

2012 Recruitment Opportunities



Who: Designated Realtors® (DRs)
Charlotte Regional Realtor® Association

Where: Mingle School of Real Estate, 1201 Greenwood Cliff, Charlotte, NC 28204

Cost: **Recruitment Table** - \$30 plus cost of snacks
(Includes setup tables for firm materials and database of students for this class.
No presentations.)
Recruitment Lunch Presentation - \$80 plus cost of lunches
(Includes 30-minute presentation and database of students for this class)
2012 Pre-Licensing Class Database - \$220
(Database of *all* 2012 pre-licensing students who are interested in being contacted)

Pre-Licensing Class Database includes: names, mailing addresses and e-mail addresses for students who wish to be included in the database from each pre-licensing class scheduled in 2012. The list does not include telephone numbers.

The deadline for submitting the registration form to Mingle School is Dec. 2.

Mingle School will send dates for luncheon presentations and snack/tables to firms by **Dec. 20**. Schedules will be assigned to firms on a first-come, first-served basis.

2012 Recruitment Guidelines & Policies

Mingle will:

- ◆ Promote and advertise recruitment opportunities to students in the pre-licensing classes.
- ◆ Send an e-mail and telephone reminder, and provide a lunch/snack head count to firms providing lunches/snacks 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 schedule.
- ◆ Provide tables in the break area for lunches/snacks.
- ◆ Schedule firms on a rotating basis.
(Mingle will assign dates depending on the number of firms wanting lunch presentation and/or snack tables.)

Participating firm must:

- ◆ Submit payment 30 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.***)
- ◆ Submit the registration form for Recruitment Lunch presentations, snack tables and/or database for the upcoming year by the Dec. 2 deadline.
- ◆ Permit Mingle to schedule sessions for each firm on a rotating basis.
- ◆ Limit lunch presentations to 30 minutes or less.
- ◆ Agree that if the firm owns or is affiliated with a real estate school, the participating firm will not speak about its school during Mingle Recruitment Lunches. Participants can speak about training provided by their companies, but should refrain from speaking about licensing and continuing-education classes offered by their schools/firms.
- ◆ Sign in with Mingle staff upon arrival for their recruiting date.

- ◆ **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.
- ◆ Provide any and all presentation materials. The Mingle School will provide a screen and/or microphone by request. Mingle does not provide audio-visual equipment such as LCD units or computers. **Instructor equipment cannot be moved or touched without permission from the instructor.**
- ◆ Set up food in the break area (*near coffee and vending machines*).
- ◆ Have a representative from your firm at the Mingle School when food arrives for lunch presentations. (*Our policy prohibits us from allowing you to arrive prior to 11:30 a.m. Please note that Mingle 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 morning or weekend session and by 9:30 p.m. for the evening session.
- ◆ Please return tables to their original locations.
- ◆ Provide an enthusiastic program for the students. They want to learn about your company!
- ◆ Distribute Mingle evaluations.
- ◆ Notify Mingle staff if the firm contact changes. Mingle needs the new contact name, phone number and e-mail address.
- ◆ **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 with at least 72-hours' notice, the Mingle School of Real Estate will either reschedule their recruiting date or send them 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 Mingle School of Real Estate cancels a class, the firm will receive a full refund for the scheduled recruiting date.
- ◆ **Firms canceling pre-licensing database orders will receive refunds as follows:**
 - Cancel before March 30, 2012 – receive \$150 refund
 - Cancel between April 1 and June 30, 2012 – receive \$100 refund
 - Cancel between July 1 and September 30, 2012 – receive \$50 refund
 - Cancel after September 30, 2012 – receive no refund
- ◆ The Mingle School of Real Estate recruiting program is available to association member firms seeking to recruit new agents. 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.

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

Please mail or fax this form to 704-332-1290 with your registration form. Please keep a copy for your records. Mingle will mail 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®: _____

Name (Please print)

Date

Signature (Required)

**Please make checks payable to the Mingle School of Real Estate.
(must be given or mailed to Melanie Upton, P.O. Box 35511, Charlotte, NC 28235)**

2012 Recruitment Opportunities Registration Form



Choose any or all of the following:

- Our firm wishes to participate in Recruitment Lunch presentations for weekday classes.
A database of students will be included with the event.
(Six weekday pre-licensing classes are scheduled for 2012.)

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

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

- Our firm wishes to participate in Recruitment Lunch presentations for weekend classes.
A database of students will be included with the event.
(Six weekend pre-licensing classes are scheduled for 2012.)

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

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

- Our firm wishes to participate in Recruitment Lunch for morning and/or evening class schedules.
A database of students will be included with event.
(One morning and four evening weekday pre-licensing classes are scheduled for 2012. Note: Class hours are 9 a.m.-1:30 p.m. for the morning classes and 6:15-10 p.m. for the evening classes.)

Maximum opportunities for morning: One schedule
Maximum opportunities for evening: Four schedules

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

Cost per schedule: \$30 and the cost of refreshments

- Our firm wishes to purchase the database of students for all 2012 pre-licensing class schedules (17 schedules).
\$220

Please be sure the proper boxes are checked and complete the following information. Mail or fax to 704-332-1290.



Firm: _____

Contact Name: _____

Phone #: _____ E-mail: _____

Mailing Address: _____