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Real Estate Two70 Grants

Agent Marketing & Community Education Grant Program

Official Policy

Purpose of the Real Estate Two70 Grants Program

The Real Estate Two70 Grants Program exists to support real estate agents who are actively investing in **education-based, community-facing marketing efforts**.

At Real Estate Two70, we believe that strong businesses are built through knowledge, credibility, and meaningful engagement—not pressure tactics or short-term advertising. This program is designed to help agents test ideas, host educational events, and build long-term relationships while maintaining professional standards and brand alignment.

Real Estate Two70 Grants are not intended to subsidize routine marketing expenses. They are intended to **encourage thoughtful outreach that benefits both the agent and the broader community**.

Grant Overview

- **Grant Amount:** Up to **\$200** per approved event
- **Grant Type:** Reimbursement (expenses are paid by the agent and reimbursed after completion)
- **Eligible Use:** Marketing expenses directly tied to an approved educational event or seminar
- **Availability:** Subject to approval and funding availability

Eligible Activities

Grants may be used for events that include a **clear educational or informational component** and are open to the public or a defined audience.

Examples of eligible activities include:

- First-time homebuyer seminars
- Seller education workshops (pricing, preparation, market conditions)
- Investor-focused events (rentals, house hacking, market fundamentals)
- Educational events hosted in collaboration with lenders, inspectors, planners, attorneys, or other professionals
- Community or neighborhood informational meetings with a real estate education focus

The emphasis should always be on **teaching, informing, or guiding**, not selling.

Ineligible Activities

The following uses are not eligible for Real Estate Two70 Grant funding:

- Digital or print advertising (Facebook ads, Zillow, mailers, boosted posts)
- Open house food, beverages, or giveaways
- Branded merchandise or swag
- One-on-one client meals or entertainment
- General business expenses
- Any activity without an educational component
- Any event that is primarily promotional or sales-focused

If you are unsure whether an activity qualifies, ask before applying.

Agent Eligibility & Grant Limits

- Agents must be active and in good standing with **Real Estate Two70**.
- Grant availability and per-agent limits are determined at the **brokerage's discretion**, based on program participation and budget considerations.

- The brokerage may set, adjust, or waive limits as needed to ensure fair access and effective use of funds.

Collaborative Events

Real Estate Two70 encourages collaboration among agents and with non-brokerage professionals to create higher-impact educational events.

Collaborative events are encouraged because they:

- Expand audience reach
- Share workload and costs
- Improve educational quality through multiple perspectives
- Strengthen professional relationships

Eligible Collaborative Formats

- Two or more **Real Estate Two70** agents co-hosting an educational event
- Agent-led events featuring non-brokerage professionals such as lenders, home inspectors, planners, attorneys, or other service providers
- Multi-topic workshops where each presenter covers a defined area of expertise

All collaborative events must meet the same educational, professional, and branding standards as individual events.

Collaboration With Non-Brokerage Professionals

Collaboration with non-brokerage professionals is permitted by default when it enhances the educational value of the event.

The following standards apply:

- Events must remain **agent-led**
- Vendor participation must be educational, not promotional
- No vendor may require or imply referrals, exclusivity, or endorsement
- Real Estate Two70 Grant funds may not be used to reimburse vendor expenses
- Vendor participation does not constitute a brokerage recommendation or partnership

To support transparency, applications must include a **brief disclosure identifying any non-brokerage professionals involved**.

RESPA Safeguard:

No aspect of a Real Estate Two70 Grant-funded event may be structured or conducted in a way that conditions referrals, business, or compensation on participation, attendance, or promotion.

Collaborative Grant Consideration

- Collaborative events may be eligible for **enhanced grant consideration** beyond the standard per-event amount.
- Grant amounts and participation limits for collaborative events are determined at the **brokerage's discretion**, based on the scope, scale, and anticipated impact of the event.

Responsibility & Reimbursement

- One agent must be designated as the **primary applicant**
- Reimbursement will be issued to the primary applicant only
- Participating agents are responsible for coordinating cost sharing internally

All post-event documentation and reimbursement requirements apply equally to collaborative events.

Application Process

Agents must apply **before** hosting the event.

Each application must include:

- 1 Event name and format
- 2 Target audience
- 3 Estimated attendance
- 4 Date and location
- 5 How **Real Estate Two70** will be represented
- 6 Brief budget breakdown
- 7 Planned follow-up strategy

⁸ Disclosure of any non-brokerage professionals participating

Applications are reviewed on a rolling basis. Approval decisions are based on clarity, alignment with program goals, and funding availability.

Branding & Representation Requirements

Approved events must include appropriate and professional representation of **Real Estate Two70**, such as:

- Logo on presentation materials or signage
- Identification as “Hosted by [Agent Name] with Real Estate Two70”

Brand representation should be clear, professional, and non-intrusive. Sales scripts, pressure tactics, or hard branding are not required and are discouraged.

Reimbursement Requirements

Reimbursement will only be issued after the event has occurred.

To receive reimbursement, agents must submit:

- Proof of payment (receipts)
- Confirmation that the event occurred
- 3–5 photos showing the event setup, materials, or signage
- A brief post-event recap

Failure to meet reimbursement requirements may result in delayed or denied payment.

Post-Event Recap Requirement

Within a reasonable time after the event, agents must provide a short recap including:

- Actual attendance
- What worked well
- What could be improved
- Leads or follow-up opportunities generated (if any)

- Whether the event would be repeated

Recaps are used to improve the program, share best practices, and refine future educational efforts.

Program Oversight

Real Estate Two70 reserves the right to:

- Approve or deny grant applications
- Adjust funding limits or availability
- Update program guidelines
- Decline reimbursement if requirements are not met

Oversight exists to ensure consistency, accountability, and meaningful outcomes.

Program Philosophy

Real Estate Two70 Grants are built on trust, professionalism, and shared investment.

The brokerage invests in agents who:

- Take initiative
- Lead with education
- Represent Real Estate Two70 with professionalism
- Build sustainable, long-term businesses

This program is a partnership. Real Estate Two70 provides support; agents bring intention, execution, and follow-through.

Questions about the Real Estate Two70 Grants Program?

Contact the brokerage before applying to ensure alignment.