



**Real Estate
Productivity Solutions**

**Real Estate
VAR Program Guide**

- January 2006 -

Howard & Friends Real Estate VAR Program

Getting Started Guide

Welcome to the Howard & Friends Agent Productivity Solutions for Real Estate!

This VAR Program Guide is the official resource for programs and product support available to you as a Howard & Friends value-added reseller. Furthermore, this guide is organized to assist you to find information on real estate technology resources, product positioning, presentation, and competitive landscape. In order to benefit from our VAR Program, we recommend you read these materials thoroughly as you plan and implement your technology solution strategies.

Howard & Friends is committed to developing programs and support offerings that complement your market strategy activities. Howard & Friends wants to hear your suggestions for improving our level of support and the effectiveness of our VAR Program. Howard & Friends is dedicated to the success of all our partners and welcome the opportunity to support all marketing strategy initiatives.

Getting Signed Up

Please use the resources in this guidebook to officially become an approved Howard & Friends VAR partner:

1. Fill out the VAR Program application form. (Required)
2. Submit a one page marketing plan outlining your strategic marketing programs and initiatives for selling Howard & Friends products. (Required)
3. Select a product fulfillment mechanism from Howard & Friends. (Required)
4. Sign and return the VAR Agreement Contract. (Required)
5. Fill out, sign and return the Confidentiality/Independent Contractor Agreement (required)
6. Fill out a Market Development Fund Program Proposal Form. (Optional)

* If you need additional information, please call Dan Berry, *President* at Howard & Friends at 1 (888) 235-4083

Howard & Friends Inc.
14050 S. Fitzgerald Court
Draper, Utah 84020
Phone (888) 235-4083
Fax (866) 784-7536

Howard & Friends Real Estate VAR Program



VAR Partner Application Form

Please provide detailed contact information for the parties assigned to the Howard & Friends VAR Program and fax back to Dan Berry at (866) 784-7536

Company Information

Company Name: _____

Phone: _____ Fax: _____

Address: _____

E-mail: _____ www: _____

Organization Type:

Sole Proprietorship: ___ Partnership: ___ LLP: ___

Sub S Corporation: ___ Corporation: ___

Federal Employers Identification Number or Social Security Number: _____

Total number of employees: ___ # of full-time inside sales: ___ # of full-time outside sales: ___

Years operating as named business: ___ Resale number or reseller's permit: _____

Sales History

Current annual sales volume \$ _____

Last fiscal year sales volume \$ _____

Previous fiscal year sales volume \$ _____

Primary Business Activity

___ Independent Software Developer

___ Value added Reseller

___ Systems Integrator

___ Real Estate Association

___ Title Company

___ Office Product Dealer

___ Computer Store

___ Distributor

___ Consultant/Training Company

___ Other (please specify)

Contact Name Information

Main Contact Name: _____

Title: _____

Phone: _____ Fax: _____

E-mail: _____

Technical Training Contact: _____

Title: _____

Phone: _____ Fax: _____

E-mail: _____

Accounts Payable Contact: _____

Title: _____

Phone: _____ Fax: _____

E-mail: _____

Product Fulfillment

___ Commission Plan

___ Discount Plan

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Strategic Marketing Plan

1. Describe the primary markets your organization serves:

2. Describe how Contact Management/CMA/Financial presentations applies to current or planned solutions:

3. Describe the primary geographical territories your organization supports:

4. What training programs do you provide to ensure customer satisfaction:

5. What marketing and promotion programs are planned to market Howard & Friends products?

6. How many sales people will be trained in selling the Howard & Friends products:

7. How many technical people will be trained on the Howard & Friends products:

8. Please identify anticipated unit volume sales for the first 12 months as a Howard & Friends VAR partner:

Howard & Friends Real Estate VAR Program

Howard & Friends Product	Forecast Unit Volume
Agent's 1 st Choice	
CMA Plus	

9. What does your organization need from Howard & Friends to make sure you are successful in selling Howard & Friends products:

- Please attach the enclosed VAR contract with the submission of this application form.

