












PARTNER PROGRAMS

Lead generating programs for Realty Advantage Broker Network Agents for home listing and home buying

Referral Programs	Target Audience	Offer ¹	 The Benefit	Lead-driving to Agents? ²	Available to submit AGR	Agent Materials ³	Social Channels
	AARP Members (Total membership = 38M nationwide)	Get \$300-\$5,500 in cash back benefits	\$350,000 home value = \$1,650 cash back benefit	✓	✓	✓	 Follow us!
	Associa Members (Total Membership = 5M homeowners)	Get \$650-\$7,200 in cash back benefits	\$350,000 home value = \$1,900 cash back benefit	✓			
	Better Mortgage Borrowers (National Lender)	Receive a \$2,000 credit at the signing table <i>Qualify for \$2,000 off your closing costs when you use a Better Real Estate partner agent and finance with Better Mortgage.</i>	\$2,000 credit from Better Mortgage	✓			
	American AAdvantage Members (Total membership = ~90M nationwide)	Earn 2,000 AAdvantage Miles for every \$10,000 value of your home	\$350,000 home value = 70,000 AAdvantage Miles	✓	✓	✓	 Follow us!
	Navy Federal Credit Union Members (Total membership = 9.3M nationwide)	Get \$400-\$8,000 in cash back benefits	\$350,000 home value = \$2,025 cash back benefit	✓	✓	✓	 Follow us!
	Corporate employees who receive offers from Benefit Providers: Akenity, BenefitHub, Passport Unlimited, and others. (Est. total membership = 2.0M+ nationwide)	Get \$650-\$7,200 in cash back benefits	\$350,000 home value = \$1,900 cash back benefit	✓			
	Active Military, Veterans, and their extended families. (Total membership = 60M nationwide)	Get \$350-\$7,500 in cash back benefits	\$350,000 home value = \$1,750 cash back benefit	✓	✓	✓	  Follow us!
	Friends & Family Program (Realty employees and agents)	Earn .36% of the sale and/or purchase price for homes up to \$500,000 and .35% for homes over \$500,000	\$350,000 home value = \$1,260 cash back benefit	✓	✓	✓	



CENTURY 21



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¹ The cash back bonus is not available in AK, LA, OK. In some states, a gift card or commission reduction at closing may be provided in lieu of the cash back bonus.

² Applicable for A-Team agents only.

³ Please contact your Relocation Director to access the program materials developed for agents in each brand voice.