DISCUSSION PROPOSAL - NOT AN EXECUTED AGREEMENT

Test one useful introduction.

One brokerage, one relevant listing plan and a proposed maximum of five willing sellers. Agree scope before invitations.

1. Fit and introduction

Identify the actual plan, geography and retained seller task. Compare existing tools and support to Sterling. Agree one introduction, such as a short optional paragraph in the brokerage onboarding email, using an approved partner page/link and code.

2. Seller price, access and support

Starting proposal: sellers purchase directly. Course $197 USD; separate optional app $200 USD, one property, 90 days from activation, no automatic renewal. No free trial, commission or discount is implied. Arthur handles Sterling access, billing and lesson questions; other services follow their own arrangements.

3. Timing and review

Propose a 30-day recruitment/review window; agree dates for the actual seller volume. This window does not change purchased app access or refund terms. Review access, uptake, useful first tasks, recurring questions and introduction/support effort.

4. Reporting and seller information

Use aggregate counts with explicit denominators and unknowns. Keep course and app outcomes separate. Routine reports exclude private chats, offers, documents and buyer contacts. Any seller-specific sharing needs a purpose and permission.

5. Agree the practical terms

Record the plan and responsibility split; products/prices; introduction text and placement; branding permission; attribution; contacts; feedback/reporting boundaries; dates; termination and continuation. A handful of sellers can reveal friction, not prove a performance claim.

6. Continue, adjust or stop

At review, choose the next action, owner and due date. Stopping new introductions does not remove purchased customer access or outstanding support obligations. Refund requests follow the existing 14-day-from-purchase terms.

Arthur Marcinek | arthur@sellwithsterling.com