



General Public Referral Rules

1. Leads from Express headquarters employees, all franchise employees, and the general public will be considered eligible only for the General Public Referral Rewards.
2. Leads from the general public will be counted on a first-come basis. The lead must be received via email at franchising@expresspros.com and include the prospective franchisee's name and contact information. The email must also include the name, phone number, and email address of the referrer.
3. The referred candidate cannot already exist in the franchise lead generation pool, it must be a new candidate.
4. The lead will be held under the referrer's name for six months from the date of submission.
5. The general public is eligible to receive the referral reward for new franchise location owners only.
6. If the referrer's candidate contacts the franchising department directly before their name is submitted via email, the lead will only be credited to the referrer if specifically requested by the franchise candidate.
7. Franchise candidates working with brokers do not qualify as referred leads.
8. Referrer's in the general public category will be paid \$5,000 when the referred candidate signs the franchise agreement.
9. Any disputes, claims or disagreements concerning payment of referral fees under these guidelines shall be resolved by the Express Services, Inc. Executive Committee whose decision shall be a final and binding arbitration decision binding upon all parties concerned.