

THE STRATFORD AT PELICAN BAY

Open House and Real Estate Marketing Rules

1. Realtors and unit Owners must notify The Stratford Management Office at **least 5 days prior to the Open House** so that staff can be secured for the date desired. **Unit Owners must sign the Staff Authorization Form**, authorizing the expense of **\$125 per Open House date**. This fee is to be paid at the time of the request and is required to be paid by each unit desiring to be part of the Open House.

If there is more than one open house scheduled for the same day, management will nevertheless collect the \$125 application fee for each such Open House. Within 10 days following the date of such Open Houses, management will subtract the \$125 security cost from the total of the Open House fees collected for that date, divide the remainder by the number of Open Houses conducted on that date and reimburse each unit owner who conducted an Open House his/her pro rata share of said remainder.

2. No "Open House" visitors will be permitted in the building without a licensed Realtor or unit Owner at any time. Unit Owners or Realtors must meet their visitors at the main lobby entrance when arriving, escort them at all times and return them to that entrance when leaving. At no time shall the doors at The Stratford be "propped open" for any reason.
3. Realtors must complete a form kept by the Access Control Staff that shows their company, name, unit number(s) for which they placed advertisements in the paper, and a phone number where they can be reached during the Open House. The Access Control Staff will keep a list of Realtors in order of the time they arrived. The Access Control Staff will ask each visitor which unit they are here to see, and will contact the Realtor who placed the ad for that showing. If they are not here for a specific showing the Access Control Staff will contact the first Realtor who arrived, and for the next non-specific visitor will contact the second Realtor who arrived, and so on, on a rotating basis.
4. All solicitation for the purpose of marketing the unit must occur within the unit and not in the common areas of the building.
5. Open House hours are to be scheduled from the hours of 12:00 noon to 5:00 p.m. and limited to SUNDAY ONLY.
6. No food or beverages will be served while in common areas of the building.

7. All Realtors and visitors must park their vehicles in the guest parking outside the building.
8. **One (1) sign meeting with Pelican Bay Association specifications** is permitted on **Pelican Bay Blvd.** and **another** is permitted at the **property entrance on Crayton Court/Turtle Bay Drive.** These signs serve to advertise for all Realtors. The Access Control Staff will remove any sign found in violation.

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9. **Access Control Staff will instruct visitors to wait in the lobby** for the unit Owners or Realtor. **Access Control Staff will call unit Owners or Realtors by phone to meet guests** at the lobby entrance. Realtors are to stay in the units they are showing until called by the Access Control Staff. **Only units on the form of "OPEN HOUSE"** units are allowed to be viewed by visitors. All visitors will be checked in by the Access Control Staff. If the Realtor is occupied with other guests the next guests will be advised by the staff on duty to either wait in the lobby or to return when the realtor is free. **A Realtor will accompany only one family at a time. All Realtors must show their business card to the Access Control Staff when entering the property.**

Remember, all Realtors and unit Owners are responsible for their guests while on the premises.

Printed Unit Owner Name

Signature of Unit Owner

Printed Name of Realtor

Signature of Realtor

Date