



Go Fish Originators

OUTBOUND CALL MARKETING (DEAL FLOW PIPELINE CONTRACT)



SCALE-UP VIA OUTREACH TO BROKERS AND REAL ESTATE AGENTS

Deal Flow Pipeline (Outbound Call Marketing)

How many referral relationships do you have now?

We offer outbound calling marketing services to 750,000 brokers and 2.2M real estate agents to inform them of your mortgage lending company, tell them about your loan products, your typical deal configuration, all to put you on their radar. And we pitch it in a way that entices them to try you soon with some of their deal flow.



DEAL FLOW PIPELINE CONTRACT

Contract Summary

Onboarding Agreement Guarantee: NNN

Outreach Calling Price: \$60 /hr

Contract Hours: NN hours

Contract Start Date: NN

Contract End Date: NN

Extension Options: Available if requested via email, otherwise contract will terminate and not renew after NN hours.

Overview

GFO will target, negotiate, and establish relationships with Referral Agents for your lending company with the goal to increase your loan volume by increasing your referral base of brokers and/or real estate agents.

Services Summary

1. Promoting Lender To Brokers & RE Agents

GFO specializes in targeting, negotiating, and establishing relationships with referral agents (Brokers & RE Agents) for mortgage lenders based on the lender's specific needs and goals.

1.1 Promotion & Recruitment Definition

The Company utilizes conversations via outbound calls and emails to promote the lender's company, history, track record, loan products, and other info to ultimately put Lender Client on the referral agent's radar and in order to direct some or all of the referral agent's borrower referrals (deal flow) toward the lender.

1.2 Target Selection

The Company identifies and engages specific categories and sub-categories of referral agents, such as Mortgage Brokers that specialize in certain loan types, and/or Real Estate Agents that deal with certain types of home buyers.

2. Expansion Capabilities

GFO provides Lender Client the flexibility to scale services as their needs evolve.

2.1 Service Expansion Options

Lender can increase the scope of engagement at any time, adding more sales executives, extending work hours, targeting additional types of referral agents, or adding optional value-add services at any time.

4.3 Dynamic Contract Adjustments

GFO offers seamless contract modifications via change orders upon request to meet changing objectives, ensuring continuous alignment with each lender's business goals.

Project Information

Client Company Name	
Client Contract Administrator	
Client Contract Administrator's Email Address	
Go Fish Contract Administrator	
Begin Date	Within 2 Weeks of The Signed Agreement
Estimated Delivery Date	20-30 Business Days

Schedule Of Rates

Item Description	Hours	Price	# of Months	Total Cost
Deal Flow Pipeline Contract	NN Hours	\$60 /hr	N	(\$N,NNN.00)
Total Due: \$N,NNN.00 Per Month x N Months				

GFO Deal Flow Pipeline Service Agreement

This Service Agreement ("Agreement") is entered into by and between [Lender Company Name] ("Lender Client") and GFO ("Service Provider"), collectively referred to as the "Parties."

RECITALS

Whereas, Go Fish Originators, Inc. ("**Company**", "**GFO**"), a distinguished leader in referral agent solutions, leverages cutting-edge technology to connect lenders with an extensive network of loan referral agents, thereby facilitating new relationships;

Whereas, [Lender Company Name] ("**Lender Client**"), a reputable entity in the financial industry, seeks to enhance its loan originations and expand its market influence through strategic partnerships and innovative recruitment strategies;

Whereas, the Company possesses expertise in the precise targeting, negotiation, and recruitment of loan referral agents and offers a robust platform designed to streamline the borrower referral process;

Now, Therefore, the parties hereto, motivated by mutual ambitions and in consideration of the mutual covenants and promises contained herein, agree to embark on this collaborative venture, setting forth the terms under which GFO will deliver comprehensive services as stipulated in this Service Agreement.

1. Services Provided

1.1 Recruiting Referral Agents

GFO provides targeted recruitment services tailored to the Lender Client's needs, ensuring a pipeline of qualified referral agents aligned with the Lender Client's targets, goals, and geographic focus.

1.11 Target Selection

The Company will work with Lender Client to decide upon the specific types of referral agents to target, such as Mortgage Brokers, Real Estate Agents, and/or Commercial RE Brokers in states where the Lender Client provides lending services. This strategic selection process ensures that recruitment aligns with Lender Clients' business model and growth objectives.

