



## Master Sales & Marketing Program

This Agreement is between XL Legacy International Resort Properties, LLC at Rough Hollow Lakeway and (builder).

Engaged by Rough Hollow Development, LTD, Legacy International and its team members are responsible for the overall sales and marketing of the community. In a destination community (Lakeway and Rough Hollow), it is essential for families to understand the lifestyle that is available to them as owners, and why it is a one-of-a-kind community.

The Rough Hollow sales team is housed onsite in the Rough Hollow Welcome Center. This facility provides an inviting atmosphere for registered guests to learn about the location, developer credibility, timing and vision of the master plan; or the “Why Rough Hollow?”

For the club experience, the sales team has: coordinated efforts with both the Rough Hollow ‘Rough Life Activities Director’ and Grille restaurant General Manager; contracted strategic relationships with Freedom Boat Club Managing Partner for resident rental capability; and marketing relationship with ClubCorp General Manager and Membership Directors (for example, the current relationship has yielded up to a 50% discount off initiation deposit, and we will continue to work on additional club experience for all buyers) who manages a significant Lakeway golf, tennis and dining experience. These relationships allow the prospective home buyers to experience first-hand those things that are most important to them when making a buying decision.

Once a family has agreed that Rough Hollow is a one-of-a-kind community, a Rough Hollow team member will escort or direct the family to the (builder) representative for the “Why (builder)?”

1. Builder agrees to pay to the Legacy International-assigned Rough Hollow sales team a gross commission equal to 1.5% of the final contracted sales price on all homes sold within community that is not represented by a buyer’s agent. If purchaser is represented by a buyer’s agent, then company agrees to pay agency a gross commission equal to 1% of the final contracted sales price. At any time the builder leadership may request a marketing update to confirm the annual budget and mediums chosen to ‘tell the Rough Hollow story’; builder can



expect the following categories to be represented in the annual budget and respective deployment of significant dollars:

- \*Community and neighborhood Branding and Positioning updates
- \*Real Estate Publications (newspaper and magazine)
- \*Outdoor Signage (billboards, bandit, and directional)
- \*Online (search engine optimization and marketing, email marketing, and coordination of assets for builder)
- \*Monthly Community Newsletter (e version and printed) and Direct Mail quarterly
- \*Marketing Initiatives (quarterly builder advisory board meetings, quarterly realtor advisory board meetings/events onsite and in target markets, Experience Package stay onsite, quarterly events that include giveaway promotions, and local school and municipal philanthropy sponsorships)
- \*Production Initiatives (Community brochure and map presentation)
- \*Staffed Welcome Center including rent, utilities, landscape, and personnel

3. A portion of all sales commission proceeds resulting from this Agreement go directly back into the community's marketing budget.

(builder)

by: \_\_\_\_\_

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[Typed or Printed Name of Company Representative and Date]

XL Legacy International Resort Properties, LLC. (on behalf of Rough Hollow Development, LTD)

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Philip W. Jalufka -President