



Prudential Real Estate
Berkshire Hathaway HomeServices

AWARDS & RECOGNITION

Program Guidebook

2013

Prudential Real Estate and Berkshire Hathaway HomeServices

**AWARDS &
RECOGNITION PROGRAM**

Guidelines may be updated at any time and may change without notice.

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AWARDS & RECOGNITION PROGRAM

ANNUAL NON-COMPETITIVE AWARDS

The goal of the Non-Competitive Awards Program is to recognize individuals or teams that obtain a minimum of Total GCI or Residential Units. Agents as well as broker/owners and office managers are eligible for non-competitive awards. Please refer to the information below for specific requirements.

Minimum Award Criteria*

- Chairman's Circle Diamond - \$750,000 Total GCI or 150 Residential Units
- Chairman's Circle Platinum - \$500,000 Total GCI or 100 Residential Units
- Chairman's Circle Gold - \$280,000 Total GCI or 70 Residential Units
- President's Circle - \$185,000 Total GCI or 50 Residential Units
- Leading Edge Society - \$120,000 Total GCI or 35 Residential Units
- Honor Society - \$75,000 Total GCI or 25 Residential Units

ANNUAL HISTORIC AWARDS

Legend

- Agent or Team achieves Chairman's Circle for the 5th, 10th, 15th, 20th or 25th time.
- Individual and Team awards will not be calculated together for Legend awards.
- Legend history for PREA Legacy agents will carry over to BHHS history.

**Total adjusted GCI should be used for all awards that are listed as based on total GCI.
See detailed definition of production on that qualities on page 10.*

AWARDS & RECOGNITION PROGRAM

ANNUAL COMPETITIVE AWARDS

The goal of the Competitive Awards is to recognize the top producers among the U.S. Network. Broker/owners and office managers are not eligible for competitive awards.

Pinnacle Agents and Teams

The Pinnacle Award recognizes the top Agents and Teams within the U.S. Prudential Real Estate Network.

CRITERIA

- Top 10 Agents and Top 10 Teams – Total GCI or Residential Units
- Top 5 Agents and Top 5 Teams – Commercial GCI

Top of the Rock Agent and Team

The Top of the Rock Award recognizes the No. 1 Agent and No. 1 Team by region.

CRITERIA

Top Agent and Top Team in Each Region

(U.S. Midwest, U.S. Northeast, U.S. South, U.S. West) (See page 6 for details).

- Total GCI or Residential Units

PREA 100

CRITERIA

Top 100 Agents or Teams in the U.S. Network

- Total GCI or Residential Units

QUARTERLY AGENT AWARDS

Top 3 Agents

CRITERIA

- Top 3 Agents in each state for Residential GCI, Residential Units or Commercial GCI

AWARDS & RECOGNITION PROGRAM

PROGRAM FOR OFFICES

Annual Office Awards

Office Awards are composed of Pinnacle Office and Round Table.

Pinnacle Office

This Award recognizes the top offices in the U.S. Prudential Real Estate Network.

CRITERIA

- Top 10 Offices – Total GCI and Residential Units
- Top 5 Offices – Commercial GCI

ROUND TABLE

CRITERIA

- Top 3 offices in each U.S. Region and by office size category based on Total GCI or Residential Units.

Office Size Categories:

- 1-20 Agents
- 21-40 Agents
- 41-75 Agents
- 76 or More Agents

U.S. WEST	U.S. MIDWEST	U.S. NORTHEAST	U.S. SOUTH
Alaska	Illinois	Connecticut	Alabama
Arizona	Indiana	Maine	Arkansas
California	Iowa	Massachusetts	Delaware
Colorado	Kansas	New Hampshire	District of Columbia
Hawaii	Michigan	New Jersey	Florida
Idaho	Minnesota	New York	Georgia
Montana	Missouri	Pennsylvania	Kentucky
Nevada	Nebraska	Rhode	Island Louisiana
New Mexico	North Dakota	Vermont	Maryland
Oregon	Ohio		Mississippi
Utah	South Dakota		North Carolina
Washington	Wisconsin		Oklahoma
Wyoming			South Carolina
			Tennessee
			Texas
			Virginia
			West Virginia

AWARDS & RECOGNITION PROGRAM

OFFICE & COMPANY AWARDS

QUARTERLY OFFICE AWARDS

CRITERIA

- Top 3 Offices for Total GCI and Units, by person and by size in each quarter.
- Quarterly Awards Regions are U.S. West, U.S. Midwest, U.S. Northeast, U.S. South. See detailed region list under Round Table on previous page.

