

Business Partner Agreement & Code of Conduct



ARC business partners need to be fully aware of the nature of the business partner relationship between ARC and its members in the residential community industry. Partners also need to understand the processes, procedures and responsibilities of the business partner relationship and agree to them.

Please therefore familiarise yourself with the contents of the ARC Business Partner Prospectus as well as this Agreement and Code of Conduct, which will be agreed to and signed by all Platinum and Gold Business Partners and ARC.

A. Categories and types of ARC business partnerships

Platinum partnership

Platinum partnerships are available in the following categories:

- Telecommunications & FTTH
- Short-term insurance
- Long-term insurance
- Transactional banking
- Security
- Landscaping
- Services to ARC

Gold partnership

Gold partnerships are available in the following categories:

- Legal, compliance & governance
- Telecommunications & FTTH
- Security
- Resource management
- Maintenance
- Industry associations

Service provider listing

Listings on the ARC member portal are available for all product & service providers who can assist ARC member estates.

B. Partnership process

1. Identify the category in which the provider falls. These are outlined in the ARC Business Partner prospectus and include the following:
 - Legal, compliance & governance
 - Telecommunications & FTTH
 - Short-term insurance
 - Long-term insurance
 - Transactional banking
 - Security
 - Landscaping
 - Resource management
 - Maintenance
 - ARC services
 - Industry associations, as well as
 - Standard listings

2. Make application to become an ARC business partner using the 'Business Partner Registration Form'
3. If no category relevant to your business offerings to the industry can be identified, email jono@hoasupport.co.za with subject line 'New Business Partner Category'. ARC will then either allocate a category or request a meeting to discuss forming a new category
4. Once application has been accepted, the new business partner will be required to sign and return this Agreement & Code of Conduct
5. The business partner will be issued an invoice for payment
6. The business partner will be requested to send information for loading onto the ARC website and portal once payment has been received
7. A 2-hour session with the business partner and ARC is scheduled to develop a strategy and promotional campaign
8. Ad hoc sessions to review the strategy and promotional campaign can be requested by the business partner.

C. Components of partnership agreement - benefits and responsibilities

Marketing material

A description of marketing material and copies thereof are to be collated to form a pack for ARC reference purposes. All marketing material will only cover the products and services as agreed to with ARC within the category of partnership and described on page 3 of this document. Approved marketing material can be distributed at ARC events as agreed prior to the event.

Newsletter articles

Business partners are encouraged to write short articles of interest within their scope of service and agreed ARC partnership, for publication in the ARC quarterly newsletter. Articles should not simply be a 'company sell', but rather an informative article that will appeal and add value to the readers (who are made up of ARC member estates, ARC non-member estates and industry stakeholders). Articles are to be submitted to peggy@hoasupport.co.za to meet the specifications and production deadlines distributed in January each year for the February, May, August and November editions.

Chapter meetings

Chapter meetings are held throughout the year (usually 2 to 3 per annum in each of the chapters). The meeting venues are rotated amongst suitable ARC member estates within the ARC Chapters namely; Gauteng, Pretoria, North West, KwaZulu Natal, Mpumalanga, Western Cape and Southern & Eastern Cape. Business partners will be given the opportunity to deliver a short (10 minute) presentation on new initiatives and product offerings applicable to the industry. These presentations will be on a rotation basis and as agreed upon and planned by ARC. All business partners may attend chapter meetings, **and can join the meeting 1.5 hours from commencement**. Business partners are encouraged to network with the chapter meeting attendees and develop the relationships necessary to make the partnership a success.

ARC member presentations

ARC will assist business partners in setting up local group sessions or individual estate presentations. ARC will be able to share certain contact details as well as make introductions to member estates who the business partners wish to target. Business partners are confined to selling and presenting only the products and services that were agreed upon and as described on page 3 of this document.

ARC communications portal

Business partners are encouraged to develop best practice documents and tools relevant to their area of expertise and specialisation. These will be published on the ARC portal and available to download by all member estates.

Workshops

ARC will assist business partners in setting up workshops for ARC members and the industry as and when the need arises. Once the need for a workshop in your area of specialisation has been identified, the details of the workshop and the roles and responsibilities will be discussed and agreed by the parties.

Annual conference and golf day

Business partners are encouraged to attend and exhibit at the ARC annual conference and sponsor at the golf day. There is a cost associated with sponsorship and exhibition space, where ARC business partners will receive the right of first refusal as well as a discounted fee. There will also be an opportunity for business partners to make presentations or facilitate workshops at the annual conference based on the programme and the requirements of the industry and the ARC members.

D. Agreement

By signing this Agreement and Code of Conduct the business partner agrees to market the product and service offering to the residential community industry as described below, and to participate in the industry activities as described above. ARC agrees to provide the business partner with the opportunities as described above.

Business Partner Name:				
Agreed Product and Service Offering				
Business Partner categories and fees (per annum and excluding VAT) as selected:	Category	Platinum Partner		Gold Partner
	Legal, compliance & governance			R20,000 + consulting & workshops
	Telecommunications & FTTH	R 65,000		R 30,000
	Short-term insurance	R 65,000		
	Long-term insurance	R 65,000		
	Transactional banking	R 65,000		
	Security	R 65,000		R 30,000
	Landscaping	R 65,000		
	Resource Management			R 30,000
	Maintenance			R 30,000
	ARC Services	Services to ARC		
Industry Associations			R10,000 + consulting & workshops	

Signed at _____ on the _____ day of _____ 20_____

For and on behalf of ARC

For and on behalf of the Business Partner

Name: _____

Name: _____

Signature: _____

Signature: _____