

**EMPLOYEE BONUS OPPORTUNITIES**

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We strongly encourage all employees to take full advantage of these exciting programs as an opportunity to maximize their earnings and enhance their overall compensation. By participating, you not only have the chance to supplement your base salary but also to be recognized and rewarded for your contributions and commitment to excellence. We're excited to see everyone thrive and make the most of these new opportunities!

## ASCEND PROGRAM BONUSES

With the exciting revamp of the Ascend Program, we're thrilled to introduce new bonus opportunities! These bonuses are available to the Ascend Director as well as all ASMs and M&Ps, and will be outlined in each employee's updated compensation statement.

### Semiannual Bonus

Every 6 months, the Finance Team will calculate the Total Income (AGCI + Transaction Fees) earned, and create a bonus pool based on the criteria below:

Total Income Range for 6-month period	Bonus Pool Calculation
\$0 to \$124,999	1.5% of Income
\$125,000 to \$249,999	3% of Income
\$250,000 to \$374,999	3.75% of Income
\$375,000 to \$499,999	4.25% of Income
\$500,000 to \$624,999	4.5% of Income
\$625,000+	4.25% of Income

All members of the Ascend Program (Ascend Director, ASMs, M&Ps) will receive a portion of the Bonus Pool in accordance with their updated compensation statement. The first bonus will be calculated in July 2025 for the 6-month period of January - June 2025.

### Milestone Bonus

If Annual Total Income exceeds \$500,000, bonuses will be paid out the the Ascend Team as shown below:

Total Annual Income	Bonus Amount for the Team
\$500,000 - \$1M	\$7,500
Over \$1M	\$10,000

Each member of the Ascend Team will receive a portion of the Milestone Bonus in accordance with their updated compensation statement.

## LEAD REFERRAL BONUS

All leads must be placed through the Relocation Department and processed as a Company-Generated Lead for the Employee to be eligible for this bonus. This is for Sales only, not Rentals. Bonuses will be paid within 40 days of closing and will be paid via Payroll. These apply only to Employees without Referral Bonuses already included in their compensation agreement.

### Leads Assigned to a CENTURY 21 Redwood Agent

Licensed Employees will receive 20% off the top and unlicensed Employees will receive a flat fee of \$1000 for each closing. Customers must close for a bonus to be paid. These apply only to Employees without Referral Bonuses already included in their compensation agreement.

If the Lead is 1) routed through the Relocation Department, 2) uses Highland Title, and 3) uses Atlantic Coast Mortgage at closing - this is a Triple Play Bonus and the Employee will receive an additional \$150

### Leads Assigned to an Outside Broker/Agent via the Anywhere Leads Network

Licensed Employees will receive 20% of the Net Commission earned, and unlicensed employees will receive a flat fee of \$1000. Customers must close for a bonus to be paid. It applies to employees without Referral Bonuses already included in their compensation agreement.

## AGENT REFERRAL BONUS

Employees who do not currently receive Recruiting Overrides as part of their Compensation Statement may be eligible for a \$1,000 bonus under the following conditions:

- The employee must provide a *warm handoff* to an EVP by introducing a new or experienced agent who has proactively agreed to meet and learn more about CENTURY 21 Redwood Realty.
- The referred agent must successfully close at least one sale or listing transaction with Redwood.
- Prior to the recruiting meeting, the employee must complete the designated [Employee Agent Recruiting Form](#). This form establishes a verifiable record for the processing team.
- Bonuses will not be paid if the form is not completed in advance or if the employee already receives a Recruiting Bonus.

If Redwood is already actively engaged with the referred agent, the employee will not be eligible for the bonus.

- Approved bonuses will be processed and paid through payroll.

## EMPLOYEE REFERRAL BONUS

The Company encourages all employees to refer qualified applicants for available job openings. Other than managers in the line of authority and employees in the Human Resources department, all employees are eligible to receive employee referral bonuses. When making referrals, instruct the applicant to list the employee's name in their cover letter as the referral source. If the referral is hired and completes 6 months of continuous service with the Company, the referring employee is eligible to receive the referral bonus on the next regular pay date following the six months. The referral bonus is currently \$150 for regular part-time hires and \$500 for regular full-time hires.

## EMPLOYEE RECOGNITION BONUSES

The employee recognition and bonus policy is aimed at acknowledging and rewarding the exceptional performance, dedication, and contributions of the Company's employees. Beyond monetary compensation, this policy fosters a culture of appreciation, motivation, and loyalty among staff members. By outlining clear criteria, processes, and incentives for recognizing outstanding work, the policy not only reinforces desired behaviors but also enhances employee morale, engagement, and overall organizational performance. Additionally, it plays a pivotal role in attracting and retaining top talent by signaling the company's commitment to valuing and investing in its workforce.

