



ARC Business Partner Agreement & Code of Conduct

Introduction

We welcome you as an ARC Business Partner and look forward to working with you and your team to ensure a mutually beneficial partnership.

ARC business partners need to be fully aware of the nature of the business partner relationship and the 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 Silver, Gold & Platinum Business Partners and signed by ARC.



Categories and types of ARC Business Partnerships

Silver (Regional) Partnerships

Silver Partners can only use ARC's platform to operate within the region(s) in which they have partnered, and have access to the following benefits:

- Business Partner Listing on the ARC Website
- Company Listing on a scrolling banner on the ARC Website Home Page
- Company Listing on the ARC Member Portal Marketplace
- Up to 4 contacts loaded up onto the ARC Member Portal
- Company Branding on the ARC Quarterly Newsletter
- Up to 2 Articles per year on the ARC Quarterly Newsletter
- Attendance at up to 3 ARC Regional Chapter Meetings per year
- 1 Presentation at ARC Regional Chapter Meetings per year
- Personal Introductions to ARC Member Estates
- 1 Roadshow Day to ARC Member Estates per year

Gold (National) Partnerships

Gold Partners can use ARC's platform to operate on a national level, and have access to the following benefits:

- Business Partner Listing on the ARC Website
- Company Listing on a scrolling banner on the ARC Website Home Page
- Company Listing on the ARC Member Portal Marketplace
- Up to 6 contacts loaded up onto the ARC Member Portal
- Company Branding on the ARC Quarterly Newsletter
- Up to 3 Articles per year on the ARC Quarterly Newsletter
- Attendance at up to 2 ARC Regional Chapter Meetings per region per year
- 1 Presentation at ARC Regional Chapter Meetings per region per year
- Personal Introductions to ARC Member Estates
- 3 Roadshow Days to ARC Member Estates per year



Platinum (Group) Partnerships

Group Partnerships are available to companies/ organisations with multiple brands/divisions (benefits are per 5 brands/ divisions), and have access to the following benefits:

- Business Partner Listing on the ARC Website
- Company Listing on a scrolling banner on the ARC Website Home Page
- Company Listing on the ARC Member Portal Marketplace
- Up to 10 contacts loaded up onto the ARC Member Portal
- Company Branding on the ARC Quarterly Newsletter
- Up to 4 Articles per year on the ARC Quarterly Newsletter
- Attendance at up to 3 ARC Regional Chapter Meetings per region per year
- 2 Presentations at ARC Regional Chapter Meetings per region per year
- Personal Introductions to ARC Member Estates
- 5 Roadshow Days to ARC Member Estates per year

Business Partnership Process

1. A discussion will be scheduled between representatives from your company and ARC where the benefits of becoming an ARC partner, as well as the value that your company can provide to ARC members will be agreed
2. Once synergy between your company, its offerings and ARC has been determined, you will make application to become an ARC Business Partner using the 'Business Partner Registration Form'
 - Be sure to select the category of partnership that you would like to take as this determines your annual fee as well as the range of benefits associated with the partnership
3. Once application has been accepted, the new business partner will be required to sign and send this Agreement & Code of Conduct
4. The business partner will then be invoiced for payment (please contact peggy@hoasupport.co.za in this regard)
5. Once payment has been received by ARC, you will then be loaded up onto the ARC platform. We will require some additional company and contact details from you (please contact sandy@hoasupport.co.za in this regard)
6. A strategy session will then be scheduled to ensure that our strategies are aligned so that yourselves and ARC members are receiving the full value of the new partnership
7. Ad hoc sessions can be requested by the business partner
8. You will be contacted 1 month prior to your annual renewal date

Partnership Agreement – Benefits & Responsibilities as the Business Partner

Online Presence

Please note that the ARC Member Portal and ARC Website are synchronised based on the Portal Marketplace Listing that is loaded. It is your responsibility to load up your Marketplace Listing on the Member Portal and ensure that the details listed are kept up to date and accurate (Partners will receive a comprehensive Marketing Opportunities and Processes Document outlining how this can be achieved). Business Partners are also responsible to ensure that ARC is informed of any changes of personnel, branding and contact details

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 with ARC within the partnership. Approved marketing material can be distributed at ARC events as agreed prior to the event. Business partners are also 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 abovementioned Marketing Opportunities and Processes Document.

Best Practices and Educational Material

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. Business Partners will also sit on ARC's 'Panel of Experts' and may be required to assist in answering queries received by ARC Member Estates.

Chapter Meetings

Chapter meetings are held throughout the year (usually 3 to 4 per annum in each of the chapters). The meeting venues are rotated amongst suitable ARC member estates (or Business Partners) within the ARC Chapters namely; Gauteng, North West, KwaZulu Natal, Mpumalanga, Western Cape and Southern & Eastern Cape. It is the responsibility of the Business Partner to ensure that RSVPs for these meetings are received by ARC, and that the representatives attending these meetings are well informed around the purpose of such attendance.

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. Business Partners may also be asked to sit on a panel discussion should the theme of the meeting be in line with your company's offerings. Business partners are encouraged to network with the chapter meeting attendees and develop the relationships necessary to make the partnership a success and are also encouraged to volunteer to occasionally host these meetings.

Introductions to Members and Roadshows

It is the Business Partner's responsibility to contact ARC should they require any assistance making contact with ARC members. ARC is unable to simply distribute our member database to Business Partners, so attending Chapter Meetings, requesting introductions and requesting Roadshows is vital for the success of the partnership.

Workshops and ARC's Annual Conference

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.

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.



Partnership Agreement – Responsibilities of ARC

ARC prides itself on developing strong partnerships with 'best of breed' companies in the residential community industry. We need to ensure that our Member Estates are receiving maximum benefit from our services as well as the services of our Business Partners. ARC's responsibilities to our Business Partners are as follows:

- We will ensure that all Business Partners are given all the information they need to successfully be loaded up onto the ARC platforms
- We will ensure that all contacts loaded up onto the portal (who have logged in) will be informed of all meetings, events and industry updates that are relevant to them
- We will ensure that equal opportunity (based on the partnership level) is given to Business Partners regarding online presence and presence at our meetings
- Although non-exclusive partnerships are in place, ARC will ensure that all Business Partners are aware of the changes in scope of the ARC Business Partnership Model
- We will ensure that we constantly assist our Business Partners in receiving maximum benefit of the Partnership

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:	
Level of Partnership:	
Agreed Product and Service Offering:	

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: _____