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Market Development Funds Program Proposal Form

Date: ___ / ___ / ___

Company Name: _____
Address: _____

Main Contact: _____
Title: _____
Phone: _____ Fax: _____
E-mail: _____

Program Description: _____

Target Market Segment: _____

Objective: _____

Dates: _____ Location: _____

Products Featured: _____

Participates: _____ # Projected Attendees: _____

Description of Itemized Costs	Estimated Costs
	\$
	\$
	\$
	\$

VAR Partner Main Contact: _____

Howard & Friends Manager, VAR Programs _____

* **Please Note:** Complete this form and submit it to Howard & Friends' Manager of VAR Programs. This form may be used to apply for sponsorship funding for programs such as: Customer Seminars, Product Open Houses, Trade Shows, and Special Requests. One proposal per form.

Howard & Friends Real Estate VAR Program

VAR Program Contact Information Sheet

Company Headquarters:

Howard & Friends Inc.
14050 South Fitzgerald Court
Draper, Utah 84020
888-235-4083
866-784-7536
<http://www.HowardandFriends.com>
<http://www.otcs.com>
<http://www.cmaplus.com>

Howard & Friends Real Estate VAR Program

Mission Statement

The Howard & Friends VAR Program's mandate is to establish a highly competent group of partners across North America to market, sell and support Howard & Friends real estate productivity solutions.

Program Overview

The VAR Program relationship is the perfect way to introduce your organization to the opportunities available in marketing Howard & Friends real estate productivity solutions. The VAR Program's mandate is to provide value-added support to all our approved partners in real estate. The Howard & Friends philosophy is simple..."Your success is our business"- This philosophy is true of both our customers and our resellers. We realize that success in the real estate profession is more than just selling software so we provide the solution, not just the products. Our partners provide the unique solutions Howard & Friends customers need. The VAR Program is scaleable, allowing our resellers to make the transition from our Standard Program to our Premier Program, as their marketing efforts grows, with a corresponding increase in the need for Howard & Friends sales and support.

With Howard & Friends VAR Program, it is our intention to sign a limited number of skilled, high-quality resellers. Sales leads, marketing support, news flashes, a web site dedicated to partners, free product technical support and more, all help the VAR Partners excel in their area of expertise. The VAR Program provides on-line communications, pre, post sales and training support necessary to help partners leverage their relationship with Howard & Friends and increase their bottom line.

VAR Program Resources

1. A Dedicated VAR Program Manager – pre and post-sales support to assist the VAR in selling Howard & Friends products.
2. Technical Support - direct access to Technical Support for product questions
3. VAR Program Intranet - Howard & Friends VAR Website with VAR support materials
4. Sales tools – product sales sheets, presentations, competitive analysis etc...
5. Quick-Start Program - a high level product training designed to quickly close your first sale of Howard & Friends product.
6. Generate revenue from training services and coaching programs - opportunity to sell Howard & Friends training and coaching program services.

Howard & Friends Real Estate VAR Program

VAR Partner Levels

The VAR Program is the perfect way to introduce your organization to the opportunities available in marketing Howard & Friends real estate productivity solutions. The VAR Program is scaleable, allowing Registered VAR Partners to make the transition to higher levels of the program as their marketing efforts grows, with a corresponding increase in the need for Howard & Friends sales and support. Howard & Friends encourages all our VAR(s) to become a candidate for the Premier Program level so that they may fully capitalize on the market potential.

1. Standard Program

The Standard Program is the base line participation in the Howard & Friends VAR Program. VAR(s) participating in the Standard Program benefit directly from Howard & Friends sales and marketing materials and support. VAR(s) have a minor involvement in the implementation and servicing of training and support programs. VAR(s) participating in the Standard Program enjoy an aggressive discount of 15% off the list price of Howard & Friends software and 7% off a total solution bundle that consists of training seminars and Howard & Friends software.

2. Premier Program

The Premier VAR Program recognizes VAR(s) with elite sales and marketing programs. A reseller must demonstrate a consist sale schedule of a minimum of 20 sales/month for a three month period in order to qualify for the Premier VAR Program. Premier VAR(s) will implement programs to actively sell and support Howard & Friends real estate productivity solutions. VAR(s) participating in the Premier Program enjoy an aggressive discount of 25% off the list price of Howard & Friends software and 12% off a total solution bundle that consists of seminar training and Howard & Friends software. VAR(s) participating in the Premier Program benefit directly from the following programs:

A. Extranet Site

- Distribute product and sales support information including special offers, pricing changes, product updates/tips/tricks etc...
- Generate a Howard & Friends reseller web page that can be used on the partner's Web site.
- Generate links to a VAR co-branded real estate online store.