### ELIGIBILITY

All full- and part-time employees can receive the recognition and bonuses outlined in this policy. Independent contractors and temporary employees, whether contracted by the company or through an agency, are not eligible under this policy. HR and the CEO must approve all monetary bonuses in advance.

### CRITERIA

- Exemplifies Redwood's Core Focus & Core Values
- Demonstrated excellence in job performance
- Innovative thinking and problem-solving
- Outstanding teamwork and collaboration
- Exceptional customer service
- Contributions to process improvement or cost savings
- Going above and beyond assigned duties

HR and the CEO must approve all monetary bonuses in advance.

### MECHANISMS

1. Verbal Appreciation: Supervisors and colleagues are encouraged to express appreciation and provide positive feedback on a regular basis.
2. Written Appreciation: Employees may receive written notes, emails, or social media posts acknowledging their contributions and achievements.
3. Spot Bonus: A spontaneous monetary award in response to unexpected/unplanned exemplary performance.
4. Rock-based Bonus: Managers may tie a monetary bonus to the completion of certain 90-day Rocks.
5. Quarterly Standard of Excellence Award: Recognition of outstanding employees through an anonymous nomination process.

6. Performance Reviews: Merit increases may be awarded in recognition of achievements and contributions during formal performance evaluations.

## PROCESSES

### Spot Bonus

A spot bonus is a spontaneous monetary award in response to unexpected/unplanned exemplary performance. Examples include receiving multiple unsolicited positive reviews from customers, working over a weekend to fix an unexpected system/data error or filling in for a co-worker with an unplanned absence. These bonuses are typically awarded within a week of the outstanding effort by the employee.

Employees may be nominated for spot bonuses by their supervisors, colleagues, other Managers, or Ownership. Nominations must be submitted via the [C21 Redwood Realty Bonus Request Form](#), providing detailed justification and evidence of the employee's exceptional performance or contribution. The nomination is approved by Human Resources and the CEO to ensure it meets eligibility criteria and aligns with the company's values and goals. Once approved, the requestor (and the Employee's manager if they are different) will be notified and can inform the employee. Spot bonuses typically range from \$250 to \$500 and are awarded as a one-time payment. Accounting will process the bonus (via Direct Deposit) within one week of approval. Spot Bonus amounts are considered Payroll Expenses on the office-level P&L.

### Rock-Based Bonus

A rock-based (or milestone-based) bonus is tied directly to the completion of a 90-day rock, and is designed to recognize and reward employees for achieving significant milestones, goals, or project objectives that contribute to the success of the company and are closely tied to the Company's 1-year goals. These 90-day rocks should reflect efforts that are above and beyond the typical responsibilities of the employee and must be in the form of a SMART goal (Specific, Measurable, Attainable, Relevant and Timely). Examples include: Earn your Virginia Real Estate license by July 1, 2024, Create a Comprehensive Training Manual on Commission Processing by Sept 15, 2024, and Overhaul the Ascend Program by Developing and Implementing New Program Objectives by Oct 31, 2024. These Rocks are typically defined during the quarterly or annual review process and must be approved before they are communicated to the Employee. Only an Employee's manager can request that a rock-based bonus be established, and it must be requested by the manager via the [C21 Redwood Realty Bonus Request Form](#). Both HR and the CEO must approve before communication to the Employee. Once the Rock has been completed, the Manager should inform Human Resources at [hr@c21redwood.com](mailto:hr@c21redwood.com) and the bonus will typically be processed by Accounting (via Direct Deposit) within 2 weeks of completion. Rock-based bonuses typically range from \$250 to \$1000. Rock-based bonus amounts are considered Payroll Expenses on the office-level P&L.

The nomination and approval process for spot and rock-based bonuses will be conducted confidentially to maintain the integrity of the recognition process.

### Quarterly Standard of Excellence Award

The Quarterly Standard of Excellence Award is reserved for employees who exemplify Redwood's Core Focus and Core Values. Any employee can nominate anyone for this award, and it is done via an [anonymous form](#). Ownership reviews all nominations quarterly and chooses the recipient. The winner receives an extra PTO day and will be recognized at the all employee meeting, on social media channels, and during a company-wide sales meeting.

The recognition and bonus policies reflect our commitment to recognizing and rewarding exceptional performance and contributions by our employees. Through these policies, we aim to reinforce a culture of excellence, motivation and appreciation, ultimately driving the success and growth of our organization.