

The background of the entire page is a photograph of a modern office lounge. In the center is a black leather sofa with a blue and white striped pillow. In front of the sofa is a glass coffee table with a metal base. To the left of the sofa is a tall green plant in a yellow pot. To the right of the sofa is another tall green plant in a yellow pot. In the foreground, there are two blue armchairs with white patterned seats. The floor is covered with a blue and white patterned rug. Large windows in the background offer a view of a city skyline.

# **POLICIES** *and* **PROCEDURES**

## **2025 URG AGENT MANUAL**



## POLICY AND PROCEDURE MANUAL

This policy manual aims to assist United Realty Group Agents in performing their respective duties and clarify *The Company's* responsibilities to our Agents. It is important that Agents continue to remain informed as to *Company* policies and procedures. Agents receive updates and changes via email from ConstantContact and/or through text. It is critical that Agents check their email frequently. If an Agent has a change of their primary email or cellphone number, please contact [BrokerAssistant@URGFL.com](mailto:BrokerAssistant@URGFL.com) with the change. If you do not receive regular emails from United Realty Group, please contact us so that we can update our records accordingly.

### INDEPENDENT CONTRACTORS

All Agents are independent contractors and are responsible for all their own business expenses such as advertising, marketing materials such as business cards, yard signs installation cost, lock boxes, open house signs and all other costs. In the event *The Company* incurs any expense on behalf of the Agent, the Agent agrees to reimburse *The Company* immediately upon presentation of any invoice.

### OFFICE FACILITIES

Agents agree to follow all facility policies and procedures.

Agents may use copy machines, fax machines, computer stations, conference rooms, and lobbies for the *exclusive purpose of United Realty Group real estate business* at no extra charge to the Agent.

**Home Office:** *The Company* will strive to provide adequate office space whenever possible for all Agents. It is expected that Agents will have a home office where they may be able to conduct their business.

**Other Business:** Agents are prohibited from conducting other business or businesses or meeting with customers and clients for other business or businesses in United Realty Group facilities. Unauthorized usage may result in revocation of access, privileges, and may include termination or further action.

**Personal and Professional Items:** Agents are prohibited from leaving or storing personal or professional items in our facilities. This includes kitchen cupboards and furniture. *The Company* is not responsible for Items unattended or left overnight.

**Workstations:** Do not eat food at the workstations. Workstation are neither assigned nor guaranteed and are shared by Agents on a first-come basis. Agents must not leave any personal or professional items in workstations unattended or overnight.

**Private Offices and Desks:** Agents may not use private offices or private desks. Private offices and desks are assigned by Branch Managers and Corporate through an approval process based on defined criteria. Private offices and desks require a separate usage agreement.

INITIAL HERE >>

Agent Initials



**Etiquette:** Our Offices serve customers and the public and decisions about the quality of our company and services are based on their interaction with you. Agents are expected to demonstrate respect, good judgment and professional behavior when using our facilities. Do not use the speaker option on your cellphone in the lobby, on the sales floor or other shared areas.

**Attire:** URG Agents demonstrate professional taste in attire when in our facilities and working with customers. Beachwear and athletic wear are not professional attire. Casual attire is acceptable for Agents quickly dropping off or picking up at the office.

**Kitchen Rules:** Agents agree to follow the Kitchen Rules posted in branch kitchens.

## OFFICE KEY

Office keys are optional. Agents receive a key to their primary branch office by giving the Key Agreement (separate document) to the Branch Manager and paying the non-refundable key fee of \$55. Agents may ONLY have a key to their primary branch office. The Corporate office does not issue Agent keys.

**Office Access** is available to Agents Monday through Friday from 9:00 a.m. to 5:30 p.m. Please adhere to the following rules as well as the Key Agreement (separate document):

- Lock and Secure: Agents must lock and secure all office doors if last to leave.
- Turn off lights: Agents must turn off all the lights when last to leave.
- Negligence: Agents accept responsibility for any loss or theft due to their negligence.
- Key is optional: Office key is optional and has a non-refundable fee of \$55.
- Key upon termination: Upon termination, the Agent must return the key.