B. Partner News Flash Network

- Electronic newsletter for resellers and technology evangelist partners.
- Howard & Friends product and pricing updates and information.
- Industry-related press information.
- Create and distribute product demo materials and presentations.

C. Co-branded special pricing on any real estate productivity solution

- Sell and support special bundle solutions including software, hardware, and personal coaching program.

D. Co-branded discount coupon program

- Generate reseller discount coupons
- Generate reseller source codes to track sales activity

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VAR Product Distribution

We are extending our competitive VAR pricing program to real estate training organizations, turnkey solution resellers, franchisees, and other real estate organizations. All VAR partners will work directly in conjunction with the Howard & Friends real estate sales manager to maximize Howard & Friends support and coverage in any given regional territory. The VAR program accommodates two distribution plans:

1. *Commission Plan*- a commission paid for a referral of sales
2. *Discount Plan*- product discount offered for sales charged to the VAR

1. Commission Plan

Howard & Friends will pay a commission to VAR(s) that recommend and sell our software. Howard & Friends will pay a 15% commission fee in the Standard VAR program and a 25% commission in the Premier VAR Program. In order to receive the referral commission, the VAR may not sell the product below the stated minimum sales price.

** Please refer to the Fulfillment Chart #1 for further details on this type of transaction.*

Commission Plan – Pricing Breakdown

Insert Chart

PLEASE REFER TO VAR ORDER FORM/PRICE SHEET FOR CURRENT PRICING.

Howard & Friends Real Estate VAR Program

2. Purchase Discount Plan

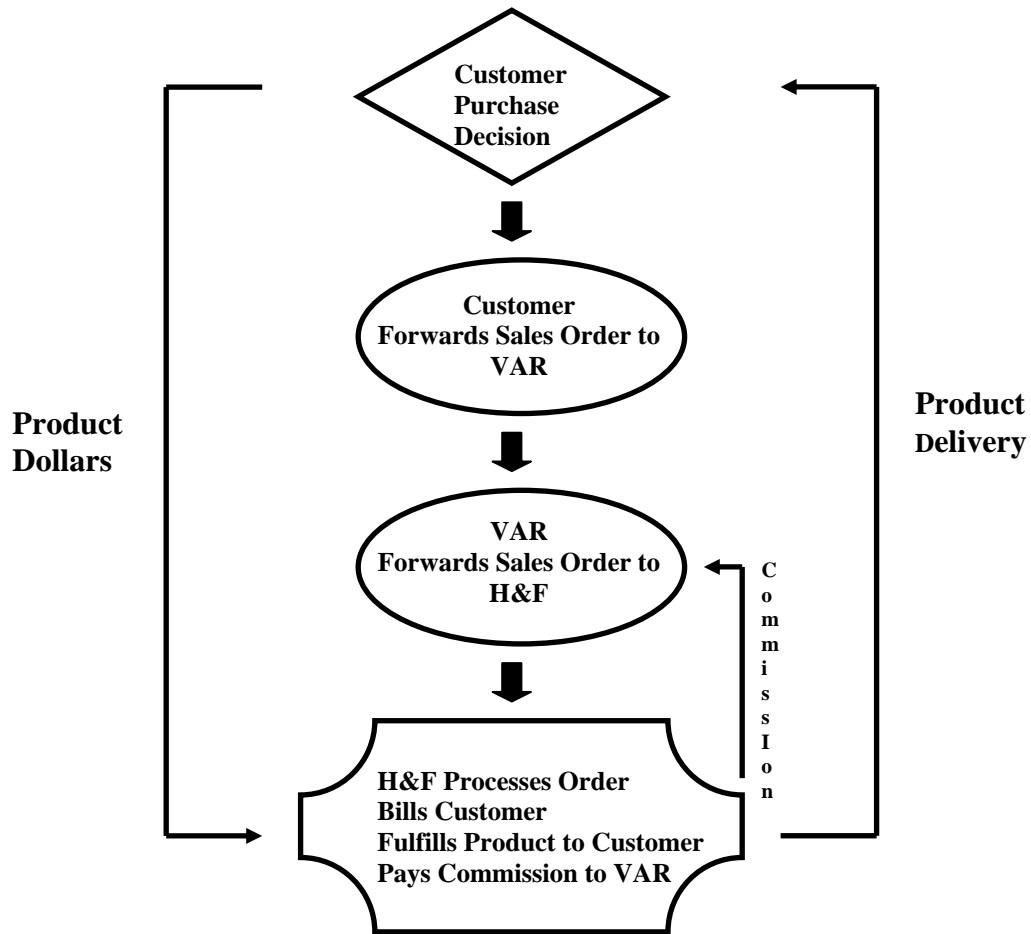
Howard & Friends will offer discounts to VAR(s) that sell our software directly to real estate customers. Howard & Friends offers a 15% discount in the Standard VAR program and a 25% discount off the list price in the Premier VAR Program. In order to participate in this program, the VAR must bill the customer directly and handle all returns and credit directly with the customer. In this program, the VAR partner will process the entire transaction and not take inventory. All products will be fulfilled and delivered to the customer by Howard & Friends. Howard & Friends will bill the VAR on a net-15 day schedule.

