

## **Exhibit A**

### **A. Referral Fee Calculation:**

- a. **Base Rate:** All agents will begin the program at Base Rate, 15% to REDFIN Referral Customer and 15% to REDFIN. For each one of Broker's Agents, after the second **full** calendar quarter of participation in REDFIN's Referral Program the REDFIN Referral Fee will be re-calculated each calendar quarter for that Agent's closings in the upcoming quarter using the method below.
- b. **Referral Calculation:** The amount of the REDFIN Referral Fee owed for each REDFIN Referral Customer is based on criteria:
  - i. **Average Customer Satisfaction Rating:** The average of each of Broker's Agent's REDFIN Referral Customers' survey scores from the previous twelve months
  - ii. **Referral Customer Close Rate:** The close rate of all referrals received between twelve and six months prior.

<b>Agent Total NPS</b>	<b>Referral Customer Close Rate</b>	<b>REDFIN Referral Fee</b>
70% or higher	10% or higher	10%
35% - 69%	5%-9%	15% ("Base Rate")
Below 35%	Below 5%	25%

- c. **Minimum Thresholds:** Broker's Agents must have closed a minimum of **five** transactions for REDFIN Referral Customers and must have received a minimum of **five** customer survey responses in the previous 12 months in order to be eligible. If any one of Broker's Agents has not met the Minimum Thresholds, the Referral Fee will be calculated using the Base Rate.
- d. **Calculating Customer Satisfaction Rating:** REDFIN will provide each REDFIN Referral Customer with a Survey at the conclusion of their relationship with Broker's agent, whether the Referral Customer closes a transaction or not.

REDFIN Referral Customer can respond to Survey on a 0-to-10 point rating scale and are categorized as follows:

- i. Promoters (score 9-10)
- ii. Passives (score 7-8)
- iii. Detractors (score 0-6)

Satisfaction is calculated using the following formula:

$$(\text{Promoters} - \text{Detractors}) / \text{Total Responses}$$

This is the number of Promoter responses minus the number of Detractor responses divided by the total number of Survey responses. The average of the Agent Total NPS score will be rounded to the nearest 10<sup>th</sup> of a point.

- e. **Calculating Referral Customer Close Rate:** For all referrals received by Broker's Agent from 12 months to 6 months in the past, the ratio of transactions that closed within 6 months of the referral date to the total number of referrals in that time period.

For example: An agent goes live on the Redfin website on January 1<sup>st</sup>, 2012 and receives 50 referrals between January 1<sup>st</sup> and June 15<sup>th</sup>, 2012. If the agent has closed 5 transactions from that group of referrals, where each closing occurred within 6 months of the original referral date, the agent's Referral Customer Close Rate would be 10%.

- B. **Survey Deadlines:** Surveys Responses must be received by REDFIN by the 15<sup>th</sup> of the final month of the Calendar Quarter to count towards the Customer Satisfaction Rating in the upcoming quarter. Surveys received after the 15<sup>th</sup> will not be included in that agent's average for the upcoming quarter but will count in subsequent quarters.
- C. **Closing Deadlines:** Transactions must be closed and reported to REDFIN by the 15<sup>th</sup> of the final month of the Calendar Quarter to count towards the Customer Referral Close Rate for the upcoming quarter. Transactions closed or reported after the 15<sup>th</sup> of the final month of the quarter will not be included in that agent's average for the upcoming quarter but will count in subsequent quarters.
- D. **Definition of Quarter:** For the purposes of this agreement, the four quarters of the year are defined as
- a. First Quarter: January 1 through March 31
  - b. Second Quarter: April 1 through June 30
  - c. Third Quarter: July 1 through September 30
  - d. Fourth Quarter: October 1 through December 31

**REDFIN CORPORATION**

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*Scott Nagel*  
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By: \_\_\_\_\_

Name: Scott Nagel

Title: VP of Real Estate Operations/Broker

**BROKER**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Brokerage: \_\_\_\_\_