



National Chattel Experts'

# Profitability Partner Program

2008 Terms and Training Overview



877-349-4758  
580 Crespi Drive  
Suite A6-309  
Pacifica, CA 94044  
[www.chattelexperts.com](http://www.chattelexperts.com)



## NATIONAL CHATTEL

E X P E R T S

### NCE Profitability Partner Terms 2008

#### Overview

Generate additional revenue for your real estate business by doing what you already do—talk about your business! You can either send us closed sales (and get paid on a sliding scale based on your volume and our sale price) or referrals (for a flat 5%).

As a Profitability Partner, you'll be given information on how to market the appraisals and how to pre-qualify or screen Referrals thoroughly (together with a Referral's tax advisor) so as to estimate how and whether a Referral may use this specialized tax tool. This level of participation garners 15-20% (based on volume) of the final sale price of a sold and delivered chattel appraisal. Typical costs of the service range from about \$600 to \$20,000, depending on the size of the Referral's residential rental property.

For \$497, NCE continuously provides your company with marketing materials, CPA support, and continued education to keep this tax strategy top of mind with you and your clients. **Join this program to bolster your reputation in your circle of influence by becoming a trusted advisor.**

#### Profitability Partners

##### Descriptive Definition

Real Estate Professionals can participate in the program two ways. If you wish to pass Referrals to NCE, with the understanding that not every Referral will qualify for this particular tax tool, then NCE works to close the sale. This level of participation is eligible to garner 5% of the final sale price of the chattel appraisal.

If you exercise the education and leverage the marketing materials provided by NCE to communicate the tax strategy to your clients, you will more than likely create closed sales. If you send qualified, closed sales to NCE, then you are eligible to garner a much higher percentage—anywhere from 15-20% of the price of the service on their properties. Please see NCE's 2008 pricing (below, under "Profitability Partner Program Compensation").





## NATIONAL CHATTEL

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### 2008 Participation Terms (continued)

A Profitability Partner has deliverables as contingencies to payment for NCE's sold services to a Referral:

1. **(For 5% Referral Fees)** The Profitability Partner must completely fill out the "Referral Credit," slip (attached here) which must be received by NCE administration via fax or electronic mail in order to receive any referral fee for services sold and delivered. If there is no receipt of the Referral Credit slip on file with the particular property, then no credit for the closed sale can be issued to the Profitability Partner.<sup>1</sup>

**(For Scaled Referral Fees, 15-20%)** A Profitability Partner's deliverables can also include are the Referral's "Request for Appraisal" and "Client Questionnaire" forms (attached for reference) fully executed and showing payment information. The section, "Referred by" must clearly be filled out with the Profitability Partner's name. The assumption is that the Profitability Partner is delivering a closed sale, with the Referral pre-qualified and payment information must be designated in anticipation of purchasing an appraisal.

If the Profitability Partner's name is not on the initial Request for Appraisal, it cannot under any circumstance be submitted at a later date for credit.

The second contingency to payment as a Profitability Partner has to do with the sale of the tax strategy:

2. The chattel appraisal must be paid for and services delivered in order to release any Referral Fee. If an appraisal is cancelled, no Referral Fee is generated. Profitability Partners are not eligible to offer chattel appraisals at reduced rates.

Finally, there must be no debate about the Referral Source as the procuring cause. This is the third term:

3. If the administration is completed correctly, the sale is completed, and there is no debate about the fact that the Profitability Partner brought the client to the closed sale, then a Referral Fee is due to the Partner.

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<sup>1</sup> Using the "Referral Credit Slip" is also the initial way to send a Referral to NCE. No other method of submission is accepted.



## NATIONAL CHATTEL

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### Profitability Partner Program Compensation

**Referral closed by NCE: 5% of appraisal price**

1-10 Sold Appraisals:	15% of appraisal price
11-25 Sold Appraisals:	17% of appraisal price
26-50 Sold Appraisals:	19% of appraisal price
51+ Sold Appraisals:	20% of appraisal price

### NCE 2008 Pricing

Condominiums	\$545
Single Family Home < 2000 sf	\$655
Single Family Home >2000 sf	\$765
Duplex	\$820
Triplex	\$985
Fourplex	\$1150
Multi-Unit	\$3,000-\$20,000

### Participation Terms (continued)

Profitability Partner will attend the following NCE-provided services that are necessary to building a saleable knowledge base:

- 4. Webinars:** General initial introduction to the concepts followed by 4 subsequent, topic-specific continuing education PowerPoint presentations
- 5. Monthly MasterMind Call:** every month, talk to the NCE Principals to update them on your status or to ask about refreshing ways to introduce and market the concept; find solutions for your own business' quandaries and get the latest news you can relay to your investors
- 6. Special Meetings:** Held approximately every two months, these conference calls or web casts will discuss breakthroughs, news, and topics requested by other Real Estate professionals
- 7. Unlimited Marketing Documents:** If you have a special event upcoming, NCE can prepare co-branded documents based on the audience, the season, the market, or to advertise a special 'call to action.'



