



Co-op Policies

Marketing & Advertising Guidelines

- Please do **not take videos, photos, or advertise our homes or communities** without prior written permission from J. Russell Real Estate.
- Our **marketing materials, photos, and videos** are proprietary and may only be used with written consent.
- Agents are welcome to use materials provided through the **Multiple Listing Service (MLS)** per IDX rules. (Note: J. Russell Communities is not part of IDX.)
- We're happy to provide approved marketing assets upon request to ensure your materials are compliant and visually consistent with our brand.
- We adhere to and expect others to adhere to the high standards established by the National Association of REALTORS®, which prohibit unethical marketing practices, including personal attacks or biased claims about any real estate professional.

Builder Communication Protocol

To ensure efficient coordination and compliance with **KREC Regulation 58-30-108(p): Do not contact the builders (sellers) directly.**

- All communication must be directed through our **community manager**, who will facilitate questions, showings, and negotiations.
- This process helps protect all parties and ensures accurate, timely information for your clients.

Plan & Design Copyrights

All builder **floor plans, renderings, and designs** are protected under U.S. copyright law.

- Reproduction or use of any builder's plans is **strictly prohibited**.
- Please contact our office if you need approved materials or plan information for your buyers.

Trademark & Brand Use

Our community names are **trademarked**.

- Written consent is required before using community logos, names, or branded materials owned by J. Russell Communities.
- We encourage agents to promote our communities accurately and are glad to supply approved language and logos upon request.

Buyer's Agent Documentation

To confirm agency relationships and maintain transparency:

- You must provide a copy of your **Buyer's Agency Agreement** at the time of first engagement with our community.
- If the buyer has identified their representative, all communications between the buyer and our team must go through their chosen representative to ensure consistency and clear documentation.

We appreciate your partnership and professionalism in representing your clients at J. Russell Communities. Our team is committed to working alongside you to create a smooth, rewarding experience for everyone involved.

Co-op Meeting Participation

We value the presence of buyer's agents throughout the purchase process. To ensure a seamless experience, we ask that you or your representative coordinate attendance for key milestones:

Pre-contract discussion

Contract signing

Redline meeting

Final walkthrough

Closing



Our Visitor Policy

We welcome all walk-in traffic. There are **no obligations** on your **1st** visit. We use a key system to view **all** models and available homes. Simply come to the information center, let us have a **copy** of your driver's license, and fill out a sign in card (example below) with your phone number and e-mail address. The only thing to sign is an acknowledgement you've received a copy of our policy.

You will then receive a booklet of keys to our models and available homes allowing you to **view them by yourself**. There is no contractual agreement required on this **1st visit**. However, any future **visits/inquires** require using our on-site manager to assist you or if you prefer other representation, they must be present and handle all verbal communications.



Welcome, please give us some basic information so we can better assist you.

Name: _____ Email : _____

Phone : _____ Address: _____ City: _____ State: _____ Zip: _____

Current Home Status: ☐ Own ☐ Rent Other _____ What price range are you considering? _____

When would you like your new home? ☐ 1-3 Months ☐ 3-6 Months ☐ 6+Months

Have you signed a buyer's representation contract? Yes ☐ No ☐ Name: _____ Co. : _____

How Did You Hear About Us? (Please Mark All That Apply)

ListingService(Zillow,Realtors.com,etc.): _____ OurWebsite: _____ Social Media: _____ Billboard _____ Signage _____ Other _____

I acknowledge receipt of this information/policy card. Signature: _____

Due to the results of the lawsuits against the National Association of Realtors for its policy that the seller pays the buyers agents, we would like to inform you about our policies on buyer agency/compensation.

J Russell Communities (JRC) is the marketing company for _____. You are welcome to tour the available homes on your first visit **without any obligations**; however, for represented buyers, all future contact, including home tours, must be handled through your agent.

J Russell Communities has completed over 10,000 new home transactions. We have more new home expertise than any company in Wichita in assisting homeowners through the process of buying their new dream home.

If you do not already have a buyer's agency contract, JRC would appreciate the opportunity to serve you as a transaction broker as permitted by Kansas real estate law in purchasing a new home in _____ or any other J. Russell community.

A transaction broker does not act as an agent for the seller or buyer but will carefully assist you in all aspects of the transaction to enable you to successfully acquire the new home you desire at an exceptional price. We encourage you to select the agent, _____, who knows the most about the homes and the community of _____.

In case you are not aware, brokerage fees are not set by law and are fully negotiable.

The seller will consider compensation offers for an agent **only** if the agent is registered in writing with JRC prior to the second point of contact with JRC (email, phone, in-person meeting, or any other communication method) and is present at all subsequent visits, meetings, and communications, as we are only allowed to communicate with your agent.

AFTER THIS FIRST VISIT, ANY SUBSEQUENT VISITS OR COMMUNICATIONS WITH J. RUSSELL COMMUNITIES REGARDING OUR HOMES IN _____ WITHOUT YOUR AGENT BEING PRESENT, YOU AGREE THAT NEITHER J. RUSSELL COMMUNITIES NOR SELLER WILL PAY ANY COMMISSION OR OTHER COMPENSATION TO ANY AGENT.

Please consider the possibility of engaging _____ as a transaction broker as part of your visit to _____.

To be completed by New Home Representative:

DATE: ____/____/____ SUBDIVISION : _____ 1ST VISIT: _____ 2ND VISIT: _____ 3RD VISIT: _____