



Get Ready, Give Back, Go! Campaign

OFFICIAL RULES

1. CAMPAIGN

The Get Ready, Give Back, Go! Campaign (“**Campaign**”) is an office-level competition sponsored by Perchwell with support from Baldwin REALTORS®. The intent is to encourage member offices to adopt Perchwell in advance of the MLS system-of-record cutover on August 3, 2026, while generating charitable donations to the Baldwin REALTORS® Foundation based on the level of agent adoption. The Campaign begins at **12:00 AM Central Time (“CT”) on July 1, 2026** and ends at **11:59 PM CT on July 29, 2026**.

2. ELIGIBILITY

The Campaign is open only to individuals who, at the time of entry are: (i) active, dues-paying members in good standing of Baldwin; (ii) at least 18 years of age; (iii) a legal resident of the United States; and (iv) not an employee, officer, director, agent, or contractor of Baldwin, or a member of the immediate family (spouse, parent, sibling, or child) of any such individual.

3. HOW OFFICES EARN CHARITABLE DOLLARS

Baldwin Offices compete against other comparably-sized offices within their **Division** based on the total number of active members (e.g., **Large** consisting of 21+ members; **Medium** consisting of 5-20 members; **Boutique** consisting of 1-4 members). During each day of the Campaign, an office earns **Daily Participation Points** based on the number of unique office members who log into the Perchwell platform validated by Perchwell’s internal usage analytics. The Daily Participation Points, which may not exceed 100 points per office in a given day, are calculated as follows:

$$\text{Daily Participation Points} = (\text{Number of unique office members who logged into Perchwell that day} \div \text{Total office members}) \times 100$$

4. CHARITABLE DOLLARS EARNED

The Daily Participation Points are converted to a dollar pledge from Perchwell to the Baldwin REALTORS® Foundation based on the below conversion rates:

- Large: \$0.25/pt (\$1 per 4 points)
- Medium: \$0.125/pt (\$1 per 8 points)
- Boutique: ~\$0.042/pt (\$1 per 24 points)

At the end of the Campaign, the first-place office in each of the three Divisions will earn a guaranteed donation to the Baldwin REALTORS Foundation, made in that office’s name, regardless of their accumulated point total. The guaranteed first place prize for each Division shall be as follows: **Large Division is \$1,500; Medium Division is \$1,000; Boutique Division is \$500.**

All offices earn a donation equal to their accumulated Daily Participation Points converted at their Division's rate (inclusive of guaranteed first place prizes), subject to an overall Campaign cap of \$8,000 in the aggregate (inclusive of the guaranteed donation and charitable dollars earned).

Office Rankings, which shall be displayed on a leaderboard, shall be calculated per Division based on total accumulated Daily Participation Points, which shall be refreshed twice per week. Final Rankings shall be based on the final Daily Participation Points calculation following the campaign’s conclusion on July 29, 2026.

In the event of a tie, the first place office shall be determined based on the following criteria: (i) Longest streak of consecutive active days; (ii) Higher total count of active days; or (iii) Alphabetical Order.

5. GENERAL CONDITIONS

- a. By participating, offices consent to the display of their office name, division, ranking, and associated donation amount on the public leaderboard and shareable assets.
- b. Perchwell reserves the right to correct data errors, exclude anomalous or fraudulent activity, and adjust rankings accordingly.
- c. Perchwell reserves the right to disqualify any entrant who tampers with the entry process, violates these Official Rules, or acts in an unsportsmanlike or disruptive manner.
- d. Perchwell reserves the right to cancel, modify, or suspend this Campaign if it determines in its sole discretion that technical failures, fraud, or other factors beyond its reasonable control have compromised the integrity of the Campaign.
- e. The invalidity or unenforceability of any provision of these rules will not affect the validity or enforceability of any other provision.

6. PRIVACY AND USE OF INFORMATION

Information collected in connection with this Campaign will be used by Perchwell to administer the Campaign and, subject to applicable law, for other purposes described in Perchwell's Privacy Policy, which may be accessed at <https://www.perchwell.com/privacy-policy>. By entering, participants consent to the collection and use of their personal information as described in these Official Rules and Perchwell's Privacy Policy.

7. GOVERNING LAW

The Campaign and any action related thereto will be governed and interpreted by and under the laws of the State of New York, without giving effect to any conflicts of laws principles that require the application of the law of a different jurisdiction.