## ACCOUNTING DEPARTMENT

*The Company's* Accounting Department staff are responsible for document compliance and quality control on all sales, rentals, leases and listings. It is their responsibility to ensure that all real estate files are properly documented and fully executed. Files must be submitted to them (by email, or in person) in a timely fashion, through TransactionDesk, typically within (3) three business days of the execution date. Agent files must be legible, state compliant and follow *Company* guidelines as referenced on the "Required Documentation Checklists."

Delays in providing prompt paperwork may result in fines and penalties for the Agent and can delay commission disbursement.

## COMMISSIONS

United Realty Group strives to pay commissions in a timely fashion.

**Time Period:** Agent commissions are typically paid within five (5) business days after the Accounting Department receives the final documents completed correctly, including the closing statement and check(s) payable to United Realty Group.

**Complete Files:** Agents are responsible for submitting complete files. Complete files are legible and include all required documents filled out correctly.

**Missing Documents:** Missing documentation may delay compensation.

**Negotiated Commissions:** *The Company* realizes that from time-to-time Agents may have to negotiate the real estate commission due to competitive market conditions. This is perfectly acceptable and does not require prior approval. Agents cannot advertise commission discounts or reductions in any way.

**Personal Transactions:** Personal transactions are NOT EXEMPT from paying *The Company* for any commissions due or transaction fees. However, the Agent may receive credit for their commission at closing, with prior authorization from the Broker.

INITIAL HERE >>

Agent Initials

## LISTING

**Submit Files within Three (3) Days of Execution:** Agents are responsible for turning in completed listing files and supporting documentation to the Accounting Department within three (3) business days of the execution date.

**File Submission:** Submit files through the TransactionDesk Lone Wolf platform to the Accounting Department.

**Protected Listings:** The Agent will receive all incoming inquiries from either buyers or other Realtors. No other agents will interfere with Agent's listing contacts. Calls are routed directly to the assigned agent.

**Minimum Listing Term:** The minimum listing term accepted is three (3) months.

**Listing Commissions are Negotiable.** Refer to the commissions paragraph for specifics.

**Upon Termination:** Agents leaving United Realty Group pay a fee per listing to take their listings that are not under contract with them to their new company. The fee for a sale listing is \$399, rental \$150 and commercial listing \$399.

**Listing Signage:** Agents are responsible for the cost of yard signs, installation and all expenses associated with listings. Agents are billed directly from the vendors and pay the vendors directly. Promptly pay invoices to ensure non-disruption of services.

**Listing Copyright Infringements:** Agents will use only self-owned / MLS photographer approved pictures and create their own remarks for their listings. Using someone else's material is a copyright infringement.

## ESCROW ACCOUNT - RENTALS ONLY

United Realty Group maintains an active escrow account for RENTALS ONLY.

**Sales Transactions:** For Sales, Agents ask buyers to make their escrow check payable to a third party of their choosing (i.e., attorney or title company such as **South Florida Title Associates. SFTAFL.com**

**Initial Deposit Submission Requirement | Next Business Day:** Agents are responsible for assuring that all escrow deposits are made in a timely fashion. Initial deposits submitted to the Accounting Department are deposited the next business day. Agents must forward copies of all escrow checks to *The Company*. Failure to follow correct procedure will result in severe consequences.

**Additional Deposit Submission Requirement | According to the Contract:** Submit additional deposits according to the date specified in the Lease Agreement or Purchase Contract. Agents must forward copies of all escrow checks to *The Company*. Failure to follow correct procedure will result in severe consequences.

## ERRORS AND OMISSIONS INSURANCE

United Realty Group maintains Errors and Omissions insurance for the purpose of defending both *The Company* and the Agent. However:

**Agents Are Also Responsible for Defense:** The Agent is also responsible for defending any legal, administrative, state, federal, or agency actions brought against United Realty Group with regards to any real estate transaction where the Agent was involved.

