

At our organization, we firmly believe in the power of clear and efficient methods to achieve our objectives. While some organizations might operate informally without written guidelines, we know that a well-documented business philosophy, Policies and Procedures, and clear procedures are essential to provide the best service to our clients and associates.

That's why we've gone the extra mile to create this Policies and Procedures Manual just for you. We want to ensure that our employees and associates have the guidance they need to excel. While we've tried to cover all the bases in this manual, we understand that there may still be situations where management decisions are necessary. Rest assured, principles of fairness, integrity, and good communication will always guide us.

This manual is not set in stone. It's a living document that will grow and change as needed. We encourage you to become familiar with it and refer to it regularly. And if you spot something missing that should be included, please let management know. Because together, we can make this organization the best it can be.

Scott Lowe
Broker and Owner

"Unleashing Success: Our Company Philosophy"

At our company, we believe that in order to achieve greatness, we need to clearly define our philosophy of doing business. These guiding principles are the foundation of our success!

Integrity - It's the single most important attribute that determines success or failure. We firmly believe that every action must be rooted in truthfulness and honesty. If we have to question the morality of an action, then it's probably not the right thing to do. Honesty should be the driving force behind every action and truth should be the essence of every word. Our employees and associates are expected to uphold this same standard of honesty.

Service - Our clients deserve nothing short of exceptional service. We're not just paid for our time, but for the service we provide. If we want to be rewarded handsomely, then we must go above and beyond to deliver the highest level of service imaginable. We have high expectations for our employees and associates when it comes to providing excellent service.

Effort - As an associate, you have the power to determine just how much effort you put into your business. However, we do expect all our associates to conduct their business with the utmost professionalism. Our company has a rich history of excellence and it's the responsibility of each associate to carry that legacy forward.

Competence - We can achieve greatness when all team members work together towards a common goal - the success of our associates. By helping one another, we create a harmonious and successful environment. It's true what they say, "What goes around, comes around."

Accountability - The happiness of our clients is the key to repeat business. If we make a mistake, it's our duty to take responsibility and make it right for the customer. We expect our associates to be accountable for any mistakes that negatively impact the customer.

Professional Ethics - The Code of Ethics of the National Association of REALTORS® serves as our guide for everyday business operations. Additionally, we strictly adhere to the laws of Florida that govern our obligations to our clients and customers. Our employees and associates are committed to upholding the law and abiding by the Code of Ethics.

These guiding principles are non-negotiable. We will never veer from these ideals, no matter the circumstances.

Within this framework, our company has one ultimate goal - to maximize the profits of our associates while building and managing a financially stable organization. Our aim is to become the top real estate company in Florida and beyond.

Who Represents Whom in a Real Estate Transaction?

Buyers and Sellers often find themselves baffled when it comes to figuring out who their real estate agent truly represents. Are they working for the Seller? The Buyer? Or acting as a Transaction Broker with no agency relationship at all?

At our agency, we take our fiduciary responsibilities seriously, no matter who we represent.

Keeping It Crystal Clear: Our Commitment to Fiduciary Responsibilities

No matter who has employed us, we are committed to strictly observing our fiduciary responsibilities. We understand the importance of keeping our obligations clear and our loyalty intact.

Staying on the Right Side of the Law: Compliance is Key

Staying updated on agency disclosure requirements is crucial, as they frequently change. At our agency, we require all Associates to fully comply with the most current interpretation of the law as defined by the Florida Statutes and the Florida Real Estate Commission (FREC). This includes providing the necessary agency disclosure documentation.

Using the Right Forms for the Job: FAR Approved and Up-to-Date

In order to ensure transparency and compliance, all Associates are required to use the most recently revised Broker Relationship Disclosure and/or Notice of Non-Representation forms approved by the Florida Association of Realtors (FAR)."

Antitrust Laws

In our dynamic market, brokers like us have the freedom to set their own commissions. We believe in fairness and negotiation, which means each office negotiates with sellers and buyers to determine their own unique commission structure.

While we encourage healthy competition, it's essential to maintain a level playing field. That's why we strictly advise against discussing commission rates charged by other offices. We're all about fair play.

We must also emphasize that we play by the rules. It's absolutely forbidden for any associate to imply a boycott against a competitor based on their actions or decisions.

Now, here's something crucial to understand: any violation of Antitrust Laws can result in severe civil and criminal penalties. So, we're sounding the alarm, folks! Stay on the right side of the law, and let's continue thriving in the world of real estate together!

Realtor Association

All Honey Homes Realty associates are required to join an association of which Honey Homes Realty is a member.

Broker Assistance

As our Associate, you have your own business, but you're never alone. The Broker, support staff, and legal counsel are here to help you succeed and share their knowledge with you.

We encourage our Associates to seek advice and opinions on all aspects of their transactions and marketing strategies. But remember, the Broker and staff won't do your job for you. Their counsel is meant to enhance your efforts, not replace them. Unfortunately, due to our fee structure, we can't provide clerical support or coordinate closing information. But don't worry, we've got your back in all the other ways!

Commissions

Get Paid Properly - At our company, we value transparency and fairness when it comes to fees and commissions. That's why we have a clear policy in place. We want to ensure that our associates are not accepting any advance fees or commissions from anyone involved in real estate transactions, such as sellers, buyers, builders, lessors, or lessees. We've seen how these advance fees can create unnecessary complications and liabilities for both our associates and the company. So instead, commissions will be paid when the transaction closes and the commission is earned, with all the necessary paperwork in place.

No Advances, No Problem - We also want to make it clear that we don't offer advances on commissions to our associates. We're all about fair and timely payments, so advances are not a part of our process.

Leases Made Easy - When it comes to leases, we have a simple and fair policy. Any commissions or fees earned on leases will be subject to a 10% transaction fee on the gross commission, with a maximum of \$275 per transaction. Additionally, for personal leases on agent-owned properties, there will be a 10% fee based on the first month's rent. And for commercial leases, the same 10% transaction fee applies, with no cap.

Rental Policy Simplified - We have a clear policy for rentals and listing rentals that we want everyone to be aware of. First, property management is not within the scope of your authorization. Secondly, all tenant money, including deposits, should be paid directly to the landlord. And when it comes to commissions, they must be paid to the brokerage by the landlord only. Referrals to other agents must also be paid to the referral agent's brokerage by Honey Homes Realty LLC. For personal checks, they will be disbursed after clearing Honey Homes Realty LLC's bank. Lastly, our minimum fee for residential rental listings is 10% of the first month's rent, with a maximum of \$199. For commercial rental listings, the fee will also be 10% of the first month's rent, with no cap. And yes, this also includes all agent-owned rentals.

At our company, we strive for clarity, fairness, and simplicity when it comes to fees and commissions. We want to ensure that everyone involved in real estate transactions is treated fairly and that our associates are compensated appropriately. So rest assured, you'll know exactly what to expect with us.

Legal Collections

Sometimes, a client may try to stiff us on a fee we rightfully earned. But fear not, because we hold all the power when it comes to getting what we deserve. We can choose to take legal action, but we're not obligated to do so. And if we do decide to go ahead, the costs will be split between us and our associate, just like the commission would have been.

If an associate's action results in fines or court cases for Honey Homes Realty LLC, the associate is responsible for reimbursing Honey Homes Realty LLC. This is whether it's cash, credit card, or a commission adjustment.

If we do win an arbitration or court case, we're entitled to 20% of the compensation. This covers the time and expenses we put into the place.