## NATIONAL CHATTEL

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### Participation Terms (continued)

#### Ethics

- There must be no debate about the Referral Source as the procuring cause. If the administration is completed correctly, the sale is completed, and there is no debate about the fact that the Referral Source brought the client, then a Referral fee is due to the Partner.
- If the Profitability Partner's name is not on the initial Request for Appraisal, it cannot under any circumstance be submitted at a later date for credit.
- Profitability Partners cannot authorize a discount on any chattel appraisal.
- A Profitability Partner must not also be providing leads to another personal property appraisal company while simultaneously agreeing to the terms of NCE's program.
- The chattel appraisal must be paid for and services delivered in order to release any Referral Fee. If an appraisal is cancelled, no Referral Fee is generated.



## NATIONAL CHATTEL

E X P E R T S

### Official Request for Profitability Partner Status

<b>Name of Program Participant</b>
Address (where we'll send payment)
City, State, Zip Code
Best E-Mail Contact
Phone Number
Fax Number

I, \_\_\_\_\_, agree to the terms of the 2008 Profitability Partner  
Program (print full name) (circle one)

on this day, \_\_\_\_\_ and for one year forward. I declare I have submitted funds where required to initiate this relationship. I understand that this agreement and relationship expire in two year's time, unless a new document is resigned and any changes to terms agreed upon. I agree to the program terms without dispute. In the event of disagreement, all parties involved and signed below mutually agree to no-cost arbitration.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date of Execution

\_\_\_\_\_  
NCE Representative Witness

\_\_\_\_\_  
Date of Execution

## **Definitions of Words Used in National Chattel Experts' Profitability Partner 2008 Program, Training Overview and Terms**

**Client Questionnaire:** One of two forms which must be completed by the Client (also known as the Referral) who intends to purchase a chattel appraisal. This form should be filled out with the help of the Profitability Partner. Having this and the "Request for Appraisal" completed by the Client are benchmarks of whether a sale is truly closed by the Profitability Partner.

**Closed Sale (yields 15-20% of the purchase price of appraisal):** A closed sale is that which commences through no direct effort of NCE's own, but rather via a Profitability Partner. It constitutes of having the "Request for Appraisal" and "Client Questionnaire" fully completed on behalf of the pre-qualified Referral and faxing it in to NC, with the Profitability Partner's name in the "Referred By" line. At the time the Client is fully qualified by NCE, the payment rendered, the service completed, then the Profitability Partner has earned the Referral Fee.

**Non-Closed Sale (yields 5% of the purchase price of appraisal):** Also known as a Referral, a non-closed sale does not guarantee payment, unless NCE closes the sale on behalf of the Profitability Partner. Profitability Partner should fill out the "Referral Credit" slip to ensure payment in the event NCE closes a sale.

**Profitability Partner:** A Profitability Partner is one who has been formally trained by NCE to bring chattel appraisals to the public, and has agency insofar as creating pre-qualified and qualified sales for NCE. The Profitability Partner is responsible for the Referrals or Client's complete paperwork and initial experience and introduction to chattel appraisals. Profitability Partners get paid up to 20% of the sale price, on up to 10 properties per client for the lifetime of that client.

**Referral:** Any contact belonging to a Profitability Partner that could be or does become a Client of NCE's. Another name for Referral is a "Non-Closed Sale." A Referral changes his or her status from "Referral" to "Client" only under the conditions of a "closed sale." Profitability Partners are paid 5% of the sale price on those Referrals that convert to Clients if NCE closed the sale, and 15-20% of the sale price if the Profitability Partner closed the sale.

**Referral Fee:** Term used to describe the type of compensation received by any Profitability Partner. It is the amount due to the Profitability Partner, according to the terms of this agreement. The sales must be property tracked and administrated, according to the terms of this agreement.

**Request for Appraisal:** One of two forms which must be completed by a Client who intends to purchase a chattel appraisal. This form should be filled out with the help of the Profitability Partner. Having this and the "Client Questionnaire" completed are benchmarks of whether a sale is truly closed by the Profitability Partner.

