

**Best Agent Business  
Buyer/Seller Lead Calling Agreement**

Please complete this form and send to [calling@bestagentbusiness.com](mailto:calling@bestagentbusiness.com) or fax to 240-751-4247. Your calling cannot begin until this form is received.

**Definition of an Golden Egg lead:** Any lead that is ready to purchase and is at showing stage which is 0 to 3 months from purchase or any lead looking to sell within three months is considered a Golden Egg. You are paying about \$20 per lead with the objective to turn them into Golden Eggs worth \$200. Buyer B/C and Seller B/C Lead follow-up is a joint effort, and you as the agent must be an active participant. Our callers will do the leg work and present you with leads that are ready to purchase/sell within a 0 to three month period of time. Once the Golden Egg is presented to you, you must be diligent about following through.

Initially, your Caller will be building a pipeline for you. Many leads in your database will be looking to purchase/sell three months to one year from the date called. Your Caller will keep in touch with these leads until they are ready to purchase/sell, thus developing a solid pipeline of leads.

While we will hit Golden Eggs in the beginning, the fruit of your calling will show three to six months down the line. Today's Buyer - B/Seller B leads are tomorrow's Golden Eggs leads. To ensure this strong pipeline is developed you will need to commit to four months of calling services.

**Communication with Your Caller:**

- For the first 100 hours of calling billed, approximately 10% of that time will be you and your caller directly communicating.
- This will eventually decrease to approximately 5%
- Your caller will contact you via phone and email to discuss/follow up Golden Eggs.
- If you communicate with your caller via email, please always copy your Key Assistant and [calling@bestagentbusiness.com](mailto:calling@bestagentbusiness.com)
- Do not contact your caller via phone without an appointment. If you would like to speak via phone, email and arrange a time.

**Golden Egg Incentive Program:**

Our Callers are provided with an incentive for each viable Golden Egg they hand over to you. This incentive gives our callers the potential to earn more money, thus it gives them drive to hold you accountable and really screen your leads. When a caller gives you a Golden Egg, you must reply back to all within 24 hours acknowledging it. The caller will send you a reminder at three days to update them with the status of the lead. A final reminder will be sent at seven days. If you do not reply/confirm within seven days, we will assume this is a valid Golden Egg, and you will be billed one hour for it.

Example: We estimate 1 Golden Egg for every 20 hours of calling is the minimum expected. It could be 1 in 15 or 1 in 10 or 1 in 5. So, if your caller escalates a confirmed Golden Egg to you during a 20 hour calling period, you will be billed for 21 hours. This is approximately 5% of your time. The more Golden Eggs, the higher the percentage, but the better it is for you. If you are getting 1 in 5 your bonus cost would be 20%.

By signing below, you agree to commit to three months of buyer/seller lead calling, and you agree to follow through on any A leads within twenty-four hours of receiving them and our Golden Egg Incentive program. You also acknowledge reading the long version of the Calling Agreement that includes more details on our calling.

Do not sign or start Calling unless you are willing to commit to three months of service.

Client Name: \_\_\_\_\_ Date: \_\_\_\_\_

Client Signature: \_\_\_\_\_