* Please refer to the Fulfillment Chart #2 for further details on this type of transaction.

Discount Plan – Pricing Breakdowns

PLEASE REFER TO VAR ORDER FORM/PRICE SHEET FOR CURRENT PRICING.

1. Commission Plan

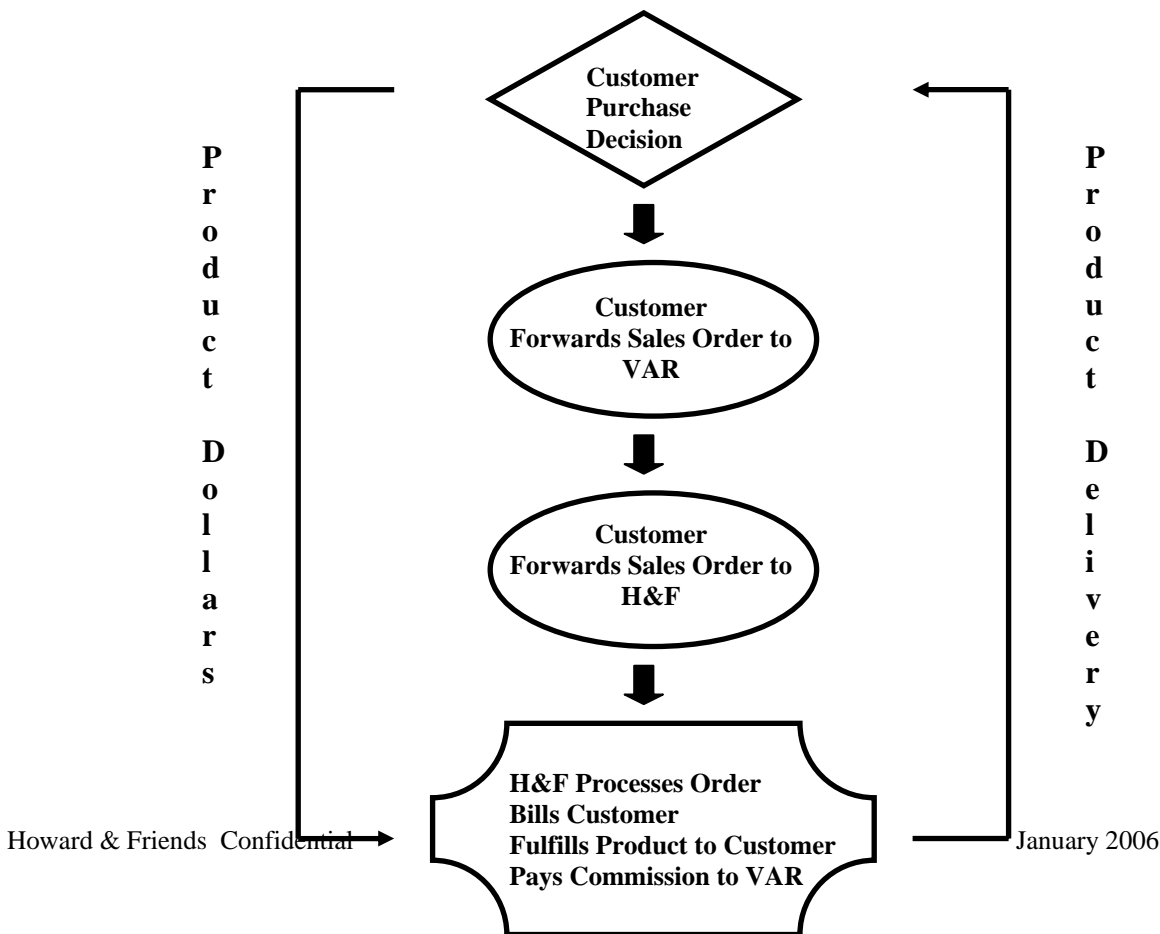


Fulfillment Chart #1

Howard & Friends Real Estate VAR Program

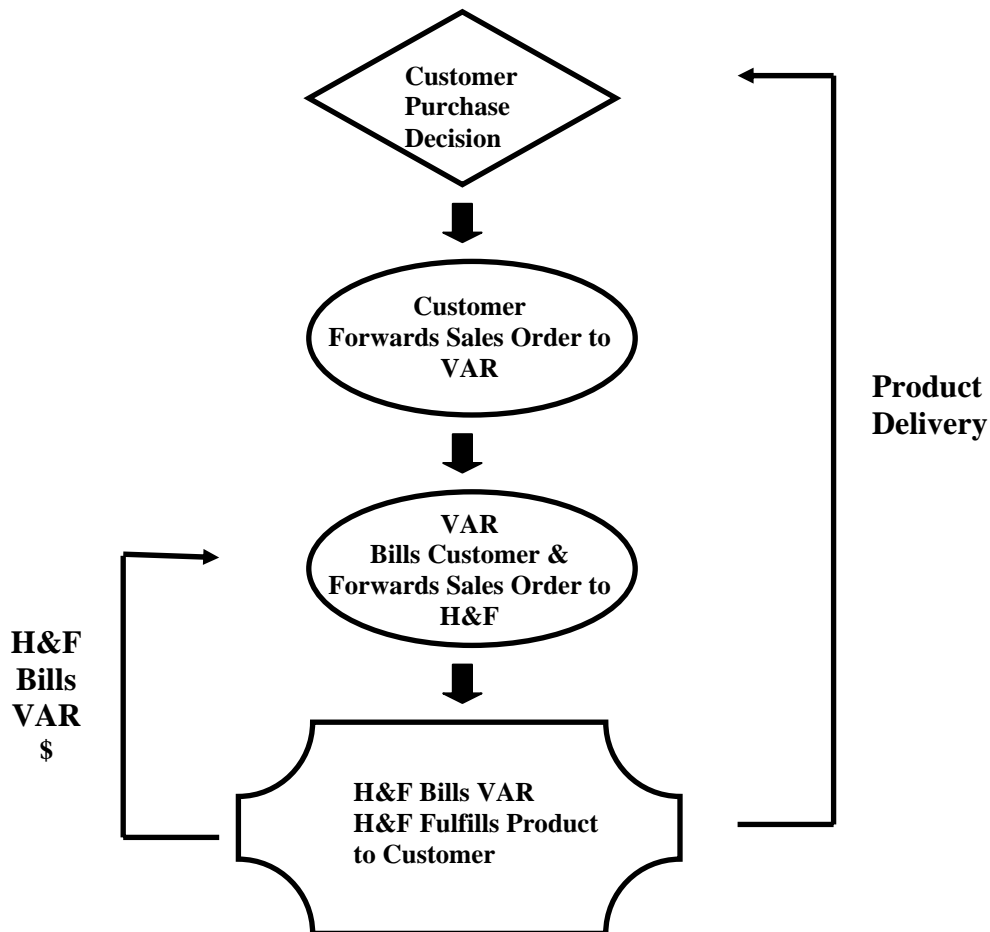
Key Issues:

1. VAR only takes the order from customer and sends it to Howard & Friends headquarters.
2. VAR must fill out the order form accurately.
3. VAR may not sell product below the stated minimum sales price to receive commission.
4. The VAR may not take inventory.
5. VAR must bill the customer the appropriate shipping and state tax charges.
(Note: Failure to do so will result in Howard & Friends billing the VAR with the charges.)
6. Howard & Friends will process the transaction and fulfill product to the customer.
7. Howard & Friends will commission the VAR net in the following quarter.
8. Howard & Friends will take the responsibility of return product and customer credit issues.