**Sale/Sold Chattel Appraisal:** A chattel appraisal is considered "sold" only after the payment has been received, the service of the appraisal scheduled, the appraisal administered and the final product delivered to the Client.

**Services:** Referring explicitly to the services NCE agrees to extend to its Profitability Partners only, including and limited to:

- **PowerPoint Conference Calls (4):** Training and Education to build your business
- **Monthly Master Mind Call:** speak with the NCE principals and other Profitability Partners across the US to update them on your status, ask for help, get a feel from your teammates about the hottest industry issues
- **Special Meetings:** Held approximately two months, these webinars will discuss breakthroughs, news, and topic requested by Profitability Partners
- **Marketing Documents:** Branded or Co-Branded marketing documents will be provided upon request for any special events or speaking engagements.



## NATIONAL CHATTEL

EXPERTS

### Profitability Partner's Referral Credit

Fax this form to 650-557-1278

#### Profitability Partner Information

<b>Name</b>
<b>Mailing Address</b>
<b>City, State &amp; Zip Code</b>
<b>Email Address</b>
<b>Phone Number</b>

#### Referral Information

<b>Name</b>
<b>Phone Number</b>
<b>Email Address</b>
<b>Any Additional Information</b> (best time to call, preferred method of contact)
<b>Chattel Appraisal Address(es)</b>

**Date Submitted/Notes:**



## Request for Appraisal

Fill out this form completely and fax it to National Chattel Experts: 650-557-1278.

### Part I: Request

Owner Name(s) \_\_\_\_\_

Address of Rental Property \_\_\_\_\_

### Part II: Property Information

Number of Units (SFH=1, Duplex=2, etc.) \_\_\_\_\_

#### Property Type (check one)

- Single Family       Condo       Attached/Townhome  
 Duplex       Triplex       Four-Plex       Multi-Unit

Number of Bedrooms/Bathrooms: \_\_\_\_\_

Property Purchase Date (must be greater than 2002) \_\_\_\_\_

Property Cost: \_\_\_\_\_

Property Value (at time of purchase): \_\_\_\_\_

Land Value<sup>1</sup> (if a condo, then land value is \$0): \_\_\_\_\_

Was this property acquired through a 1031 Tax Exchange? Y / N

### Part III: Payment & Contractual Agreement

Price of Chattel Appraisal \_\_\_\_\_

Referred By/Referral Fee \_\_\_\_\_

Payment Method       Check       Visa/MC       AMEX/Discover

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

### Part IV: Final Report Distribution

Party(s) & Address to which the final report should be sent:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<sup>1</sup> An investor estimate of this value is not acceptable. If you do not know this information, refer to the investor's CPA or to the selling or buying agent on the property. Most land values are public record.

By signing this form, you ask National Chattel Experts (NCE) to receive payment for services to be rendered on an agreed upon time and date at the rental property(s) listed above. In no event, including (without limitation) will NCE or any other related, affiliated or subsidiary Field Appraiser be liable for any loss or damage of any kind, including (without limitation) any direct, special indirect, or consequential damages or costs arising out of or in connection with the access of, use of, performance of any appraisal or cost segregation study provided by NCE.

Your signature above signifies that you have read, understand, and agree to these statements.



## Client Questionnaire

**Thank you for choosing National Chattel Experts for your personal property appraisal.**

**Please fax this form, along with your "Request for Appraisal" to 650-557-1278.**

1. Owner's Name & Contact Information (please include phone and email): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Are you the owners of the property being appraised? Y / N

3. Complete address of the property to be appraised: \_\_\_\_\_  
\_\_\_\_\_

4. Do you want us to contact your tenant or property management company to negotiate the chattel appraisal date? Y / N (circle one) Tenant Management

4(a) Who currently manages the property? (Company & Telephone Number)

\_\_\_\_\_

4(b) Is a tenant currently occupying in the property? Y / N

4(c) Advise how we should contact your tenant.

\_\_\_\_\_

5. Square footage of the property: \_\_\_\_\_

6. How can we enter the property? \_\_\_\_\_

7. When do you need the appraisal completed? \_\_\_\_\_

7 (a) Do you need this appraisal expedited? Y / N

7 (b) Do you need extra copies of the final report (\$50 each)? Y / N

7 (c) Please state the number of copies you need:

8. List anything special about the property we need to know (alarms, animals, neighbors, etc.):

9. How many years have you filed taxes with this property?

10. Which of the major appliances does the tenant own (i.e. refrigerator, washer and dryer, etc.)?