

# FAQs

## General

### What is homegenius<sup>SM</sup> connect?

homegenius connect is composed of experienced, vetted real estate professionals who are looking to expand their reach by connecting with high intent customers. Our team identifies, engages and leverages agents to provide home buyers and sellers the best experience when buying or selling their home. Being a member of homegenius connect gives you access to high quality leads to maximize conversion rates and expand your existing portfolio.

### How is homegenius connect different than other lead networks?

The homegenius connect program matches home buyers and sellers to licensed real estate professionals through qualification questions, to optimize conversion. Once the prospect completes the qualification process, we provide the consumer with up to 3 real estate professionals' contact information from our homegenius network.

### How will I know if I am selected to participate in the homegenius connect referral program?

You will be notified via email on next steps.

## Qualifications

### How do I qualify for homegenius connect leads?

Agent must have a minimum of 24 months experience working full time as an agent. Agents must have closed a minimum of 8 transactions in the past 12 months. Agents must have an active real estate license with no pending disciplinary actions, and must maintain a 4+ star customer satisfaction rating. Finally, agents must complete an on-boarding program and follow strict feedback on the buyer process.

### Is there an on-going certification process needed to get leads?

No, although you need to provide a high-level of customer service to remain eligible.

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# Leads

## How do I get leads?

You will receive an email notification when a home buyer selects you as their buyer agent.

## How are agents picked to represent a buyer lead?

Buyers are provided with a list of three (3) qualified agents to pick from. The buyer will select the agent to work with and will notify the homegenius connect concierge.

# Fees

## What fees or costs are associated with getting homegenius connect leads?

There is no cost to join our agent network! You pay a 30% referral fee at closing, after the 0.50% buyer rebate is paid out.

## When do I pay the referral fee?

At closing - you will be provided with our closing instructions.

## Are there any other fees a homegenius connect agent would pay?

Only those real estate transactions fees implemented from your brokerage.

## How is the referral fee calculated?

The referral fee is 30% of the gross commission income, after the 0.50% buyer rebate is paid out.

## Am I the agent responsible for the rebate fee?

Yes, the rebate will be deducted from the gross commission income received from the buyer cooperating commission offered in the MLS. This is paid out on your end.

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# Rebates

## How is the consumer rebate calculated?

The rebate is calculated from the final sales price and is paid out of the buy-side cooperating commission offered in the MLS. The net commission after the rebate is used to calculate our 30% referral fee. For example, on a home that sells at \$400,000, the buyer rebate (0.50%) would be \$2,000 to the borrower. If the MLS cooperating buy-side commission is 3%, or \$12,000, the net commission would be \$10,000 (\$12,000 - \$2,000 rebate). We would receive a \$3,000 referral fee, or 30%.

## How much is the borrower rebate?

The final rebate amount is subject to lender approval. The borrower must utilize a homegenius connect agent to complete your real estate purchase transaction. The purchase price must be at least \$200,000 and the buyer's agent commission must be at least 2% of the purchase price. In some states, the rebate is not available where prohibited by state law. The following states are not eligible: Alaska, Alabama, Iowa, Kansas, Louisiana, Missouri, Mississippi, Oklahoma, Oregon, Michigan and Tennessee.

## How does a buyer receive their rebate?

A prospective home buyer would need to register for the homegenius connect program and work with one of our third-party agents in our homegenius network. The rebate is typically paid at closing to eligible buyers.

## When is the rebate paid?

The rebate will be issued either at closing or within 30 days after the transaction has closed. It's typically paid at closing, although can be paid after closing if it's preferred by the lender.

## Is the rebate a taxable event to the buyer?

We recommend that you consult your accountant or a tax professional about the rebate tax liability, both for federal and state tax purposes. At least one IRS revenue ruling suggests that a commission rebate may represent an adjustment to the home purchase price and not immediately taxable income for federal tax purposes.

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# Support

## Who do I call if I need assistance?

Contact the Concierge Help Desk, **866-686-2381**. The Concierge Help Desk's hours are Monday through Friday, 9am-5pm Eastern.

## Is there an email that I can use to contact Concierge Support?

[support@homegenius.com](mailto:support@homegenius.com)

# Technology

## Are there any special technology platforms I am required to use?

None today.

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