

Google Advertising Campaign

<input checked="" type="checkbox"/> Ad Campaign Setup Real Estate Agents Includes 5 Custom Ads	\$499.00 <small>ONE-TIME FEE</small>
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Targeting

Target markets...

- Buyers of Residential Single Family Homes
- Buyers Seeking Distress Sales / Foreclosures
- Buyers Seeking Land / Undeveloped Property
- Buyers Seeking Luxury Homes
- Buyers Seeking to Relocate
- Other _____
- Other _____
- Other _____

Some targets require significant research and development to implement. These targeted markets may be added to your account for a one-time \$100 customization fee.

Geotargeting

Enter city names, zip codes, communities or developments to target.

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

Contact & Billing Information

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Cell Phone: _____

Fax: _____

Email: _____

Website: _____

MLS Website: _____

Credit Card #: _____

Expiration Date: _____ SID Code: _____

Totals

Setup: _____

Monthly Budget: _____

Total (Setup + Monthly Budget): _____

Signature

Signature: _____

Date: _____

AdWORDS CUSTOMER ID: ACCOUNT HOLDERS ONLY Office Code

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Your signature authorizes eSource Marketing (eSM) to charge your credit card on a monthly basis to replenish your advertising spend account. Account replenishment will occur on the first of every month. Your card will be charged an amount equal to the advertising spend of the previous month not to exceed your set monthly budget. You may modify your budget at any time using the eSourceAgent online application at www.myesourceagent.com. You acknowledge that you have read and understand the eSM terms and conditions provided (<http://esourceagent.com/terms/termsofservice.htm>) as well as the terms of Google AdWords provided (<https://adwords.google.com/select/TCUSBilling0806.html>). You also agree not to disclose any data regarding keyword phrases or use any means to reverse engineer keyword data for the purpose of sharing the information with any third party without written consent from eSM. SOME CUSTOM Campaigns require additional setup fees. You will be notified if your campaign will require additional set up fees. **You may cancel this service at any time.** The term of this Agreement shall commence on your Sign Up date which is saved in the eSourceAgent application database and shall continue in full force and effect until terminated by either party upon notice. The termination will occur at the end of the billing period in which the request to terminate the agreement was made. The rights, duties and obligations of the parties shall continue in full force during or following the period of the termination notice until termination, including the ordering and billing of advertising until that placement can be discontinued.

AdWords Account Holders: If you have an existing AdWords account eSM must be given permission to access your account via the My Client Center (MCC) control panel. Your AdWords account will not be changed in any way. eSM simply monitors the account to ensure that ads are not double served and in violation of the AdWords terms of use. You will still be able to access your current AdWords account.

eSource Agent Application FEES and REFUND Policy Fees: Set up fees and ad placement fees will be applied to all customers using our system. eSM shall receive an amount equal to no less than fifteen percent of the gross charges levied by media for advertising placed therewith by eSM pursuant to this Agreement. Fees are subject to change. **Refunds:** We do not give refunds of your advertising spend. You will purchase advertising through eSM on a pay-per-click-thru basis.

Indemnification: Customer agrees to indemnify and hold eSM harmless with respect to any claims, loss, liability, damage or judgment suffered by eSM, including reasonable attorney's fees and court costs, which results from the use by eSM of any material furnished by Customer or where material created by eSM or at the direction of eSM subject to the indemnification is materially changed by Customer. Information or data obtained by eSM from Customer to substantiate claims made in advertising shall be deemed to be "material furnished by Customer to eSM".

Fax signed and completed form to: 916-404-0459

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