**Agents That Do Not Make Defense:** If an Agent does not make defense and United Realty Group is the defendant, the Agent is responsible for all losses including, but not limited to, attorneys fees.

INITIAL HERE >>

Agent Initials

## Commission Defense

The Agent will compensate United Realty Group at an hourly rate of \$100 per hour for each hour expended in court and/or deposition if URG defends a real estate commission due to United Realty Group. Furthermore, Agent will be fully responsible for any legal and filing fees.

## CONFIDENTIALITY

All *Company* information is proprietary and strictly confidential. Do not duplicate or distribute to third parties.

## SOLICITATION

The Agent will not directly solicit, market, or recruit for any reason whatsoever, any other Agent within the United Realty Group organization during this agreement or for a period of five (5) years after the termination of this agreement.

## RETURNING AGENTS

If an Agent would like to return to *The Company* after having left for any unspecified period, the Agent will re-apply by submitting a new application and other items specified in it.

## MARKETING AND ADVERTISING

Agents must follow all Advertising Laws for Realtors. All advertisements, instructional, and educational materials that promote a Realtor or real estate must include the brokerage name, regardless of format, whether printed, video, or other. Agents can find the complete list of Laws for Realtors here: [Click Here](#)

**Brokerage Name: United Realty Group's name must be in all real estate marketing and advertising according to Rule 61J2-10.025**, Florida Administrative Code which states, "licensed name of the brokerage firm must appear in all real estate advertisements". This includes websites, social media, and any other online presence where you are advertising or representing real estate and real estate services.

**United Realty Groups Logo is Interchangeable with the Brokerage Name:** Agents may use the United Realty Group logo interchangeably with the brokerage name because it includes the entire registered name of the brokerage.

**Copyright Laws:** Obey all Copyright Laws. Agents are expected to have knowledge concerning copyright laws when advertising. Images are not the only items copyrighted. Writings, drawings, music, printed material, and videos are also a source of Copyright Law risk.

**Online Presences:** *The Company* may request the removal of an Agents marketing or advertising that does not align with United Realty Group.

**Online Account and Using the Name *United Realty Group*:** Agents are not allowed to name online accounts using United Realty Group's name first. Use the name United Realty Group AFTER the Agents name and title.

For example, the correct way to name an account or page is,  
Mark Smith, Realtor, United Realty Group, NOT United Realty Group, Mark Smith, Realtor.

**Team Advertising:** Each team leader must designate and register a licensed team member with the Broker at the Corporate Office to ensure that the team's advertising is compliant with Florida statutes and codes.

- Advertisements containing the team or group name cannot be in larger print than the name of the registered brokerage.
- All advertising must be in such a way that reasonable people would know they are dealing with a team or group and in compliance with Rule 61J2-10.026 of the Florida Administrative Code.
- An Agent must notify *The Company* of the formation of a team and must provide a list of Team Members and team agreement.

INITIAL HERE >>

Agent Initials

**Website ADA Compliance:** The Agent ensures all websites they create or manage comply with the Americans with Disabilities Act. Click on the link for compliance standards [Click Here.](#)

**Website Design:** All Agent websites must clearly display the name (or logo (of United Realty Group above, below, and adjacent to the Agents' contact information.

## **FAIR HOUSING ACT**

In the sale and rental of housing, Agent will abide by the Fair Housing Act and will not discriminate because of race, color, national origin, religion, sex, familial status, and/or disability.

## **CODE OF ETHICS**

The Agent will comply with the Code of Ethics and Standards established by the National Association of Realtors.

## **NEW AGENT | ADMINISTRATIVE PROCESSING FEE**

Agents accepted to join United Realty Group will pay a one-time fee of \$199 to TIYT LLC Administrative Services for application processing, set-up and transfer.

## **AGENT | ACKNOWLEDGMENT AND ACCEPTANCE**

I have read and agree to abide by United Realty Groups policies, procedures, and rules as well as the Code of Ethics and Standards of Practice of the National Association of REALTORS®

**INITIAL HERE >>**

Agent Initials