

January-July 2020

RECRUITMENT OPPORTUNITIES

WHO: **Designated Realtors® (DRs)**
Charlotte Regional Realtor® Association



WHERE: **Canopy Real Estate Institute**
1120 Pearl Park Way | Suite 200 | Charlotte, NC 28204 | 704-372-2984

COST: **Recruitment Table:** \$20 plus cost of snacks (morning classes)
\$30 plus cost of snacks (evening classes)
Includes setup tables for firm materials and database of participating students enrolled in the class. No presentation.

Recruitment Lunch Presentation: \$60 plus cost of lunches (weekday classes)
\$80 plus cost of lunches (weekend classes)
Includes 30-minute presentation and database of participating students enrolled in the class.

Prelicensing class database includes names, mailing addresses and e-mail addresses for students who wish to be included in the database. The list does not include telephone numbers.

Deadline for registration is Dec. 13.

Canopy Real Estate Institute will send dates for lunch presentations and/or snack tables to firms by Dec. 24. Schedules will be assigned to firms on a first-come, first-served basis.

Recruitment Guidelines & Policies

Canopy Real Estate Institute will:

Participating firm must:

- Submit payment 15 days prior to the scheduled event. (If payment has not been received by the deadline, the opportunity will be canceled and available for another firm.)
- Not have any outstanding Canopy Real Estate Institute recruiting balances.
- Submit the registration form for Recruitment Lunch presentations, snack tables and the database for the upcoming year by the Dec. 13 deadline.
- Permit Canopy Real Estate Institute to schedule sessions for each firm on a rotating basis.
- Limit lunch presentations to 30 minutes or less. Canopy Real Estate Institute must ensure students have a break prior to class resuming. **Failure to comply with the time limit for lunch presentations can result in withdrawal from the recruiting program.**
- Agree that if the firm owns or is affiliated with a real estate school, the participating firm will not speak about its school during Canopy Real Estate Institute Recruitment Lunches. Participants can speak about training provided by their companies, but should refrain from speaking about or referencing licensing and continuing-education classes offered by their schools/firms or other real estate schools and are prohibited from sending students licensing course materials or study resources not approved or sanctioned by Canopy Real Estate Institute.
- Abide by Article 15 of the Code of Ethics. Realtors® shall not knowingly or recklessly make false or misleading statements about competitors, their businesses or their business practices. The best policy is not to mention, discuss or comment on any other real estate company.
- Promote and advertise recruitment opportunities to students in the Prelicensing classes.
- Send an email and telephone reminder, and provide a lunch/snack head count to firms at least two days prior to the event.
- Provide the database of students from each class within two weeks after the start of each class.
- Provide tables in the break area for lunches/snacks.
- Schedule firms on a rotating basis. Canopy Real Estate Institute will assign dates depending on the number of firms wanting lunch presentations and/or snack tables.

Participating firm must:

- Provide any and all presentation materials, including projectors and computers. Canopy Real Estate Institute will provide a screen, media cart and/or microphone by request. Instructor equipment cannot be used, moved or touched.
- Set up food in the designated break area.
- Have a representative from its firm at Canopy Real Estate Institute when food arrives for lunch presentations.
 - Weekday classes: Our policy prohibits us from allowing firms to arrive prior to 11:30 a.m. Food should be delivered no more than 30 minutes prior to the scheduled recruiting time.
 - Weekend classes: Our policy prohibits us from allowing firms to arrive prior to noon. Food should be delivered no more than 30 minutes prior to the scheduled recruiting time.
- Canopy Real Estate Institute is not responsible for signing catering invoices or credit card receipts.
- Please note that Canopy Real Estate Institute staff is not responsible for food setup or cleanup.
- Clean up all foods, beverages, snacks and materials after sessions. All materials and food must be cleaned up by 2 p.m. for the weekday or weekend session and by 9:30 p.m. for the evening session. The break area must be left in its original condition.
- Return tables, chairs and all furniture to their original locations.
- Provide an enthusiastic presentation for the students. They want to learn about your company!
- Notify Canopy Real Estate Institute staff if the firm contact changes. Canopy Real Estate Institute needs the new contact name, phone number and e-mail address.

The Canopy Real Estate Institute recruiting program is available to Association member firms seeking to recruit new agents. The firm's Designated Realtor® (Broker-in-Charge) must complete and return both forms.

Recruiting firms are not permitted to have vendors and/or business partners (i.e., financial institutions, attorneys, home inspectors, warranty companies, etc.) participate in the recruiting program or provide the lunch or refreshments for students. Vendors and/or firm business partners looking to reach new licensees/agents can seek opportunities under the Association's sponsorship and advertising programs.

No-Show and Cancellation Policy:

72-hour notice is required if a recruiter needs to cancel his or her scheduled recruitment date. When a firm provides at least 72-hours notice, Canopy Real Estate Institute will either reschedule the recruiting date or send a refund less a \$10 administration fee per recruiting date. Failure to provide 72-hours notice is considered a no-show and the firm is ineligible for a refund. Firms with two or more no-shows are ineligible to participate in future recruitment activities and are ineligible for a refund. If Canopy Real Estate Institute cancels a class, the firm will receive a full refund for the scheduled recruiting date.



By signing below, the firm and its representatives agree to abide by the provisions outlined above.

- Please email this form to mingleschool@carolinahome.com with your registration form.
- Please keep a copy for your records. Canopy Real Estate Institute will email you an invoice.
- Be advised that failure to comply with any of these guidelines and policies may result in cancellation of this recruitment agreement.
- DRs and all firm representatives will be responsible for compliance with the guidelines and policies.

Firm Name

Designated Realtor®/Broker-in-Charge

Name (Please print)

Date

Signature (Required)

Please make checks payable to:
Canopy Real Estate Institute

1120 Pearl Park Way | Suite 200 | Charlotte, NC 28204 | 704-372-2984
canopyrestitute.com

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REGISTRATION FORM

Choose any or all of the following:

Our firm wishes to participate in Recruitment Lunch presentations for weekday classes. (Four weekday Prelicensing classes scheduled January-July 2020.)

Maximum opportunities: Four schedules
We wish to participate in _____ schedules.

Cost per schedule: \$60 and the cost of lunches**

Our firm wishes to participate in Recruitment Lunch presentations for weekend classes. (Four weekend Prelicensing classes scheduled January-July 2020.)

Maximum opportunities: Four schedules
We wish to participate in _____ schedules.

Cost per schedule: \$80 and the cost of lunches

Our firm wishes to participate in Recruitment tables for morning and/or evening class schedules. (Three morning and four evening weekday Prelicensing classes are scheduled January-July 2020. Note: Class hours are 9 a.m.-1:30 p.m. for the morning classes and 6:15-9:30 p.m. for the evening classes.)

Maximum opportunities for morning: Three schedule
Maximum opportunities for evening: Four schedule

We wish to participate in _____ morning schedules.
We wish to participate in _____ evening schedules.

Cost per schedule: \$30 plus cost of snacks

Our firm is interested in participating in recruitment tables for Lake Norman (Mooresville) class schedules. Please provide our firm with additional information.

*Late arrivals and food deliveries could result in cancellations or reduced presentation time with students.

Deadline for registration is Dec. 13.



Please be sure the proper boxes are checked and complete the following information.

EMAIL TO:

mingleschool@carolinahome.com

FIRM:

CONTACT NAME:

PHONE:

E-MAIL:

ADDRESS:

Please make checks payable to:
Canopy Real Estate Institute

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28204 | 704-372-2984
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