1.12 Promotion & Recruitment

The Company's Sales Executives will target the pre-chosen referral agent types and conduct targeted outbound calls, personalized emails, to ultimately forge a relationship between said referral agents and Lender Client with the goal that the referral agents then redirect some or all of their clients/loan-applicants (deal flow) toward Lender Client.

1.13 Optional Services Added For Additional Fees

GFO offers additional value-added services to amplify the Lender Client's outreach, reputation, and overall success in scaling-up loan originations.

1.31 Publisher and Media Influence

The Lender Client can elect to feature their services prominently across the Company's platform. This includes targeted email campaigns, user's dashboard announcements, and homepage banners, ensuring maximum visibility among all active referral agents on the Go Fish Originators' platform.

2. Term

2.1 Duration of Agreement

This Agreement shall commence within two weeks following the signatures of both parties and will have a start and end date as stated above in the "Contract Summary" section.

2.2 Extension of Agreement Only Upon Request

The Lender Client will be asked toward the end of the contract duration if they wish to extend the contract. Extensions are available only upon explicit request via email. If not requested, the contract will automatically terminate. Requests for extension must be submitted at least 7 days prior to the expiration of the current term.

3. Compensation

3.1 Price & Contract Minimums

Price: \$60 per sales exec hour

Minimum Contract Hours: 80 (20 Hours Per Week x 4 Weeks)

Minimum Hours Per Week Per Sales Executive: 20 hours

Minimum Contract Value: \$4,800

3.2 Payment Required For Deal Flow Pipeline Contracts

In order to execute on this agreement, GFO must obtain the first monthly payment from Lender Client upfront.

4.0 Professional Conduct and Outreach Protocols

4.1 Ensuring Professional Representation

At GFO, we recognize the critical importance of representing our Lender Clients with the highest degree of integrity and professionalism. As we engage with fellow market participants on your behalf, we are committed to upholding the strictest standards of conduct. This commitment is rooted in our understanding that our actions directly impact your reputation and business outcomes.

Our protocol mandates that all representatives rigorously adhere to ethical practices while managing the Deal Flow Pipeline contract. We ensure that every interaction reflects the professionalism expected by our Lender Clients and contributes positively to building strong, respectful market relationships. This approach is intended not only to meet but to exceed the professional expectations set forth by our Lender Clients, thereby fostering trust and enhancing your market standing.

5. Lender Client Right To Terminate

5.1 Automatic Termination

This Agreement will terminate automatically upon the occurrence of any of the following events: cessation of the Company's business operations, bankruptcy, receivership, dissolution of the Company, or the death of the Lender Client's principal.

5.2 Right to Terminate for Cause

Lender Client may terminate this Agreement immediately without prior notice if The Company fails to comply with the terms.

5.3 Mutual Termination

This Agreement may also terminate by mutual agreement of both parties, documented in a written amendment to this Agreement, signed by duly authorized representatives of both parties.

6. Confidentiality and Intellectual Property

6.1 Confidentiality

The Lender Client shall treat this agreement as confidential and shall not reveal any part of it to any third parties without the Company's express written consent. The Lender Client agrees to maintain the confidentiality of this agreement regardless of the term or termination of this agreement.

7. Indemnification by Lender Client

Aside from issues regarding commissions owed to the Company, the Lender Client shall hold harmless and indemnify the Company from and against any and all claims, actions, suits, proceedings, costs, expenses, damages, and liabilities arising from any negligent act or omission by the Lender Client, its agents, contractors, or employees.

8. Representations of Lender Client

The Lender Client represents and warrants that they have full power and authority to enter into this Agreement and that this Agreement constitutes a legal, valid, and binding obligation on the part of the Lender Client.

9. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of Delaware, USA, without giving effect to any principles of conflicts of law.

Execution of Agreement

This document was duly executed by the undersigned parties as a binding agreement on the effective date shown below. In witness whereof, the parties hereto have set their hands to confirm their commitment to the terms stipulated herein:

Lender Client: Name	COMPANY: Go Fish Originators, Inc.
(Sign Name Here)	(Sign Name Here)
(Print Name Here)	(Print Name Here)
Title:	Title:
Date:	Date:

We thank you for your commitment and look forward to providing you our services with dedication and diligence. Please do not hesitate to reach out to us with any further questions or modifications needed regarding this agreement.
