

The Diversified Companies

Monday / Friday Cash Lead Program Agreement

Agent participation terms — please review and sign before purchasing.

1. Overview

The Diversified Companies (“*Diversified*,” “*we*,” or “*us*”) offers participating agents the opportunity to purchase inbound calls on Mondays and Fridays using their own funds (the “*Program*”). This is separate from the Tuesday–Thursday lead program. Participation is voluntary and governed by the terms below. By signing this Agreement and funding a balance, you agree to these terms.

2. Definitions

Sale (Charged Sale). A call you disposition as “*sold*” in the call platform (Five9, and soon RingCX). A sale is considered a sale any time you disposition a call as “*sold*” in Five9 or RingCX. A Charged Sale triggers a Sale Charge against your Cash Balance.

Verified Sale. A Charged Sale that has been submitted through our normal new business process — including sending the application to newbiz@thediv.com — and entered into our database (Airtable). A Verified Sale is a Charged Sale that Diversified has confirmed is real. Simply forgetting to submit a sale does not eliminate the Sale Charge.

Sale Charge. The flat charge of \$120 applied to your Cash Balance for each Charged Sale.

Cash Balance. The money you have added to the Program, minus your Sale Charges.

3. Eligibility

You must be an active, contracted agent in good standing with Diversified to participate. We may decline or remove any agent from the Program at our discretion, including for failure to meet the performance standards described in Section 9.

4. How the Program Works

1. You fund a Mon/Fri cash balance in advance through the Program sales page.
2. On Mondays and Fridays, you log into the call platform and take calls exactly as you do during the week.
3. You are only charged when you make a sale. Each sale is charged at a flat rate of \$120 per sale, regardless of the call’s length or outcome prior to the sale.
4. There is no charge for calls that do not result in a sale.
5. Charges are applied to your Cash Balance at the end of each business day based on your “*sold*” dispositions for that day.

5. Payment Terms

6. Balances are funded in \$120 increments (one increment = one sale of runway), processed securely through Stripe. A 3% credit card processing fee is added to each funding transaction, so one \$120 increment is charged to your card as **\$123.60**. The 3% fee covers card processing, is non-refundable, and is not credited to your Cash Balance.
7. Funds must clear before they are available in your balance.
8. All sales are final. Once a Charged Sale is made, the Sale Charge stands — the same way Diversified is paid by its carriers and vendors on all sales, not only on issued or effectuated business. A sale that later falls out, is not issued, or is not effectuated does not reverse the charge. A charge is only reversed for a verified error (see Section 8).

6. Cash Balance and Negative Balance

Your Cash Balance is the money you have added to the Program, minus your Sale Charges. Because charges are applied at the end of the day, it is possible to make multiple sales in a single day that bring your balance below zero. We will not interrupt your selling during the day.

You may carry a negative balance down to negative \$240 (the equivalent of two unpaid sales). Once your balance reaches **-\$240** or worse, you will be removed from Monday/Friday calls until your balance is brought back to a positive amount.

You must maintain a balance above **-\$240** to participate in the Program on any given Monday or Friday.

7. Authorization to Offset Negative Balances Against Compensation

Your Program cash balance and your earnings are otherwise kept fully separate. However, if you leave Diversified, are terminated, or otherwise exit the Program while carrying a negative cash balance, you authorize Diversified to recover the outstanding negative amount from any commissions, bonuses, incentives, advances, refunds, or any other money owed to you by Diversified, in order to settle that balance. This authorization applies only to negative Program balances and does not otherwise commingle your cash balance with your compensation.

8. Sale Verification and Corrections

Sale Charges are applied based on your “sold” dispositions, and are usually applied at the end of the day. A Charged Sale becomes a Verified Sale once it is submitted to newbiz@thediv.com and entered into Airtable. Charges may be adjusted later if we identify a system issue or a reconciliation error.

Any sold disposition that is not found in Airtable is manually reviewed by a Diversified staff member, who has until the following Wednesday to complete the review. Manual review is not a grace period during which a charge is suspended — the Sale Charge remains in effect throughout review.

A charge is reversed only for a verified error: a sold disposition that review determines was not a real, submitted sale (for example, a disposition entered in error). This is different from a legitimate sale that later falls out, which is final under Section 5. If you believe a charge was

made in error, please let us know within **30 days** of the charge, and we will review it at reconciliation or sooner.

9. Performance Requirement

Continued participation in the Program requires maintaining a minimum conversion rate per vendor. Depending on the vendor/source, the required conversion rate is 10–15% or higher, measured as sales against answered calls. This standard is applied per vendor and begins to apply after a minimum sample of 20 calls on that vendor. Diversified reserves the right to restrict, suspend, or remove any agent from specific vendors or from the Program entirely if the agent falls below the required rate or for any other reason at our discretion.

10. No Guarantees

Participation in the Program does not guarantee any particular outcome. Diversified cannot and does not guarantee call volume, lead quality, profitability, or vendor availability. Things change. Vendors change. Markets change. Technology breaks sometimes. You participate in the Program with these realities understood and accepted.

11. Independent Contractor Status

Participation in this Program does not change your status as an independent contractor. Nothing in this Agreement creates an employment, partnership, joint venture, or agency relationship between you and Diversified.

12. Refund Policy

Unused cash balances are refundable as follows:

9. If you leave or are terminated by Diversified, your remaining balance will be refunded in full, less any pending or unreconciled sale charges (and subject to the offset in Section 7 if your balance is negative). The 3% credit card processing fee is non-refundable.
10. While you remain an active agent, you are entitled to one refund of your unused balance upon written request. The 3% credit card processing fee is non-refundable.
11. If you make additional purchases after receiving that one refund, no further refunds will be issued while you remain active.

13. Changes to the Program

We may modify or discontinue the Program, adjust the per-sale rate, or change vendor requirements at any time. Material changes will be communicated to participating agents. The per-sale rate in effect at the time of a sale is the rate that applies to that sale.

14. Acknowledgment

By signing below, you confirm that you have read, understood, and agree to the terms of the Monday/Friday Cash Lead Program, including the per-sale charge, the 3% credit card processing fee, the all-sales-final policy, the negative balance limit, the commission offset

authorization in Section 7, the performance requirement, the no-guarantee and independent-contractor terms, and the refund policy.

Agent Name (printed)

National Producer Number (NPN)

Signature

Date

Note: *This document involves the handling of agent funds and authorization to offset compensation. Diversified should have it reviewed by counsel before use.*