

Policy on Data Integrity

It is critical for CR to have accurate data within our systems, and everyone in the company plays a role in maintaining the integrity of our data.

In particular, both Salesforce and Brokermint need to be kept up to date with all relevant information because company decisions, including decisions that have a financial impact are made based on the data contained in these systems.

In addition, employee bonuses are calculated and determined on data contained in these systems; so when the data is not accurate, members of the team may not get paid their correct bonus.

It is the expectation of anyone who has access to these systems to do their part in maintaining the accuracy of the information in them. ISA, admin, agents, and management all have various levels of responsibilities in that process.

To make sure that we are all doing our part to maintain data accuracy, we have developed the following new policy:

Records should be updated within 48 business hours of the status changing, so for the purposes of the incentives below, the accuracy is expected starting 48 business hours after the change took place.

BOA

BOA's should be working to check and ensure that the Salesforce status matches the correct, actual status of the property. BOA's are responsible for the office's listings, and if an office has a month where corporate does not have to ask for any corrections to be made to the Salesforce status of a property, then the BOA will receive an additional \$100 bonus. However, if corporate finds corrections, then \$50 per correction will be reduced from the BOA's bonus.

TC

Transaction Coordinators are responsible for our ratified contracts and utilize the checklist to be validate the status of the contract vs salesforce and thus is regularly part of their job. TC's can already get up to \$200 bonus. However, if corporate finds corrections that the TC should have caught, then \$50 per incident will be reduced from the TC's bonus.

Agent

Agents are responsible for updating Salesforce when they have a converted a buyer to a buyer/broker or a signed listing agreement, and If corporate finds incidents where an agent has not properly updated Salesforce or Brokermint when they should have, on the first incident, the agent will be turned off of leads & appointments for one week. On the second incident, two weeks, and then on the third incident, one month, and the fourth incident the agent will be turned off permanently.

MP

Managing Partners need to be holding their agents and staff accountable for keeping their records and files properly updated. For each incident where corporate finds a record that is not properly updated, \$100 will be reduced from the MP's bonus, for the following instances:

Ratified Contracts

Converted Listings once they go live

Converted Buyer/Brokers once they ratify

It should be noted that before bonuses are reduced, an evaluation will be completed to ensure that there were no technical errors or funnel history errors causing the record not to reflect correctly. Anyone finding an error that they believe should result in a bonus reduction should submit that situation to HR with an explanation and a determination will be made.