



## WHAT IS THE DANIELS PLATINUM ACCESS CLUB?

Daniels Platinum Access Club is an exclusive group of realtors that receive special benefits on new construction homes for sale by The Daniels Corporation (Daniels).

## WHAT ARE THE BENEFITS OF ACHIEVING DANIELS PLATINUM ACCESS CLUB STATUS?

- Invitations to exclusive Daniels Platinum Access Club members.
- Be among the first to receive information and marketing materials on upcoming Daniels communities.
- First access to Daniels sales launches<sup>1</sup>.
- Access to Daniels Platinum Access Club floors and suites before they are released to the rest of the realtor community or public.
- Priority suite allocations<sup>2</sup>.
- Opportunity for your clients to participate in the first advance sale with day one pricing, incentives (where offered) and the best selection of suite choices<sup>1</sup>.

## HOW CAN I BECOME A DANIELS PLATINUM ACCESS MEMBER?

- You must be a licensed realtor in Ontario.
- You must achieve at least four (4) firm sales at any Daniels pre-construction community within one calendar year to be eligible to be granted membership the following year.
- All Purchase and Sale Agreements must be in good standing with Daniels in receipt of all deposit cheques, acceptable mortgage commitment letters or financial confirmation and lawyer's contact information.
- You actively promote Daniels projects not only during their launch period, but throughout the duration of the sales program

## HOW LONG DOES DANIELS PLATINUM ACCESS CLUB STATUS LAST?

Daniels Platinum Access Club status remains in place for one (1) calendar year. To remain a member, you must maintain a minimum of four (4) firm sales each calendar year<sup>3</sup>.

## HOW DOES THE PLATINUM ACCESS CLUB MEMBERSHIP WORK FOR A REAL ESTATE TEAM?

- Daniels Platinum Access Club status will be granted to either an individual or to a realtor team. The realtor team must identify one or two leaders who will act as the representative of that group. All worksheets must be submitted through the group leader(s).
- Once identified, if the realtor team collectively sells at least 4 units in a calendar year, they will be granted Daniels Platinum Access Club status as a group.
- At the time of suite allocations, allocations will be made to the individual member or in the case of a team, to the team leader(s) only. The team leader(s) are then permitted to distribute the allocations among their teams as they choose.

<sup>1</sup> Depending on specific communities as the Daniels Platinum Access Club membership may not apply to all new home sales programs by The Daniels Corporation (Daniels). Sales programs are subject to change without notice. E. & O. E.

<sup>2</sup> Units may be allocated with consideration on total number of sales made in the previous calendar year, the variety of top unit choices on worksheets submitted, the timing of when we receive your clients' worksheets or other factors as determined by Daniels.

<sup>3</sup> Conditions apply, including adherence to Daniels Health and Safety and Zero Tolerance policies. Daniels reserves the right to void a realtor or real estate team's membership in the Daniels Platinum Access Club at its discretion if an individual or team does not adhere to Daniels Health & Safety and Zero Tolerance policies.

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