



PROPERTY360 AGENCY– DATABASE & ASSET PROTECTION SUMMARY

For Agency Principals

Your database is your business.
We treat it that way.

Property360 Agency was built specifically to avoid the structural weaknesses of traditional referral models, desk hire arrangements and external broker relationships.

This is not a referral agreement.
This is an embedded internal finance division with governance controls.

1. 100% Database Ownership Remains with the Agency

- All vendor, purchaser, landlord and prospect data remains the sole property of the agency.
- No ownership transfer occurs through collaboration.
- The embedded broker has usage rights only — never ownership rights.

Your database remains your asset on your balance sheet.

2. Controlled & Incremental Access

You determine the level of access.

- Active listings only
- New buyer leads only
- Incremental CRM access over time
- Full embedded access (if preferred)

Access is permission-based and revocable at any time.

3. No Data Extraction

The embedded broker is contractually prohibited from:

- Exporting your database
- Copying or scraping contacts
- Uploading agency data into external CRM systems
- Marketing under their own brand (all CFO marketing done through the Agency)

All marketing is conducted under your agency branding as part of your internal CFO division, the broker does not independently market to your database.

4. Post-Termination Protection

If the relationship ends:

- CRM access is revoked immediately
- Agency-sourced data must be deleted
- Broker cannot solicit agency database contacts for 24 months
- Only legally required compliance records may be retained

This prevents database migration risk.

5. Two-Way Commercial Alignment

This is not a one-sided arrangement.

- The broker shares their existing finance database.
- The broker finds you listings
- The broker operates as a commission-split embedded team member.
- The model increases database monetization rather than exposing it.

In traditional referral models, brokers build value off your database externally.

In Property360, the value is captured internally.

6. Asset Value Enhancement

A well-structured embedded finance division can:

- Increase revenue per transaction
- Improve buyer conversion rates
- Improve vendor satisfaction
- Strengthen internal data utilization
- Increase overall agency valuation

Your database becomes more productive — not more vulnerable.

Contractual Enforcement & Accountability

Both parties are contractually bound to preserve and protect the other party's database. This obligation is legally enforceable under the Agreement and forms a fundamental condition of the embedded relationship.

How is this controlled?

Any unauthorized use of database information — including direct marketing, solicitation or contact outside the agreed scope — would constitute a material breach of contract.

In practical terms, misuse of data is highly discoverable. If a client receives communication inconsistent with the agreed structure and discloses this to the originating party, this provides evidentiary basis of breach.

Such a breach may trigger:

- Immediate termination rights
- Enforcement of non-solicitation provisions
- Claims for damages or injunctive relief

The structure is therefore not based on trust alone — it is supported by enforceable contractual obligations and commercial accountability.

Commercial Reality

The real risk to your database is not controlled integration.

The real risk is external brokers monetizing your clients without structural alignment or accountability.

Property360 Agency internalizes that value while protecting ownership.

You remain in control, at all times.
