**Joint Marketing & Shared Lead Acquisition Services**

Date:

Realtor:

Lender:

Service Provider:        
(Boomtown, Zillow, etc.)

Total Current Monthly Cost of Realtor: $

Current Monthly Cost to be paid by Lender: $

Percentage of Realtor Monthly Cost:      %  
(Realtor Total Cost / Lender Cost)

To remain in compliance with the Real Estate Settlement Procedures Act (RESPA), a lender may share cost of lead generation and advertising on a pro rata basis with a Realtor. The Lender’s share cannot exceed 50% of the fair market cost of the activity. The Realtor agrees to give the Lender notice in advance of any reduction in their monthly cost listed above. Should the Realtor reduce their cost, the Lender will be required to reduce their share of the monthly cost on a pro rata basis.

Realtor Date

Lender Date