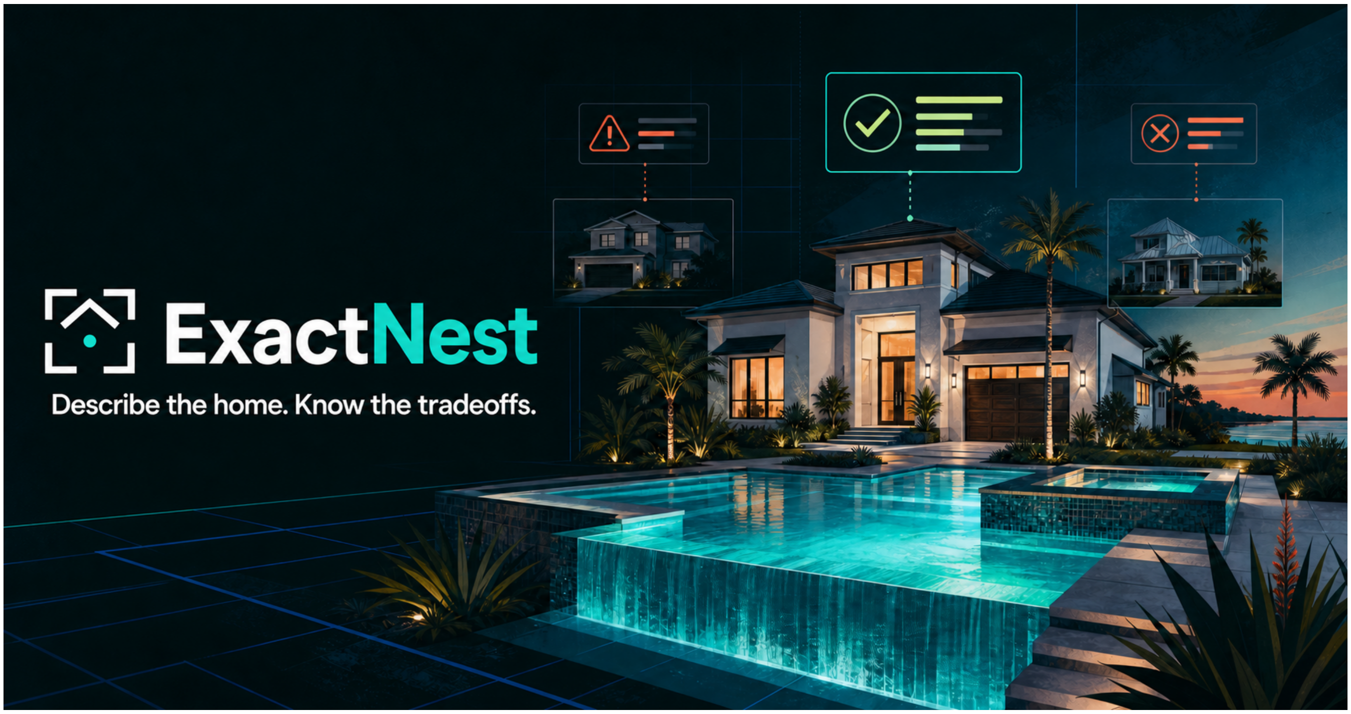

FOUNDING BROKERAGE PILOT

ExactNest Pro

Better-qualified buyers. Before the first tour.

PREPARED FOR	Southwest Florida brokerage partners	**PREPARED BY**	Arthur Karnig, ExactNest
PILOT TERM	90 days	**FOUNDING FEE**	$3,000

Discussion draft | August 2, 2026 | This proposal is non-binding and subject to a mutually signed pilot agreement.

The proposal

ExactNest proposes a controlled, paid 90-day pilot that gives one Southwest Florida brokerage launch team a white-label buyer-intelligence experience. The purpose is to determine whether clearer briefs, explainable shortlists, and consistent agent handoffs produce better-qualified buyer conversations and stronger progression toward tours and offers.

PILOT OUTCOME

Prove qualification before scaling distribution.

The pilot is designed to generate operational evidence, not vanity traffic. ExactNest and the brokerage will review what buyers save, when they request a consultation, which homes reach tour intent, and when an opportunity advances toward offer readiness.

Why this is different

Buyer intent begins as a nuanced brief rather than a long checklist of isolated filters.

Property candidates are ranked with visible reasons, tradeoffs, confidence labels, and unresolved questions.

The brokerage receives a consistent handoff built for the next conversation, not an anonymous registration record.

