



Go Fish Originators

OUTREACH SERVICES (DEAL FLOW PIPELINE CONTRACT)



SCALE-UP VIA OUTREACH TO REAL ESTATE AGENTS

Outbound Call & Email Marketing (Deal Flow Pipeline)

How many referral relationships do you have now?

We offer outbound call & email marketing services to 2.2M Real Estate Agents to inform them of your mortgage brokerage, tell them about your loan products & services, and compensate them \$100 to \$300 per buyer referral in full RESPA compliance, all to entice them to start sending you their buyer referrals, and continue to do so even after the contract ends.



Contract Summary

Outreach Calling Price: \$50 /hr (\$10 /hr Discount)

Outreach Calling Hours: # hours

Extension Options: Available upon request via email; otherwise, the contract will terminate and not renew. However, these services are designed to build referral relationships with real estate agents, so **even after the contract ends, your company will continue to receive buyer referrals from the agents with whom you established a relationship.**

Overview

Go Fish Originators (GFO) will identify, engage, and drive relationships for you with RE Agents, with the goal of driving consistent deal flow and business growth.

Target Selection

Company may identify and engage specific categories and sub-categories of real estate agents that specialize in certain loan types, or deal with certain types of home buyers, such as VA.

Services Summary

1. Promoting Broker To RE Agents

GFO specializes in targeting, negotiating, and establishing relationships with RE Agents for mortgage brokers based on the specific needs and goals.

1.1 Promotion & Recruitment Definition

The Company conducts outreach through outbound calls and emails to invite real estate agents onto the platform. Once enrolled, these agents are directed toward sending your company buyer referrals and receive compensation of \$200 to \$500 per referral, in full compliance with RESPA. (See Section 1 below, entitled 'Services Provided,' for details.)

2. Expansion Capabilities

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

2.1 Service Expansion Options

Client 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.

2.2 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_Name |
| Client Contract Administrator | |
| Client Contract Administrator's Email Address | |
| Go Fish Contract Administrator | Joseph Baliva |
| Begin Date | Within 1 Week of The Signed Agreement |

Schedule Of Rates

| Item Description | Hours | Price | Total Cost |
|---|------------|------------|------------|
| Outreach To RE Agents (Outbound Calling & Emailing Services) | # hours | \$50 /Hr | \$0,000.00 |
| Outbound Calling Deliverables: 1. Calling Statistics (How many RE Agents dialed, reached, interested, etc.) 2. Full CRM data (RE Agent contact info, notes taken, encoding level - Hot, etc) | (Included) | (Included) | (Included) |
| Featuring Mortgage Broker At Top of All Broker Searches In The State | - | (Included) | \$0,000.00 |
| Note: Buyer leads are paid separate and can range from \$100 to \$300 depending upon lead quality, and much of that is given to the RE Agent. | | | |
| Total Due: \$0,000.00 | | | |

GFO Deal Flow Pipeline Service Agreement

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

RECEITALS

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 real estate agents, thereby facilitating new relationships;

Whereas, **Client_Name** ("**Client**"), a reputable entity in the financial industry, seeks to enhance its business volume/originations and expand its market influence through strategic partnerships and innovative recruitment strategies;

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 RE Agents

The Company provides targeted recruitment services tailored to the Client's needs, building a pipeline of qualified buyer referrals aligned with the Client's targets, goals, and geographic focus.

1.11 Target Selection

The Company will work with the Client to decide upon the specific types of real estate agents to target in the states where the Client provides services. This strategic selection process ensures that recruitment aligns with the Client's business model and growth objectives. The Client can also use their Admin Panel (in the Settings tab) to set exactly what type of home buyers they want to receive.

Current Target Type: Real Estate Agents in the following areas: [insert details]

