

PENDRY
RESIDENCES
BY MONTAGE HOTELS & RESORTS
West Hollywood

Dear Real Estate Professional,


We appreciate your interest in working with us on Montage Hotels & Resorts newest west coast project, Pendry Residences West Hollywood. Located on an entire city block of the famed Sunset Strip, Pendry Residences West Hollywood is a unique and special offering that was created to meet the needs of the new luxury buyer.

We believe that working with the real estate community is integral to the success of this project and invite you to become part of the team who are participating in our Co-Operating Broker Program. When you engage with Pendry Residences West Hollywood, you and your clients will be working directly with one of our professional sales team members. Our sales team will work with you at any level of involvement you are comfortable with, whether you choose to use one of our sales team members as your client's primary contact for information, or you serve as the go-between, it is up to you. When a sale is made to one of your registered clients, you earn a commission subject to the guidelines attached.

After reviewing the information, please call us with any questions. We look forward to working with you and your clients and encourage you to register your clients today to gain as much early information as is available.

Redeavor Group, Brokered by REAL Brokerage

DRE #02022092

The project described herein (the "Project") and the residential units located within the Project (the "Residential Units") are not owned, developed, or sold by KT Intellectual Property Holding Company, LLC ("KT IP"), or Montage Hotels & Resorts, LLC ("Montage") (collectively, "Licensors") and Licensors do not make any representations, warranties or guarantees whatsoever with respect to the Residential Units, the Project or any part thereof. Sunset Subsidiary LLC uses the PENDRY and MONTAGE brand names and certain other KT IP and Montage trademarks (collectively, the "Trademarks") in connection with the sales and marketing of the Residential Units in the Project under limited, non-exclusive and non- sublicensable licenses from Licensors. The foregoing licenses may be terminated or may expire without renewal, in which case neither the Residential Units nor any part of the Project will be identified as a PENDRY-branded project or a MONTAGE-branded project or have any rights to use the Trademarks. Real DRE #02022092 




CO-OPERATING BROKER PROGRAM AND GUIDELINES

By registering your clients through the Co-Operating Broker Program, you and your client can benefit from our professional marketing program. For each client that you register, and who is approved, you will be listed in the Pendry Residences West Hollywood database as the assigned agent and introduced to one of our Residential Specialists who will act as your key contact point and advisor.

All registrations will be subject to the following guidelines:

- A. Complete contact information for each client must be provided using the Pendry Residences West Hollywood Client Registration Form. This form must be signed by both the client and agent.
- B. Form must be completed, signed, and confirmed by Pendry Residences West Hollywood prior to client engaging with Pendry Residences West Hollywood to be valid. Form may be submitted via email to a Pendry Residences West Hollywood team member or in person with your client during their first visit.
- C. We will verify if there is any conflict in our database and, assuming the referral has not been previously registered, this will be confirmed within one business day. More often than not there is no conflict.
- D. Each valid registered client and their agent will be assigned to a Pendry Residences West Hollywood Residential Specialist and entered into the database, with the agent's name being assigned to the record. In the event the agent is not on-site when the registration is made, the assigned Residential Specialist will be required to establish contact with the agent to discuss helpful background information about the prospect.
- E. Once a client is registered and confirmed by Pendry Residences West Hollywood you may be eligible to earn a one-time commission in an amount equal to 2.5% on the net purchase price at close of escrow, subject to:
 - i. The execution of and terms of the Pendry Residences West Hollywood Cooperating Broker Agreement.
 - ii. The execution of a Purchase Agreement by buyer and seller for a Pendry Residence.
 - iii. The execution of a Broker Client Registration Form which remains in effect until closing.
 - iv. The closing of the sale of the residence in accordance with Pendry Residences West Hollywood Cooperating Broker Agreement.
 - v. Seller, Buyer and Broker expressly acknowledge and agree that the Commission was fully negotiable and said parties have mutually agreed on the Commission and all the terms of this Agreement.
 - vi. Broker must provide Seller with an executed form of disclosure of its agency relationship with Buyer (executed by Broker and Buyer) indicating that Broker is the agent of Buyer exclusively, prior to Buyer's execution of a Purchase Contract.

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CO-OPERATING BROKER PROGRAM MARKETING GUIDELINES

We value agents' existing relationships and those relationships that the agent develops in the normal course of doing business. Our objective is to make it easy for you to share our project to your existing database. This is achieved by providing you with approved high-quality marketing collateral, renderings, images, and language regarding the project. As a part of our program, we require that you follow these guidelines when working with us:

- A. Information that is made available to the public through agents marketing tools, such as but not limited to, website, videos, or printed materials must be accurate. In the event there is inaccurate information or misuse of materials, we will require an update or deletion of such information at our request immediately. We always recommend involving us earlier than later to verify accuracy.
- B. Use by agents of promotional materials must be approved by Redeavor Group in advance of being made public.
- C. Project specific websites will not be permitted. The materials provided in the Broker Toolkit have been approved by The Agency Development Group and can be used to promote the project.
- ☐ By checking this box, Broker acknowledges Pendry Residences West Hollywood. Broker does not have the right to any brand license or intellectual property of the brand names referenced above.

Broker / Agent Signature_____

Date_____

License #_____

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