Howard & Friends Real Estate VAR Program

2. Purchase Discount Plan



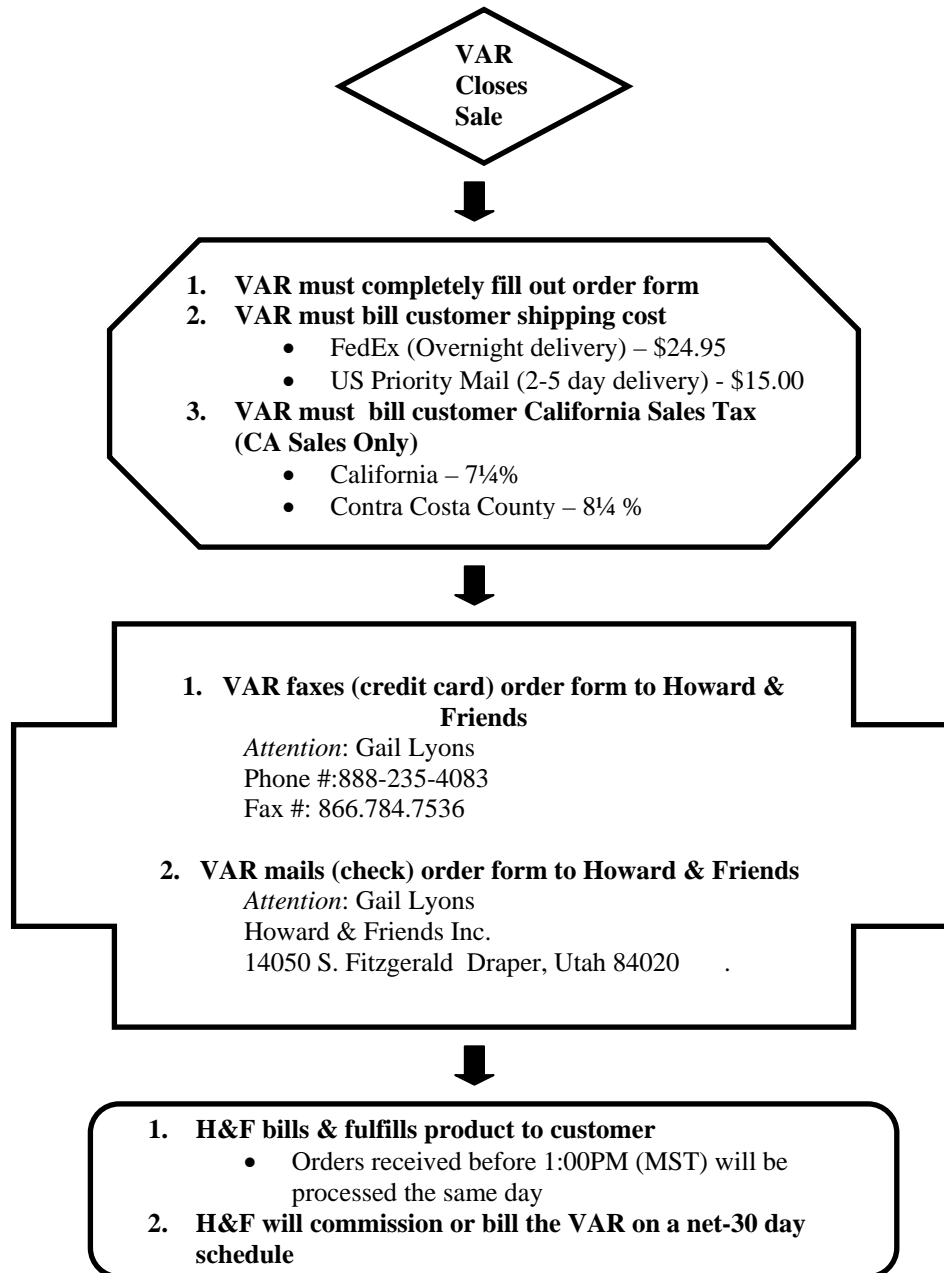
Fulfillment Chart #2

Key Issues:

1. VAR bills the customer directly.
2. VAR must fill out the order form accurately and send it to Howard & Friends headquarters.
3. VAR will handle all returns and credit directly with the customer.
4. VAR must bill the customer the appropriate shipping and state tax charges.
5. Howard & Friends will bill the VAR directly.
6. Howard & Friends fulfill product to the customer.

Howard & Friends Real Estate VAR Program

Product Order Procedure



Key Issues:

1. VAR partner is responsible for billing the customer shipping costs.
2. VAR partner must complete the order form accurately.
3. VAR must address and fax all orders directly to Gail Lyons at Howard & Friends.
4. Orders arriving before 1:00 PM (MST) will be processed the same day.