First-party scorecards connect product use to consultation, tour, and offer intent without placing the buyer brief inside analytics records.

Live MLS activation remains separate and approval-gated; the pilot does not represent illustrative inventory as current listing data.

Included in the founding pilot

Capability	Pilot delivery
White-label intake	Brokerage-branded buyer brief, launch-market boundaries, and objective preference capture.
Decision shortlist	Explainable ranking, material tradeoffs, saved-property actions, and questions requiring verification.
Agent handoff	A concise summary of buyer priorities, shortlisted homes, unknowns, and the recommended next action.
Scorecard	Weekly readout of brief, saved-property, consultation, tour-intent, and offer-intent progression.
Operating cadence	Kickoff, weekly 30-minute review, issue log, and final go/no-go recommendation.

90-day operating plan

Phase	Timing	Work and decision
1. Qualify	Days 1-10	Confirm sponsor, launch owner, buyer cohort, brand inputs, data path, compliance owner, and baseline definitions.
2. Configure	Days 11-25	Set the branded intake, market criteria, handoff format, event definitions, access, and controlled test scenarios.
3. Operate	Days 26-75	Run real buyer workflows, review the scorecard weekly, resolve friction, and document agent feedback.
4. Decide	Days 76-90	Review evidence, data/compliance readiness, buyer and agent feedback, and a market-scale recommendation.

The pilot scorecard

Stage	Measured signal	Interpretation
Brief	Unique valid buyer briefs	Entry cohort for the weekly and cumulative funnel.
Saved property	Unique buyers saving at least one candidate	The shortlist contains a property worth retaining.
Consultation	Buyer requests brokerage discussion	The product creates a reason for a qualified conversation.
Tour intent	Buyer selects a property for tour follow-up	Interest has advanced beyond passive browsing.
Offer intent	Buyer requests offer-readiness follow-up	The opportunity reaches a transaction-oriented discussion.

Measurement note: the first 30 days establish baseline quality and tracking discipline. Any improvement claim requires an agreed comparison, adequate sample, and completed-brokerage confirmation. Intent events are not represented as completed tours, offers, or transactions.

Mutual responsibilities

ExactNest	Participating brokerage
Configure and operate the approved white-label pilot surface.	Name an executive sponsor and an operating owner.
Maintain the scorecard, issue log, and weekly review materials.	Provide brand inputs, workflow definitions, and timely feedback.
Keep live listing display fail-closed until approvals are evidenced.	Own brokerage, MLS, provider, advertising, and agent-compliance approvals.
Protect access to administrative lead and scorecard information.	Use consented buyer workflows and restrict information to authorized personnel.

Commercial package

FOUNDING INVESTMENT

$3,000 for one 90-day pilot.

Recommended payment schedule: 50% when the pilot agreement is signed and 50% when the branded experience is ready for controlled buyer use.

Term	Founding proposal
Coverage	One approved brokerage brand, one launch team, and one agreed Southwest Florida market workflow.
Included	Configuration, onboarding, controlled operation, weekly scorecard, issue review, and final recommendation.
Separate costs	MLS, data-provider, paid media, CRM, taxes, and approved third-party or custom-integration fees.
Renewal	No automatic renewal. Any post-pilot subscription or expansion requires a new written agreement.
Cancellation	Final agreement will define cancellation, refunds, suspension, confidentiality, data handling, and transition obligations.

Boundaries and dependencies

ExactNest Pro is software and decision support. ExactNest does not act as a brokerage, agent, inspector, appraiser, insurer, title provider, or legal adviser through this pilot.

No live MLS inventory will be displayed until the brokerage, applicable MLS, provider, attribution, media, security, and display requirements are approved and operationally verified.

The brokerage remains responsible for licensed activities, agency duties, fair-housing compliance, advertising, buyer representation, professional advice, and transaction decisions.

ExactNest will not promise conversion lift, revenue, closed transactions, data coverage, exclusivity, or a production launch before the pilot produces evidence and the required approvals exist.

The signed pilot agreement, not this proposal, will control legal rights and obligations.

Decision path

Step	Owner	Completion evidence
Discovery conversation	Both parties	Fit, sponsor, buyer cohort, data path, and operating owner confirmed.
Pilot order form	Both parties	Scope, payment, privacy/security, and compliance responsibilities signed.
Launch readiness	Both parties	Brand, access, workflow, measurement, and applicable data gates reviewed.
Controlled operation	Launch team	Weekly scorecard and issue review active.
Scale decision	Executive sponsors	Continue, revise, expand, or stop based on evidence.