Office size categories:

- 1-20 Agents
- 21-40 Agents
- 41-75 Agents
- 76 or more Agents

COMPANY AWARDS

Gibraltar Circle

CRITERIA

- Top 50 Companies in the U.S. Network (based on Total Company GCI)

AWARDS & RECOGNITION PROGRAM

COMMERCIAL AWARDS

This page provides a summary to help you quickly identify the awards that Prudential Commercial Real Estate offers based on Commercial GCI.

ANNUAL COMPETITIVE AWARDS FOR AGENTS

Pinnacle Agents and Teams

CRITERIA

- Top 5 Agents and Top 5 Teams for Commercial GCI

ANNUAL COMPETITIVE AWARDS FOR OFFICES

Pinnacle Offices

CRITERIA

- Top 5 Offices for Commercial GCI

QUARTERLY COMPETITIVE AWARDS FOR AGENTS

Top 3 Agents in Each State

CRITERIA

- Top 3 Agents in each state for Commercial GCI

QUARTERLY COMPETITIVE AWARDS FOR OFFICES

Top 3 Offices in Each Region

CRITERIA

- Top 3 Offices in each region for Commercial GCI

PROGRAM GUIDELINES

Production Numbers:

All production is measured according to closed sales transactions reported in accordance with U.S. Network standards. Only production achieved while affiliated with Prudential Real Estate or Berkshire Hathaway HomeServices is counted for competitive awards. Pre-Affiliation GCI may be included only for non-competitive awards.

Total Adjusted GCI:

GCI awards are calculated based on adjusted GCI (total company GCI less referral fees and employee discount fees, but not Prudential Real Estate service fees). Residential and Commercial GCI can be combined to qualify for awards. Qualified revenue must be earned within the scope of the franchise business and reported through the databridge.

Residential GCI:

Production that qualifies for awards purposes will consist of all residential revenue including sales transactions, referrals, residential leasing, rental and property management income. Unimproved land also qualifies for residential GCI provided it is zoned for residential usage. Unimproved land zoned for commercial usage must be counted as commercial production. Residential Units are used to break ties for GCI-based competitive awards.

Commercial GCI:

Production that qualifies for awards purposes includes commercial/investment sales transactions involving properties with five or more units, commercial land, commercial leasing and commercial property management income within the scope of franchised business.

Residential Units:

Each unit reported will be either a listing or selling side of an actual sales transaction. When an agent handles both sides of a transaction, it will count as two units. Unimproved land also qualifies for residential units provided it is zoned for residential usage. Referral, leasing, rental and property management revenue will not be counted for units. Total GCI is used to break ties for unit-based competitive awards.

Office Awards:

Administrative offices without active, producing agents do not qualify for office awards. In certain limited circumstances, the production for more than one sales office may be combined if those locations are fully managed by one individual, the offices are within a reasonable distance from one another and an acceptable business reason has been approved by the Awards Department.

Broker/Owners and Office Managers:

Broker/Owners and Office Managers are not eligible for competitive Agent or Team awards, but may receive non-competitive recognition. Please refer to the competitive/non-competitive breakdown on the following page.

PROGRAM GUIDELINES

Agent Teams:

Production numbers derived from engaging more than one licensed agent must be reported as a team. This definition of a team applies to situations where there is one primary agent who has a licensed assistant. A team may not be composed of all the agents in an entire company.

Individual Awards vs. Team Awards:

To qualify for an individual award, production must be reported as it is truly allocated between agents and cannot be adjusted for award calculation purposes. More than one licensed agent working as a team must either split their production or submit their production for a team award. Separate Agent Pinnacle and Top of the Rock awards will be recognized for individuals and teams. Individual and team production will be combined for qualification of all other award categories.

In Good Standing:

Companies not current with franchise fees, non-compliant with Identity Standards or are otherwise not in good standing with the terms of the franchise agreement are ineligible for competitive company or office awards and will be responsible for purchasing non-competitive awards for their agents.

Complimentary Event or Hotel Registration:

Prudential Real Estate may provide complimentary event or registration codes as a benefit of winning a specific award. All complimentary codes are non-transferable and the award winner must redeem the code(s) by the specified expiration date or they will become invalid. Winners receiving complimentary hotel registrations may be subject to 1099 reporting. Additional details regarding complimentary code redemption will be provided in annual award winner notifications.

Competitive Awards vs. Non-Competitive Awards:

The following list shows competitive and non-competitive awards for clarification of the guidelines outlined in this document.

