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mont** / ALLIANCE

Where partnership
meets *performance*

Introducing the **Primont Alliance**, our new annual broker rewards program designed to recognize *performance and partnership*.

Earn points for every sale you make in select Primont communities, with higher-priced homes earning more points. The more points you accumulate throughout the calendar year, the greater the rewards. Bigger sales, bigger points, better prizes. This is our way of rewarding those who grow with us.

The Alliance Point System

Earn points for every sale you make in select Primont communities, with higher-priced homes earning more points.

\$0 - \$499,999 [1 Point]

\$500,000 - \$749,999 [1.5 Points]

\$750,000 - \$999,999 [2 Points]

\$1,000,000 - \$1,499,999 [2.5 Points]

\$1,500,000+ [3 Points]



Broker Circle (1 Point)

Recognizes brokers who have completed at least 1 sale (1-point) in the previous year for their continued support of Primont.



FIRST TIER:

Entry (10 Points)

Recognizes brokers with **10 points**, showing early momentum and active participation within the Primont Broker Circle.

Reward: **\$2,500** (Prepaid Visa)



SECOND TIER:

Performer (20 Points)

Awarded to brokers achieving **20 points**, demonstrating consistent performance and growing success across Primont communities.

Reward: **\$5,000** (Prepaid Visa)



THIRD TIER:

Achiever (30 Points)

Honours brokers with **30 points**, delivering strong results and building meaningful sales momentum with Primont.

Reward: **\$12,500** (Beach Vacation)



FOURTH TIER:

Champion (50 Points)

Reserved for brokers reaching **50 points**, representing top tier performance and exceptional commitment to Primont.

Reward: **\$40,000** (Luxury Watch or Purse)



FIFTH TIER:

Pinnacle (125 Points)

The highest tier for brokers with **125 points**, setting the benchmark for excellence and sales leadership at Primont.

Reward: **\$250,000** (New Luxury Car)

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*Anyone who ends the year in one of the top 2 tiers automatically starts the following year in the **Entry phase**.*

Pinnacle (125 Points) | \$250,000 (New Luxury Car)

Champion (50 Points) | \$40,000 (Luxury Watch or Purse)

Achiever (30 Points) | \$12,500 (Beach Vacation)

Performer (20 Points) | \$5,000 (Prepaid Visa)

Entry (10 Points) | \$2,500 (Prepaid Visa)

Broker Circle (1 Point)

Thank You



*Primont Alliance is offered in select Primont communities and is available by invitation only. Brokers must be included on the official invite list at the start of each calendar year to be eligible to earn points and receive rewards. Points are accumulated within a single calendar year and cannot be carried over. Points reset at the start of each calendar year. Rewards are issued only after homes are fully closed and occupied. Certain terms and conditions apply. Please speak to a Primont sales representative for complete program details. Primont reserves the right to amend, suspend, or cancel the program at any time without notice. February 2026.E.&O.E.