BDT 5,000 (above 50 lac) Luxury – BDT 10,000.	BDT 3,000 (up to 50 lac), BDT 5,000 (above 50 lac) Luxury – BDT 10,000.
Brokerage Sales/Inventory IR – all department	BDT 10,000 (Inventory lead), BDT 15,000 (Sales Lead)	<i>Sales-BDT 15000 / Crore, Maximum BDT 50,000. Inventory- Same as Sales</i>
Brokerage Sales IR – CSD, CRD, IR & Construction	BDT 10,000 (Inventory lead), BDT 5,000 / Crore. Maximum BDT 25,000 (Sales Lead)	IR made same for all departments
Brokerage Sales LRC - all Department including CSD, CRD, IR & Construction	BDT 3,000 (up to 50 lac), BDT 5,000 (above 50 lac), Luxury – BDT 10,000	BDT 3,000 (up to 50 lac), BDT 5,000 (above 50 lac) Luxury – BDT 10,000
ICR-bti Sales to bti Brokerage , or bti Brokerage to bti Sales	BDT 5,000 / Crore, Maximum BDT 15,000	BDT 5,000 / Crore, <i>Maximum BDT 25,000</i>
BD IR	For Luxury BDT 5,000/Katha, For Classic 2,000/Katha, Maximum BDT 1 lac for both cases	For Luxury: <i>BDT 20,000/Katha</i> , For Classic: <i>10,000/Katha. Maximum BDT 2 lac</i> for both cases
BD LRC	For Luxury BDT 15,000, for Classic BDT 7,500 (Up to 15 Katha). For Luxury BDT 30,000, for Classic BDT 15,000 (above 15 Katha).	<i>Not Applicable</i>
Interior IR – for all departments (External Customers)	BDT 1,000 /lac (up to 10 lac), BDT 300/lac (after 10 lac) Maximum TK.30,000.	<i>BDT 2,000 /lac. Maximum TK.50,000</i>
Interior IR – CSD, CRD, AR & Construction Department (Internal Customers)	BDT 600 /lac (up to 10 lac), BDT 200/lac (after 10 lac)	N/A
Building Design & Contraction Work	BDT 5,000 (up to 5 lac), BDT 10,000 (up to 10 lac), BDT 15,000 (up to 25 lac), BDT 20,000 (>50 lac to 1 crore), BDT 25,000 (> 1 Crore and above)	<i>1% on all construction works above Tk25lac (No incentive on smaller works). 2% on all Building Design works</i>
Brokerage Rent	Residential – 5% of service charge. Max. Tk. 5,000 per deal. Commercial – 5% of service charge. Max. Tk. 10,000 per deal.	<i>Both Residential and Commercial: 5% of service charge. Max. Tk10,000 per deal.</i>
Land procurement for Holiday Homes (Min size 75bigha) or Affordable Housing (Min Size 30bigha) by non-BD employee(s).	---	<i>Tk 20,000/ per bigha Max Tk 750,000/ to be distributed amongst the people involved (including Law team) prorata salary basis</i>

*** Changes are shown in ***Bold and Italic Font***

NOTE:

- Internal Reference (IR): Customer must know the referrer and the referrer must make official communication to bti concern regarding the IR.
- Lead Reference Conversion (LRC): Where the customer or referrer doesn't know each other. Referrer ~~only~~ has the customer contact details.

- For IR/LRC, there must be proper communication through mail to the concern department and a copy (CC) to ir@btibd.org Without email, no IR/LRC will be counted.
- ***Annual Winner of the Max IR Earned in Taka will receive a cash award of Tk1lac and a trophy at the annual Corporate Summit. Minimum IR earned must be Tk2,00,000/***
- ***Quarterly Winner of the Max IR Earned in Taka will receive a cash reward of Tk25,000/- at the end of every quarter. Minimum IR earned must be Tk50,000/-***
- ***Annual Winner of Highest TOTAL VALUE OF JV LAND THROUGH IR in the whole year (BD)- TK 1lac and a trophy at the annual Corp Summit. Minimum 40 Katha land signed in the whole year.***
- ***Quarterly Winner of the Highest TOTAL VALAUE OF LAND LAND THROUGH IR in the quarter- Tk 25,000/ at the end of each quarter. Minimum 10k land signed in the quarter.***
- ***Annual Winner of HIGHEST TOTAL VALUE OF SALE THROUGH IR in the whole year (SALES AND BROKERAGE TOGETHER)- TK 1lac and a trophy at the annual Corp Summit. Minimum sale value Tk 16cr***
- ***Quarterly Winner of HIGHEST TOTAL VALUE OF SALE THROUGH IR in the quarter (SALES AND BROKERAGE TOGETHER)- TK 25000/ at the end of each quarter. Minimum sale value Tk 4cr***