Competitive Annual Agent Awards

Pinnacle • Top of the Rock • PREA 100

Competitive Annual Company and Office Awards

Gibraltar Circle • Pinnacle • Round Table

Competitive Quarterly Agent and Office Awards

Top 3 Offices by Region based on Office Size

Top 3 Agents or Teams within each state

Non-competitive Annual Agent Awards

Chairman's Circle – Gold, Platinum, Diamond

President's Circle

Leading Edge Society

Legend (Historic)

FREQUENTLY ASKED QUESTIONS

Awards Communications

Q: I am an Awards Coordinator, Broker of Record or Owner. Why didn't I receive email communications regarding awards reporting deadlines or the Awards Program?

A: First, all email communications regarding awards are sent from awards@hsfranchise.com. Make sure you allow emails from this address. Next, you may have opted-out of receiving HSF Affiliates LLC email communications. If you would like to start receiving these communications again, please send an email to awards@hsfranchise.com and we will update your settings.

Awards Reporting

Q: I missed the deadline for awards reporting. What can I do?

A: Please contact the Awards Department at awards@hsfranchise.com with an explanation of the situation. Late reporting may limit the awards that your company's agents can qualify for and may result in additional expenses being charged to your company.

Awards Distribution

Q: How can I get my Annual Non-Competitive Agent Awards earlier?

A: Shipping of non-competitive awards is done on a first-report, first-ship basis. Please try to report as close to the beginning of the awards period as possible to receive your award earlier.

Q: Why didn't I receive my Annual Competitive Agent Awards with my Non-Competitive Awards?

A: Annual competitive awards are not distributed until after Sales Convention because rank is released during Sales Convention.

Q: How can I order additional awards?

A: You can purchase additional awards from the Awards supplier. At the time of this writing, American Image is the supplier of all non-competitive awards and can be reached by email at sales@americanimageawards.com or phone at 1-201-384-9200.

Awards Recognition

Q: What type of Sales Convention Award Recognition will award winners receive?

A: Details regarding Sales Convention recognition will be communicated in the award winner notifications that are sent out in February. Levels of recognition at Sales Convention vary based on award level and event constraints.

Q: I am an award winner. Why didn't I receive an emailed winner notification?

A: Verify the email in your REsource Center account is correct.

Q: What logo will be on my annual award?

A: Berkshire Hathaway HomeServices Quality Seal will be on the medallion portion of BHHS non-competitive awards for companies that convert to BHHS by the close of Annual Awards Reporting.

AWARDS BENEFITS: COMPLIMENTARY REGISTRATION CODES

Awards Benefits

Q: How many registration and/or hotel complimentary codes do competitive or historic team winners receive?

A: There will be one comp code provided per award. This means that one team award would result in one complimentary code and it is up to the team to determine who will be able to redeem this code. As a Company Awards Coordinator, you can designate a team contact and the award-winner notifications will be sent to that one contact **ONLY** instead of the entire team.

Q: I received an award that includes a complimentary registration/hotel stay for Sales Convention but I cannot attend. Can someone else redeem my complimentary registration code?

A: Complimentary registration and hotel codes are non-transferable and may only be redeemed by an individual award winner or a member of an award winning team. The codes have no cash value and if they are not redeemed by an award winner they will expire unused.

Q: I received multiple awards that include complimentary registration codes. I am attending Sales Convention and will redeem one of my registration codes. Can someone else use my additional registration codes?

A: Any member of an award winning team may redeem the complimentary registration code. The individual that redeems the complimentary registration code must be either the individual award winner or a registered member of the award winning team as of the date that annual awards reporting closes. Questions related to this rule should be directed to awards@hsfranchise.com.

Q: I registered and paid for Sales Convention before I received the registration comp code. How will I be reimbursed?

A: Please contact the Affiliate Assistance Hotline at (888) 732-5778 to redeem your comp code.

Q: When does my comp code expire?

A: Comp codes must be redeemed by the last day of the event or they will expire. You can redeem them during preregistration through the online registration system or by calling the Affiliate Assistance Hotline at (888) 732-5778. You may also redeem your comp at the onsite registration counter during the event. Once the event is over these codes may no longer be redeemed.

Q: I received a complimentary hotel registration for Sales Convention but I would like to stay at a different hotel than the Sales Convention host hotel. If I register and pay for this hotel can I be reimbursed?

A: Complimentary hotel registration is provided for three standard room nights at the Sales Convention host hotel. Unfortunately, we cannot accommodate other arrangements. Instructions on how to redeem your complimentary hotel registration is included in award winner notifications sent in February.