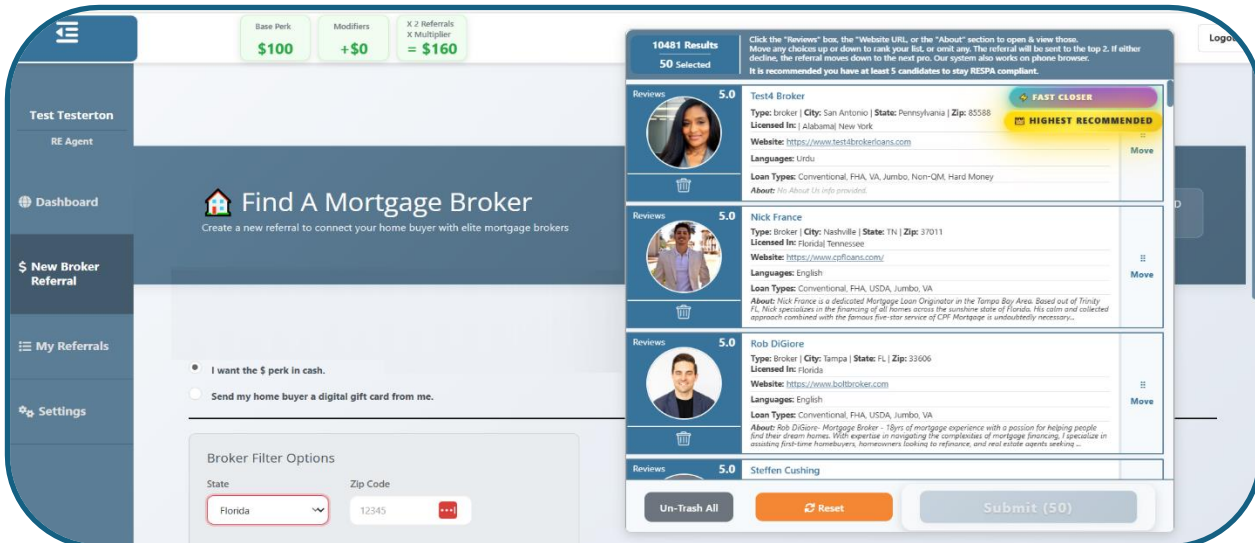
1.12 Promotion & Recruitment

The Company's Sales Executives will target the pre-chosen real estate agent types and conduct targeted outbound calls and personalized emails to forge a relationship between real estate agents and the Client. The goal is for the agents to redirect some or all of their buyers (deal flow) toward the Client.

1.13 Featured Placement in Broker Search Results

To maximize visibility and lead generation for the Client, GFO will feature the Client's brokerage profile at the top of all mortgage broker search results within each state where the Client is licensed to originate loans. This "Featured Broker Placement" ensures that when real estate agents or home buyers search for a mortgage broker within those states, the Client appears prominently above standard listings.

Featured placement will remain active throughout the duration of this Agreement and may be extended or expanded in duration or to additional states at the Client's request.



1.2 Deal Flow Pipeline Support

In addition to targeted outreach to real estate agents in the Client's chosen market area, the Company will implement the following measures to strengthen deal flow and client ROI:

- **Reputation Integration**
 - The Company will integrate the Client's existing online reviews (e.g., Google, Zillow, Yelp) into the Client's GFO platform profile to showcase credibility and social proof directly on the platform.
- **Targeted Real Estate Agent Acquisition**
 - The Company will strategically target and onboard real estate agents in the highest-performing geographic areas to generate stronger, higher-volume referrals directly to the Client.
- **Reduced Competition Spotlight**
 - The Company can temporarily reduce competing mortgage broker visibility within the Client's designated area, highlighting the Client as one of the only options, thereby increasing referral share.
- **Preferred Vendor Placement (See 1.13 Above)**
 - The Company will add the Client to the top of list results for all mortgage broker searches in every state where they originate mortgages, and highlight the Client as a "Recommended Choice."
 - Referrals will then flow to the Client depending on the ranking assigned by the real estate agent.

1.3 Optional Services Added for Additional Fees

1.31 Publisher and Media Influence

The Client can elect to feature their services prominently across the Company's platform. This may include:

- Targeted email campaigns to all RE Agents on the platform in the states where client conducts business
- User dashboard announcements to all RE Agents on the platform in the states where client conducts business
- Homepage banners to all RE Agents on the platform in the states where client conducts business

This ensures maximum visibility among active referral agents on the platform that are located in your target areas.

2. Term

2.1 Duration of Agreement

This Agreement shall commence within one week following the signatures of both parties and will have a start and continue until the pre-paid number of hours has been reached.

2.2 Extension of Agreement Only Upon Request

The 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

Price: \$50 per sales exec hour

Contract Hours: # Hours

3.2 Payment Required For Deal Flow Pipeline Contracts

To fulfill this agreement, GFO requires full upfront payment from the Client. This ensures GFO can compensate its sales executives for outbound calling & emailing.

4.0 Professional Conduct and Outreach Protocols

4.1 Ensuring Professional Representation

At GFO, we recognize the critical importance of representing our 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 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 Clients, thereby fostering trust and enhancing your market standing.

5. 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 Client’s principal.

5.2 Right to Terminate for Cause

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 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 Client agrees to maintain the confidentiality of this agreement regardless of the term or termination of this agreement.

7. Indemnification by Client

Aside from issues regarding commissions owed to the Company, the 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 Client, its agents, contractors, or employees.

8. Representations of Client

The 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 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:

| | |
|---------------------|------------------------------------|
| Client: 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.